



IBM Consulting

G-Cloud 15 IBM - Oracle Customer Experience (CX) SaaS System Implementation Service Definition Document

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Service Description

Oracle Customer Experience Cloud Platform (CX) Cloud advisory, implementation and support / development services.

IBM provide a full range of Customer Transformation consulting help to organisations seeking to embrace CRM / Customer Experience technology as an enabler for their business.

IBM have proven expertise in implementing Oracle Marketing, Sales, Commerce Cloud, Customer Data Platform, Configure – Price - Quote (CPQ), Subscription Management and Order Management

IBM provide support for the CX applications to help clients with testing and adopting the quarterly innovations, managing defects, user access etc. IBM also help clients integrate CX Cloud to internal and external applications using Oracle Integration Cloud, Mulesoft, Boomi and more

Service Description

Oracle Customer Experience Cloud Platform (CX) Cloud advisory, implementation and support services.

IBM delivers comprehensive Customer Transformation consulting to organisations adopting CRM and Customer Experience technology as a business enabler.

Our proven expertise spans Oracle Marketing, Sales, Commerce Cloud, Customer Data Platform, Configure Price Quote (CPQ), Subscription and Order Management.

We support CX applications with testing, quarterly innovation adoption, defect management and user access. IBM also integrates CX Cloud with internal and external systems using Oracle Integration Cloud, MuleSoft, Boomi and more.

Service Overview

Features

- Agree target state for transformation, understand operating model, define changes where required
- Work with your stakeholders to obtain support and gain buy-in
- Communicate the programme objectives and benefits
- Assist with development of a compelling business case
- Agree programme phases, dependencies and deliver a High Level Design
- Estimate and address the organisational change impact
- Assessment of suitability for both Cloud and mobile device deployment
- Manage Detailed Design adopting IBM accelerators
- Configure the Cloud applications, integrate where required and test the resulting solution
- Train the business and IT teams
- Manage the cutover and post production support

Key Differentiators

- IBM Agentic AI assistants, robotics and automations pre built for over 70 use cases in the Oracle Cloud to accelerate ROI
- Centres of Excellence for development of focused Oracle Industry solutions and AI process enablement
- We have operational live clients in Oracle Government Cloud as well as Commercial Cloud across the whole suite of solutions

