

BUSINESS ARCHITECTURE AND BUSINESS ANALYSIS SERVICES

Service Definition
G-Cloud 15

REPLY

38 Grosvenor Gardens - London SW1W 0EB - United Kingdom - tel +44 (0) 207 730 6000 - fax +44 (0) 207 259 8600
infouk@reply.com

www.reply.com



TABLE of CONTENTS

BUSINESS ARCHITECTURE AND BUSINESS ANALYSIS SERVICES	1
SERVICE DEFINITION	1
TABLE OF CONTENTS	2
SERVICE DESCRIPTION	3
SERVICE FEATURES AND BENEFITS	4
ONBOARDING	7
KICK-OFF MEETING	7
ACCOUNT MANAGEMENT	7
<i>DESIGNATED ACCOUNT MANAGER</i>	7
<i>FORTNIGHTLY REVIEW MEETING</i>	7
OFFBOARDING	7
ACCESS TO DATA	7
SECURITY	8
PERSONNEL SECURITY	8
INFORMATION SECURITY	8
PHYSICAL SECURITY	8
TRAINING & KNOWLEDGE TRANSFER	9
ORDERING AND INVOICING PROCESS	10
CUSTOMER RESPONSIBILITIES	11
TECHNICAL AND CLIENT-SIDE REQUIREMENTS	11
OUTCOMES AND DELIVERABLES	11
ABOUT REPLY	12

