

# **AI-ENABLED DIGITAL TRANSFORMATION INTEGRATION SERVICES**

Service Definition  
G-Cloud 15

**REPLY**

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## SERVICE DESCRIPTION

Public sector organisations continue to invest in digital transformation, yet many programmes fail to deliver sustained change. Common causes include fragmented technology initiatives, process redesign that is disconnected from real operational constraints, and the introduction of AI or automation without the integration foundations required to scale safely. As a result, transformation efforts create pockets of change rather than organisation-wide impact.

**Reply's AI-Enabled Digital Transformation Integration Services for G-Cloud 15** address this challenge by placing **integration at the centre of transformation**. We help organisations redesign processes, operating models and technology landscapes in a joined-up way, ensuring AI, automation and integration reinforce one another rather than creating additional complexity.

Our service focuses on **measurable transformation outcomes**, not technology deployment alone. We align digital capability with business objectives, service outcomes and policy intent, enabling organisations to modernise incrementally while maintaining control, assurance and continuity of service. AI is applied where it adds real value, supported by robust integration and governance foundations.

Crucially, we recognise that digital transformation is as much about people, operating models and decision-making as it is about systems. Our approach embeds change readiness, stakeholder engagement and knowledge transfer throughout, helping organisations build lasting capability rather than short-lived solutions.

## FEATURES

Our service combines strategic planning, integration expertise, AI enablement and public-sector delivery experience to support sustainable digital transformation.

- **Integration-Led Transformation Planning**  
We shape transformation around integration rather than isolated system change. This ensures processes, data and services work together coherently across organisational boundaries, reducing delivery risk and dependency on bespoke solutions.
- **AI-Enabled Process Redesign**  
We redesign business and operational processes using AI and automation where they demonstrably improve outcomes. This includes decision support, intelligent routing, exception handling and insight-driven optimisation, all integrated into end-to-end workflows.
- **Technology and Operating Model Alignment**  
We align technology change with operating model design, ensuring new capabilities are supported by appropriate roles, responsibilities, governance and skills. This avoids technology being deployed without organisational readiness to use it effectively.
- **Integration of Automation and AI Capabilities**  
We integrate automation, AI services and data flows into a single transformation approach, ensuring they support complete processes rather than isolated tasks or pilots.
- **Transformation Roadmap and Milestones**  
We define clear, phased transformation roadmaps with measurable milestones, enabling organisations to deliver progress incrementally while maintaining control over cost, risk and dependency.



- **Change Impact and Readiness Assessment**  
We assess how change will impact people, processes and services, identifying readiness gaps that could undermine adoption. This ensures delivery plans are grounded in operational reality.
- **Governance and Assurance Integration**  
Transformation delivery is supported by clear governance and assurance structures, aligned with public sector expectations. This ensures decisions are transparent, evidence-based and defensible.
- **Benefits Tracking and Measurement**  
We define and track benefits throughout delivery, ensuring transformation outcomes are measurable rather than assumed. This supports value-for-money assessment and continuous prioritisation.
- **Stakeholder Engagement and Workshops**  
We facilitate structured engagement with business, operational and technical stakeholders, aligning understanding and expectations across the organisation.
- **Knowledge Transfer and Capability Uplift**  
We actively build internal capability through documentation, training and collaborative delivery, reducing long-term reliance on external support.

## BENEFITS

Our AI-Enabled Digital Transformation Integration Services help organisations move from fragmented digital change to **coherent, outcome-driven transformation**. The benefits are deliberately framed around **risk reduction, delivery confidence and sustained value**, reflecting public sector realities.

- **Reduced Risk of Transformation Failure**  
Many transformation programmes fail because technology, process and organisational change move at different speeds. By anchoring transformation around integration and sequencing change incrementally, organisations reduce the risk of large-scale disruption, rework or programme reset.  
  
Change is introduced in manageable phases, allowing learning, adjustment and assurance throughout delivery.
- **Better Alignment Between Technology Change and Service Outcomes**  
AI, automation and digital platforms are applied deliberately to support defined service and policy outcomes rather than deployed in isolation. This ensures transformation activity directly improves citizen experience, operational efficiency or decision-making capability.  
  
Investment is guided by outcomes rather than technology opportunity alone.
- **Improved Organisational Capability to Sustain Change**  
Aligning operating models, governance and skills with technology change ensures organisations can continue transformation after delivery support ends. New capabilities are



embedded into how the organisation works, rather than depending on temporary programme structures.

This improves long-term resilience and reduces reliance on external suppliers.

- **End-to-End Transformation Rather Than Isolated Improvements**

Integration-led design ensures processes, systems, data and automation work together across organisational boundaries. This eliminates isolated improvements that shift effort elsewhere or introduce manual workarounds.

Services become genuinely end-to-end rather than partially digitised.