Benefits

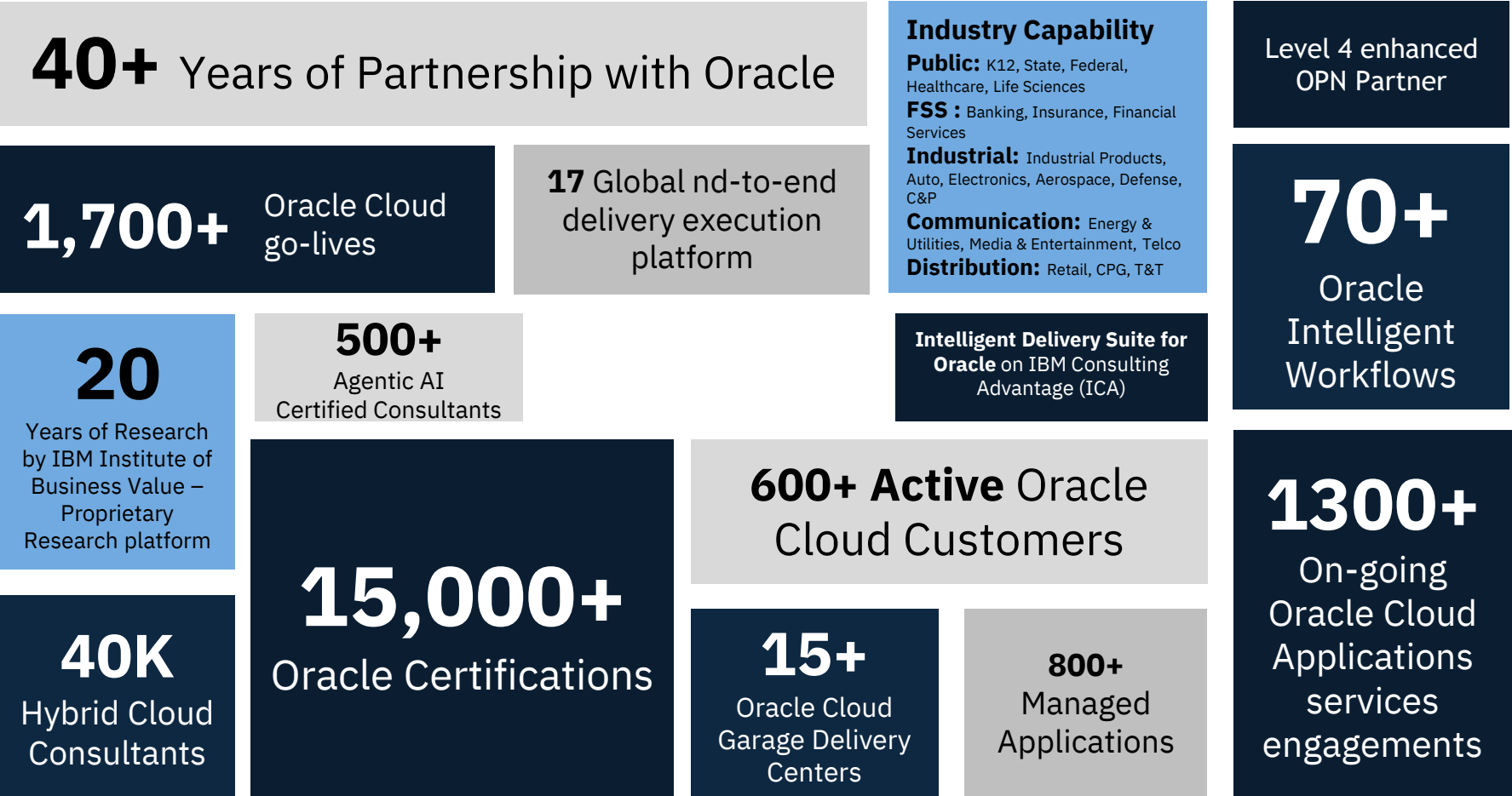
- Surety of Success: By working with the most experienced Oracle partner in the market
- Meet business expectations for technology investment and supply chain transformation
- Adopt standard SaaS functionality, with regular innovations as part of the product
- Predictable run costs, elastic costs based on usage
- Reduce the total cost of IT ownership
- Add value: Take advantage of adjunct cloud-based technology such as Machine Learning, Artificial Intelligence and Robotic Process Automation
- Re-design or enhance business processes to reduce complexity
- Move to a proven, scalable architecture
- Get there quickly – IBM have delivered Oracle Cloud applications in as little as 9 weeks

IBM is a Leader in Oracle Powered Transformations

IBM offers comprehensive , end-to-end portfolio of Oracle services including consulting, implementation, application managed services, business process outsourcing, cloud technical managed services and IBM Technology solutions across the entire Oracle product suite, and across industries globally.

Oracle Awards (last 2 years)

- 2025: Service Provider of the Year at the SSON Impact Awards in advancing shared services and outsourcing excellence
- 2024 Japan wins Oracle Partner Award for Customer Success at Automotive company
- 2018-2024 Japan Oracle Cloud Applications Partner of the Year (7 consecutive years)
- UKOUG 2024 Industry Partner of the Year Award: SILVER: Accelalpha (IBM)
- UKOUG 2024 - UKOUG ERP Fusion Cloud Partner of the Year Award: SILVER: IBM
- UKOUG 2024 Managed Services (Applications+Technology) Partner of the Year Award :SILVER:Accelalpha (IBM)
- UKOUG 2024 International Partner of the Year Award : SILVER:Accelalpha (IBM)
- 2023: Oracle EMEA Partner of the Year for Innovation for Europe South



References	Business Maturity Index	IBM Cloud Augmented Resilient Enterprise	IBM RapidMove for Oracle Cloud	IBM Oracle Cloud GenAI Solutions
Deep Industry Experience Relevant Experience	Accelerated Business Case Roadmap to Oracle Cloud Creates Momentum	Re-define global design with an industry leading business platform	20-30% time and cost savings	Sustainable Sourcing 5 Way Voucher Match AskHR Ask Finance

IBM Supporting Government

We help government organisations in the UK and worldwide deliver and transform essential public services – our teams are passionate and proud about helping you to make a real difference to people's lives.

The problems we solve for clients are complex and cannot be satisfied with technology alone. They require a partner that can also offer deep industry expertise and a relationship of trust.