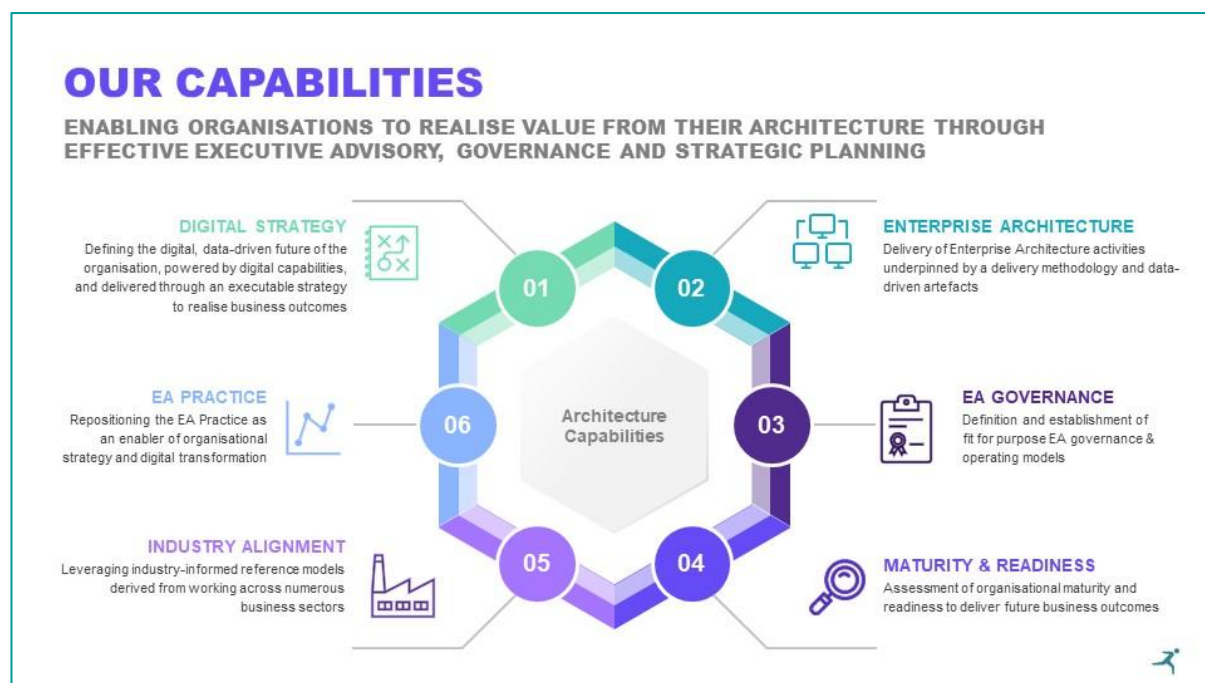


SERVICE DESCRIPTION

Our Business Architecture service provides your organisation with a blueprint to align Digital, Data and Technology (DDaT) initiatives with your business goals. We assist you to define business capabilities, covering their four elements: technology, process, people and information; and, by applying our business outcome-driven approach, devise how they align to underpin activities and processes that contribute towards achieving specific outcomes in the different value streams supporting the core of your business and the delivery of your products and services.

We assess your capabilities and aligning them to business outcomes, we conduct a gap analysis to identify areas of improvement or development. Our holistic view enables the identification of dependencies and areas where change can have the most significant impact, and use this to plan DDaT initiatives in order to deliver bigger and/or early value.

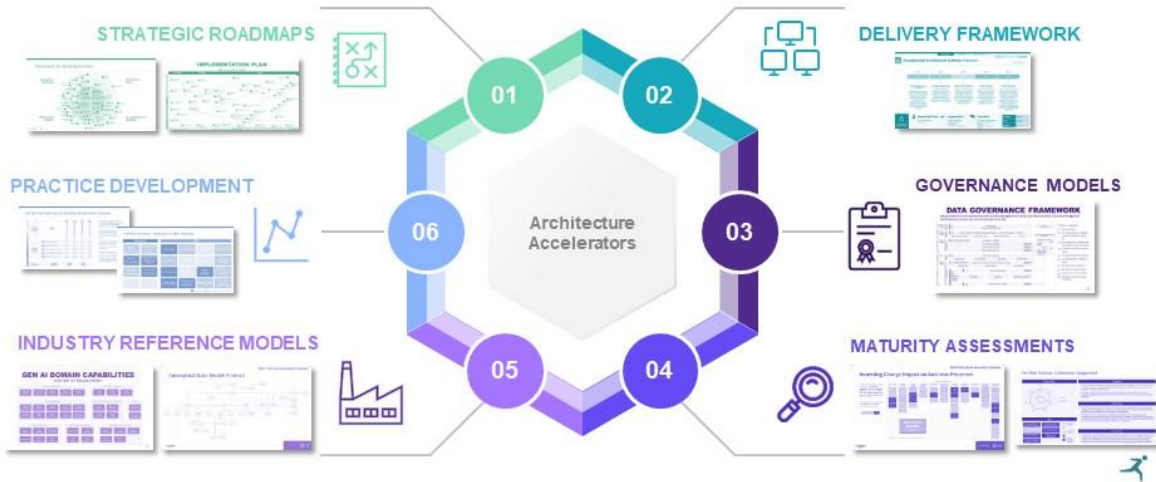
As part of our offer Business Analysis, we can assist to define your organisation's structure and operating model, discern the composition of your business functions, and identifying overlaps and redundancies. We also analyse and optimise business processes, enhancing operational efficiency, reducing costs, and improving productivity. We streamline workflows, eliminate redundancies, and facilitate their automation, leading to simplification of operations and better resource utilisation.