- **Clear Direction and Predictable Delivery**

Transformation roadmaps provide a shared understanding of priorities, dependencies and milestones. Senior leaders gain confidence that delivery is purposeful, sequenced and controlled rather than reactive.

Predictability supports better governance, funding decisions and oversight.

- **Better Adoption Through Early Change Readiness**

Assessing change impact and readiness early allows organisations to prepare staff, adjust roles and manage expectations. Adoption challenges are addressed deliberately rather than treated as a post-delivery problem.

This increases uptake and reduces resistance to new ways of working.

- **Controlled and Assured Transformation Delivery**

Integrated governance and assurance ensure transformation decisions are transparent, evidence-based and defensible. This reduces the risk of late-stage intervention from assurance bodies or senior oversight forums.

Delivery progresses with confidence rather than constant revalidation.

- **More Resilient Digital Services**

Integrated, well-designed transformation reduces reliance on fragile integrations, manual processes and undocumented knowledge. Services become easier to operate, change and scale.

Resilience improves as complexity is reduced.

- **Improved Value for Money**

Benefits tracking ensures transformation investment is focused on changes that deliver measurable value. Trade-offs are made consciously, and low-value activity can be deprioritised early.

This supports better stewardship of public funds.

- **Long-Term Growth in Digital and Change Capability**

Knowledge transfer, collaborative delivery and capability uplift ensure teams are better equipped to lead future transformation initiatives with confidence and competence.

## WHAT THE SERVICE INCLUDES



**Reply** delivers a **comprehensive, end-to-end transformation service** that integrates strategy, delivery and organisational enablement. The service is designed to support both **immediate transformation outcomes** and **long-term capability building**.

## 1. Transformation Context and Baseline Assessment

We begin by establishing a realistic understanding of the organisation's current state.

This includes:

- Review of existing transformation initiatives
  - Assessment of process, technology and integration maturity
  - Identification of fragmentation, duplication and constraints
  - Understanding organisational readiness and risk appetite
- This provides a solid baseline for informed transformation planning.

## 2. Integration-Led Transformation Strategy

We define a transformation strategy that places integration at the centre of change.

This includes:

- Clear articulation of target service and business outcomes
  - Role of AI, automation and integration in achieving those outcomes
  - Principles for sequencing and prioritisation
  - Alignment with enterprise and integration architecture
- Strategy is pragmatic, not aspirational.

## 3. Process and Operating Model Redesign

We assess and redesign processes and operating models to ensure they can support new digital capabilities.

This includes:

- Mapping current and future processes
- Identifying where AI and automation add value
- Redesigning roles, responsibilities and decision points
- Ensuring processes remain operable in live environments

## 4. AI and Automation Enablement Planning

We identify where AI and automation should be applied and how they should be governed.

Activities include:

- Evaluation of AI-enabled decision support and optimisation opportunities
- Definition of control, oversight and assurance requirements
- Integration planning to avoid siloed automation

AI is enabled where it strengthens end-to-end workflows.

## 5. Transformation Roadmap and Milestone Definition

We produce a phased transformation roadmap that balances ambition with delivery reality.

The roadmap includes:

- Prioritised initiatives and dependencies
  - Clear milestones and decision points
  - Indicative timelines and outcomes
  - Risk mitigation considerations
- Roadmaps support incremental progress and confidence.

## 6. Change Impact and Readiness Assessment

We assess how transformation will affect people, roles and ways of working.

This includes:



- Impact assessment across functions and teams
- Identification of readiness gaps
- Recommendations for training, communication and support  
This reduces adoption risk.

## 7. Governance, Assurance and Decision Support

We establish governance structures that support controlled delivery.

This includes:

- Clear decision-making and escalation paths
  - Integration with assurance and oversight processes
  - Evidence-based reporting for senior stakeholders
- Governance enables progress rather than slowing it down.

## 8. Transformation Delivery Support and Integration Enablement

Where required, we support delivery of transformation initiatives, ensuring integration foundations enable change rather than constrain it.

This ensures design intent is realised in practice.

## 9. Benefits Definition, Tracking and Review

We define measurable benefits aligned to transformation objectives and track them throughout delivery.

This enables:

- Evidence-based prioritisation
- Course correction where value is not realised
- Clear demonstration of outcomes

## 10. Stakeholder Engagement and Enablement

We facilitate structured engagement through workshops and working sessions, aligning understanding across business, operational and technical teams.

## 11. Knowledge Transfer and Capability Uplift

We embed learning and capability throughout delivery.

This includes:

- Collaborative delivery approaches
  - Documentation and knowledge artefacts
  - Skills transfer to internal teams
- Capability remains after transformation phases complete.

## WHY THIS MATTERS

Together, these service components replace fragmented digital initiatives with a **coherent, integration-led transformation capability**. Organisations gain confidence that AI, automation and digital change are delivered in a controlled, assured and outcome-focused way, enabling lasting improvement in public services rather than short-term digital activity.



## 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](mailto: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