IBM combines the portfolio, people and sense of purpose necessary to meet today's enterprise demands. Every day, we support and manage complex delivery for government clients where the impact of delivery has wide-reaching impact on citizens and national services.

We bring access to the industry experience, insight and technology capability to deliver and operate secure, scalable, optimised and available services for government.

We support you by bringing:

- Industry expertise – Professionals who understand and are passionate about delivering quality public services and can bring industry insights and apply innovation to your business processes
- Trust and security capabilities – Protecting valuable data and insights and deploying new innovations responsibly
- Innovative technology – Expertise in areas such as AI, blockchain, 5G, Automation, IoT, cybersecurity and quantum, delivered in a Hybrid Cloud environment
- Experienced Services professionals to support strategy, innovation and deliver transformation and change to processes, applications, and cloud infrastructure
- Global alliances – valuable partnerships with the world's leading vendors

Government Services Supported by IBM



Defence and Intelligence



Public Safety and Policing



Healthcare



Life Sciences



Tax and Revenue Management



National Infrastructure



Social Care



Education



Works and Pensions

Delivery Principles

The principles of how we think and act in our delivery to clients include:

- Building long-term client relationships based on innovation, trust and service excellence
- Using Design Thinking and Agile approaches to help frame and execute our client's change programs
- Infusing cognition and emerging technologies into our clients' enterprises and core processes
- Exploiting hybrid multi-cloud-based solutions to underpin evolving client processes
- Developing and deploying world-class talent
- Using consistent, modern methods and tools, constantly reviewing and refining to accelerate the value we deliver
- The ability to thrive and succeed in engagements driven by globally dispersed, multi-disciplined teams using our suite of collaboration tools is at our core
- Maintaining the highest standards of Social Value and delivery ethics



Changing the world

IBM was awarded **World Changing Company of the Year 2019** by Fast Company



Royal recognition

29 UK IBMers received **honours from the Queen** for contributions to tech and society



Diversity

IBM won the **Global Diversity Award 2019** and the ENEI's **Gold Standard**



Graduates

IBM is committed to developing future talent – we are Target Jobs' **Graduate Employer of the Year 2019**



Tech talent

IBM runs P-TECH schools in 18 countries, helping **>100,000 students build skills for careers of the future**



Inventors

IBM UK is home to many Master Inventors, with **>250 patents filed last year alone**



Volunteering

IBM dedicates **>20,000 volunteering hours every year** for a better society



Cloud

Together, IBM and Red Hat are working to deliver the world's only **next-generation hybrid multicloud platform**



Economy

IBM has been **integral to the UK economy for >100 years**, and is one of its largest tech employers