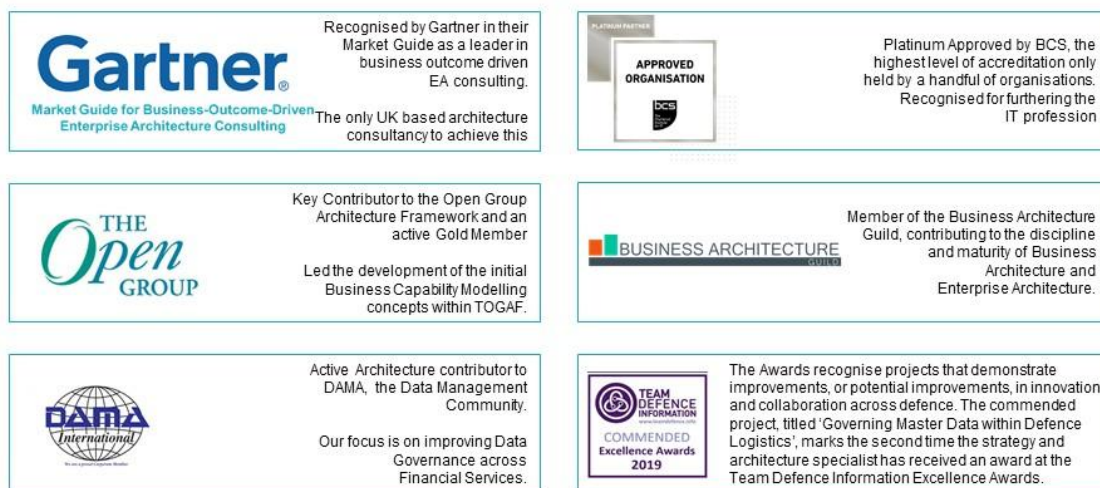


OUR ACCELERATORS

ESTABLISHED METHODOLOGIES, TOOLKITS AND FRAMEWORKS TO MATURE ORGANISATIONS AND ADDRESS THEIR DATA CHALLENGES



RECOGNISED AS ARCHITECTURE LEADERS



Service Features and Benefits

FEATURES

Business Architecture development and improvement

Our service helps your organisation to gain insights in your organisational structure and to define the business capabilities underpinning your key activities, for then identifying how

BENEFITS

Enhanced operational efficiency and effectiveness

Our Business Architecture service enhances operational efficiency and effectiveness by optimising processes, improving resource allocation, and fostering synergies, enabling



they can be enhanced to improve effectiveness and efficiency, whilst aligning to your business objectives.	organisations to achieve their desired business outcomes.
Enhancing operating models, processes, and services We help organizations enhance their operating models, processes, and services by analysing the composition of their business functions, and the roles and responsibilities involved, aiming to reduce redundancy and drive alignment with strategic goals and improve overall performance.	Improved business agility and adaptability By aligning business capabilities with value streams and identifying opportunities for improvement, our service helps improve business agility and adaptability, enabling organisations to respond quickly to changing market conditions and needs, and drive sustainable growth.
Analysis and design of organisational structures Our service includes in-depth analysis of functions and design of organisational structures to foster productivity, clarify roles and responsibilities, and improve accountability, enabling efficient operations and better alignment with strategic objectives.	Streamlined processes for better resource utilization Reply streamlines processes for increasing efficiency and productivity, by optimising resource utilisation, reducing waste, duplication and inefficiencies, to drive sustainable growth and competitive advantage.
Business outcome-driven approach for tangible value We take a business outcome-driven approach to deliver tangible value by aligning business capabilities with value streams, identifying opportunities for improvement, and implementing changes to drive sustainable growth, efficiency and competitive advantage.	Clearer organisational structure and accountability Our service provides clarity in organisational structure and accountability, facilitating smoother operations, faster decision-making, and better alignment with strategic objectives, driving greater transparency and effectiveness across the organisation.
Assistance in developing operating models Reply provides expertise in developing operating models tailored to your organization's unique needs, eliminating duplication and simplifying operations, ensuring alignment with strategic objectives and enabling agile adaptation to evolving needs.	Better alignment with strategic objectives Through our Business Architecture service, organisations achieve better alignment with strategic objectives, by ensuring that changes to business capabilities are analysed, designed, prioritised, planned and implemented in line with achieving the desirable outcomes.
Improving business services and functions Our service focuses on improving your business services by optimising the underpinning business functions. We optimise processes, enhance operational efficiency, and align activities to drive sustainable value and growth.	Optimised value delivery and customer satisfaction By tuning your operational model and enhancing your business capabilities, we can assist your organisation to optimise value delivery and customer satisfaction.
Designing efficient value streams We analyse your value streams and tune	Enhanced decision-making through data-driven insights