R&D

In the UK alone, IBM **invests £170 million in R&D** each year



Quantum

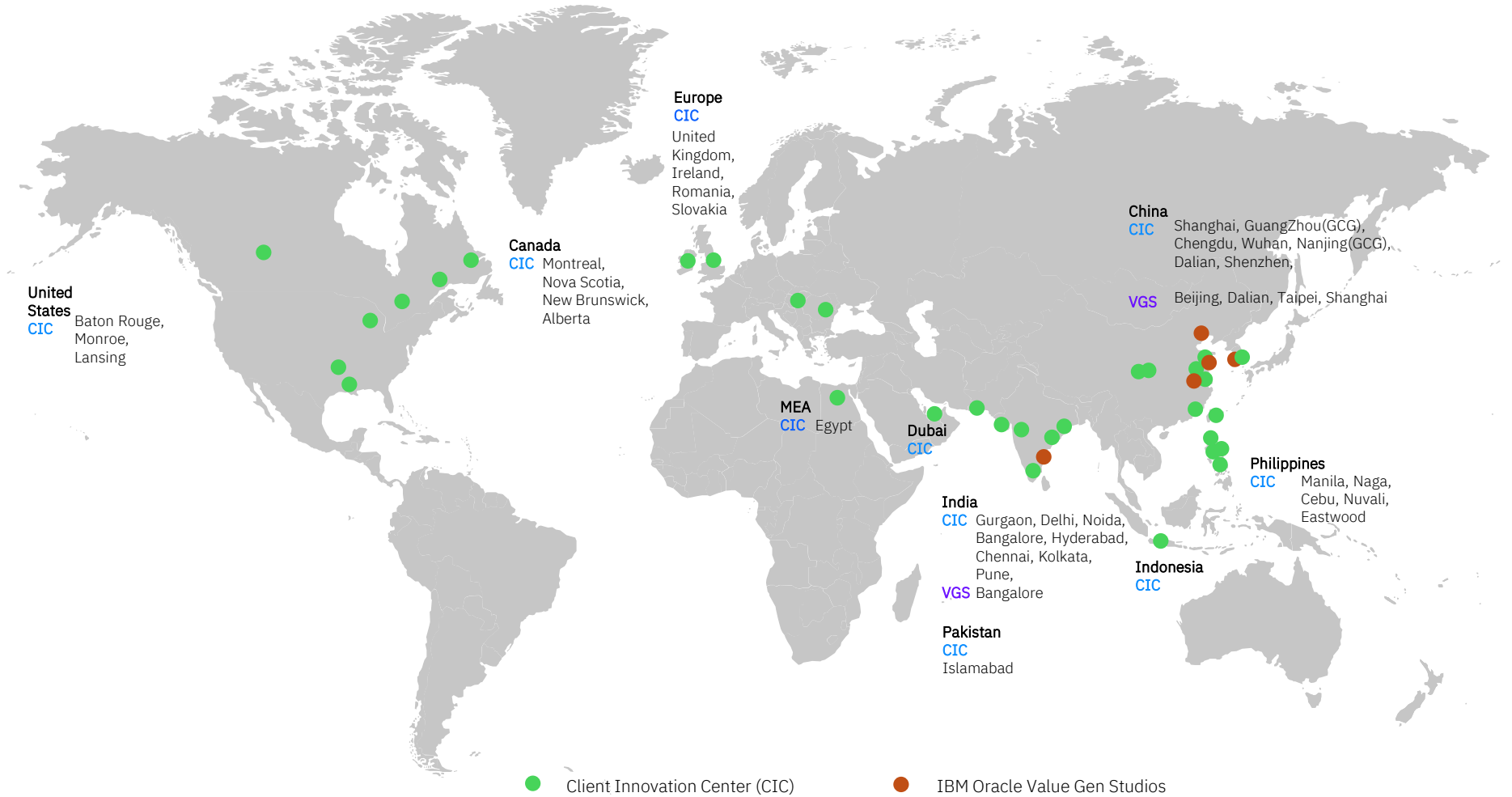
IBM Q, **the world's most advanced quantum computing initiative for commercial use**, is being used by CERN



Environment

IBM's **focus on sustainability** began in 1971 with our first environmental policy

- Local, near shore and off-shore resources - Enables the best skilled resources to meet your needs, where you are.
- World-wide presence includes resources in several countries with knowledge of local regulations, statutory requirements, local language and proximity.
- Global delivery resources have deep industry, process, technology, project management and training experts.



24/7

Support & right shore staffing with local, near shore, and offshore resources

1

Consistent Delivery Method and Tool Set Globally

30%/70%

On average, approximately 30% of our work is delivered on site, with 70% done off-site.

IBM can meet you anywhere in your journey

Every Oracle journey. One trusted partner.



Set the foundation *with*
Business Maturity Index

2-10 weeks

Co-create your transformation North Star vision, generating excitement and aligning around the desired outcomes and value, end-to-end scope and the path forward.



Transform your business & unlock value *with*
Rapid Move to Cloud powered by C.A.R.E. Platform

4-18 months

Co-execute your transformation journey, re-platforming to enable greater flexibility, innovation, and new ways of working so you can stay nimble, current and competitive.

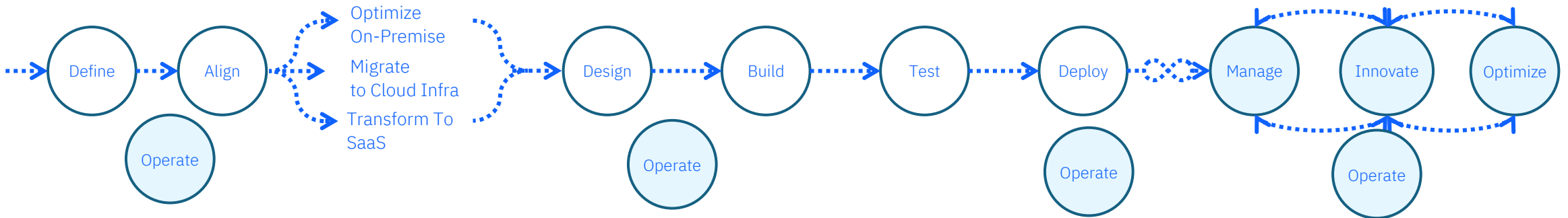
Support your transformation with an employee-focused change experience that understands how each stakeholder is affected by the program and drives engagement and adoption.