them, by restructuring and realigning the upholding capabilities, according to desirable business outcomes.	Our service provides data-driven insights measuring performance against the desirable business outcomes. These metrics enable organisations to make informed decisions, and mitigate risks more effectively.
Realisation of tangible business outcomes Through our business outcome-driven approach to architecture, we help organisations realise tangible business outcomes, driving enhanced operational efficiency, resilience, improved customer satisfaction, and increased productivity.	Accelerated innovation and business growth By identifying areas where change can have the most significant impact and deliver bigger value, our Business Architecture service can accelerate innovation and business growth, enabling organisations to stay ahead of the competition and drive sustainable value.
Analysis and design of business architecture Reply can assist with the definition, analysis and assessment of your business capabilities, in order to identify the areas where change can have the most significant impact and deliver bigger value.	Reduced costs and wastage Through our Business Architecture service, organizations reduce costs and wastage by optimising processes, improving resource utilisation, and eliminating redundancies, enabling them to operate more efficiently and effectively.
Help with improving business processes We provide expert guidance and support to improve business processes, optimising them for efficiency, reducing costs, and enhancing agility to adapt to changing needs and drive sustainable growth.	Better resilience and competitive advantage Our service enhances organisational resilience and competitive advantage by aligning business capabilities with value streams, driving innovation, efficiency, and growth, and enabling organisations to adapt and thrive in a rapidly changing business environment.



ONBOARDING

Kick-Off Meeting

When we start an engagement with a new client, we begin with a workshop introducing the team (from both Reply and the client), the project objectives, and our anticipated timelines and approach. This workshop is most impactful when the majority of client stakeholders involved in the project are present and involved (either in person or remotely). Where this is impossible, we can hold separate sessions with teams that cannot participate in the kick-off workshop to ensure all stakeholders are engaged and bought into the project's objectives.

Account Management

Designated Account Manager

Each client has a designated Account Manager, who will be the main point of contact throughout the engagement. This individual is responsible for ensuring that delivery progresses and is executed to the standards that Reply and our clients expect.

Fortnightly review meeting

Alongside regular ceremonies and informal daily interaction between the Reply project team and the client, we hold formal review meetings with key stakeholders, usually fortnightly. This includes critical client stakeholders, senior Reply project team members, and the Reply Account Manager. Where appropriate, these meetings will consist of a review of work completed and demonstrations or walk-throughs of deliverables.

Offboarding

Where an engagement continues to completion, unless the client requests an extension or new engagement, all client IT, documents, artefacts and deliverables will be returned to the client. Our team will ensure a complete handover of data and knowledge to client staff. An ongoing support or retained advisory service may be implemented where appropriate to provide additional continuity.

Access to Data

Ensuring secure access to client data upon exit is paramount to maintaining confidentiality and integrity. We begin by conducting a comprehensive inventory of all client data stored within our systems, encrypting it both in transit and at rest using industry-standard protocols. Strict access controls and authentication mechanisms are implemented to restrict access to authorized personnel only, with permissions regularly reviewed and updated. Client data is segregated from other data within our systems, ensuring isolation and protection. Upon exit, all access rights to client data are promptly revoked, including user account deactivation and permission removal. If requested, we securely delete or anonymise client data in accordance with retention policies and regulatory requirements. Detailed documentation and audit trails of data access are maintained, providing transparency and accountability. Before exiting, we verify with the client that all necessary data access has been revoked. Finally, we adhere to legal and regulatory obligations regarding data protection and privacy, ensuring compliance with contractual agreements and applicable laws such as GDPR or HIPAA. Through these measures, we ensure that client data remains secure throughout the exit process, mitigating the risk of unauthorized access or data breaches.



SECURITY

Personnel Security

As a Specialist Cloud Service, the capability being offered is not limited to specific Impact levels (as it is not infrastructure, software or a platform) and can be used, subject to personal Security Clearance levels. Reply consultants are mostly Security Cleared (SC), some have higher-level Developed Vetting (DV) clearances. We also have a pool of NPPV3 Consultants for Policing work. The majority of our work for both public and private sector clients is at IL2 but we work in the Official, Secret and Top-Secret domains. Our hard and soft information security processes have been designed and approved by independent CESG CLAS accredited consultants.

Information Security

We are ISO27001, Cyber Essentials certified and our Quality Assurance processes are based upon and compliant with our ISO 9001 accreditation. Our Information Security processes are directly guided by our ISO27001 accreditation. We shall adhere to local information and other security policies and will apply local Security Operating Procedures (SyOPs) as may exist. If such do not exist we shall apply our own SyOPs.

Physical Security

The Main Reply Office (London, UK) is a Police Accredited Secure Facility (PASF) with access controls for each point of entry. All Laptops/Phones must be stored securely overnight. When working on a client-site our consultants adhere to client security policies.



TRAINING & KNOWLEDGE TRANSFER

We enable customer teams throughout delivery by embedding knowledge transfer alongside implementation activities. Training is aligned to organisational roles, ensuring relevance for finance users, operational staff, and system administrators.

Knowledge transfer is delivered through:

- A train-the-trainer approach to establish internal subject matter experts.
- Technical training for administrators covering configuration, security roles, and integrations.
- Walkthroughs of system design, data structures, and operational processes.
- Provision of comprehensive documentation, including user guides and runbooks.

Formal training is supported by ongoing access to expert guidance during delivery and early life support. Where required, refresher sessions or additional enablement can be provided to support organisational change or onboarding of new users.



ORDERING AND INVOICING PROCESS

To begin the process, please contact glue.frameworks@reply.com with details of your organisation, role and high-level requirements.

Our Framework Manager will connect you to our experts and from here we will organise an introductory discussion to go into more detail and shape a proposed engagement that suits your needs.

We invoice for both fixed price and time and materials engagements one month in arrears. For fixed price engagements, this takes place upon completion of the deliverable(s), or in stages, if the size of the engagement is greater than £40,000 excluding VAT.

Payment terms are 30 days net of receipt of invoice.



CUSTOMER RESPONSIBILITIES

To deliver our responsibilities as a partner, we require the following:

- Full access to systems and data that are relevant to the specific project
- Reasonable and timely access to key stakeholders and internal SMEs for information gathering, requirements definition and other critical tasks associated with the delivery of our outputs

Technical and Client-Side Requirements

Other than the system access specified above, there are no specific technical or client-side requirements that would limit our capacity to begin work.

Outcomes and Deliverables

Our engagement's specific outcomes and deliverables will be determined during the scoping phase before beginning the project based on your goals and objectives and the level of depth you require. These will include:

- Workshop(s) to discuss and assess the existing architectural design
- Detailed assessment of design with identification of risks and opportunities
- Report with recommendations and proposed action plan



ABOUT REPLY

Reply is a company that specialises in Consulting, Systems Integration and Digital Services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media.

Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Artificial Intelligence, Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Artificial Intelligence, Big Data, Cloud Computing, Digital Media and the Internet of Things.

We make innovation happen.

We started with a small team and a purpose: to help the digital revolution happen. Today, we are a team of more than 14,600 people in 16 different countries but we still have the same DNA, made up of agile, vertical task forces and an inner passion for innovation.

We are a decentralised network of specialised companies.

Among Replyers, you will find passionate geeks, visionary strategists, and creative minds, each with sharp skills in a specific business, who cooperate together and never stop learning from each other.

Make forward, act sustainably.

We know a sustainable future is possible and technology can be a strong asset to reach it. As leaders in digital transformation, we push for change and operate in full accordance with the highest ethical standards and with respect for the rights of future generations