Continuously evolve *with*
Next-gen Managed Services

1-5 years

Co-operate with a dynamic partnership to ensure ongoing assessment and optimization of value. Leverage your resilient and scalable foundation to innovate and transform with ease.



Underpinned with IBM Innovations



IBM Institute of
Business Value



IBM Component Business Model



IBM Consulting
Advantage



Integrated Delivery
Central Platform (IDCP)

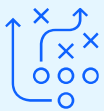
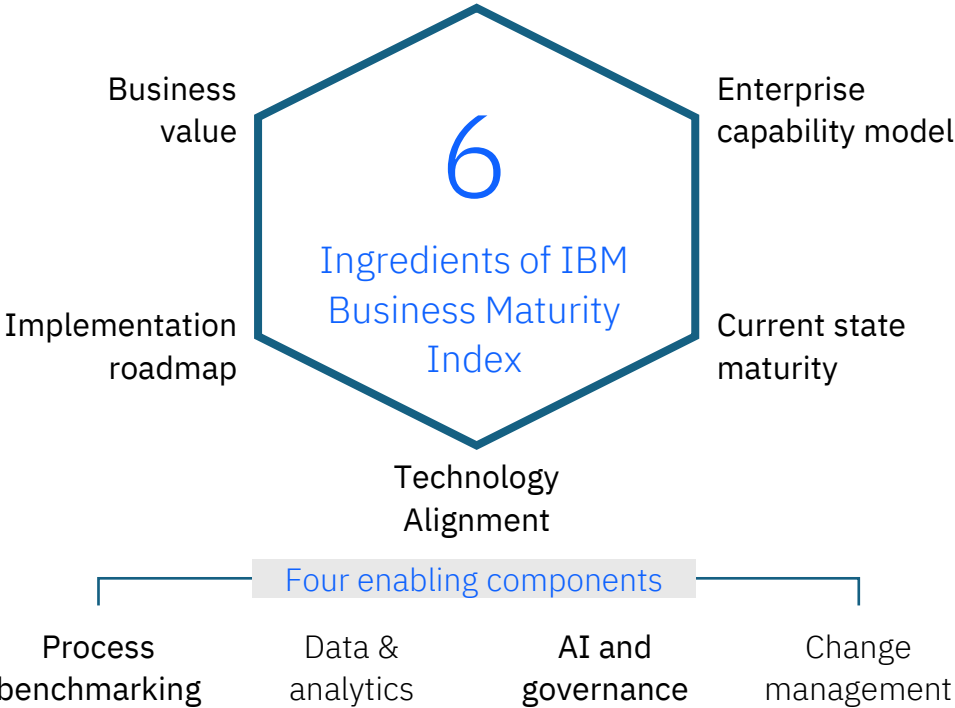


Multiply the impact of AI



Define success and develop your strategic transformation plan with IBM's Business Maturity Index

Build the journey to Value-driven Transformation on Oracle



Design a resilient, scalable, AI-enabled foundation



Accelerate innovation



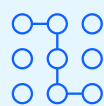
Adopt cloud for reduced TCO



Maximize enterprise applications ROI



Strengthen compliance



Align on the strategic path forward

Transform with CARE

Cloud
Augmented
d
Resilient
Enterprise

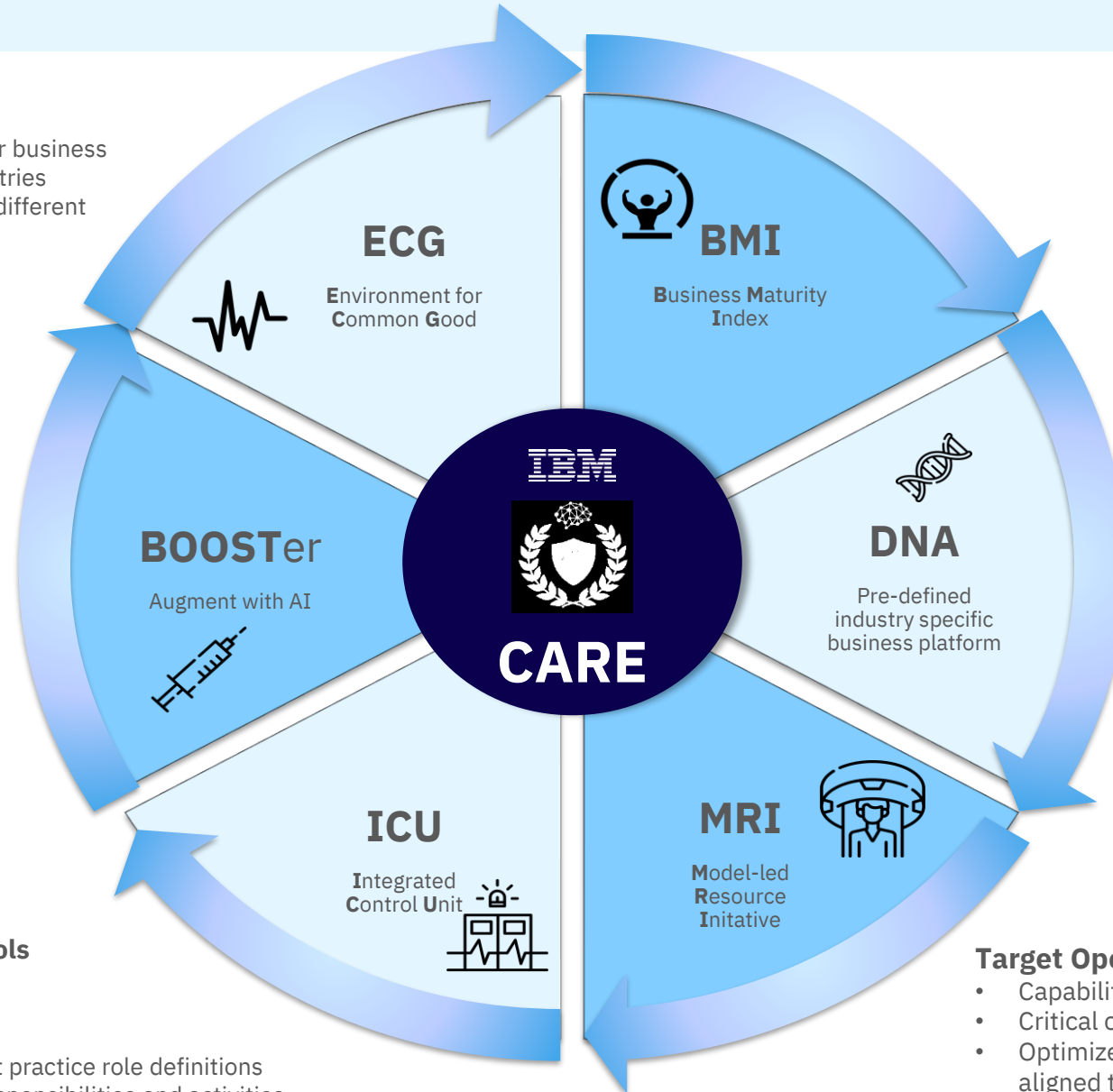
Pre-built for
Government and
the Public Sector
across all Oracle
Cloud Apps

Sustainability

- ESG Impact overlay for business functions across industries
- Guiding Principles for different framework reporting
- ESG Assets

Business Controls

- Preventative
- Detective
- Real Time
- Security - Best practice role definitions
- Pre-defined responsibilities and activities



Enterprise assessment

- Data-driven holistic assessment to evaluate current state maturity across people, process, data and technology
- Industry Benchmarking
- Business Case and ROI

Business Processes

- Industry Specific Component Business Model (IBM - CBM)
- Level 4 Oracle Processes
- Mapped to APQC Framework
- Shared and Non-Shared Service options
- Localizations

Target Operating Model

- Capability maturity models
- Critical capabilities
- Optimized organization structure aligned to leading practices

RapidMove for Oracle Cloud: Implementation powered by Assets

We deliver consistent quality across teams and geographies through repeatability of assets and approach

	STARTUP	DISCOVER	DELIVER				TRANSITION	REALIZE	
ASSESSMENT & BUSINESS CASE	BMI : Journey to Cloud	CARE Platform						BMI : Optimize Oracle Cloud	∞
SOLUTION BLUEPRINT	User Story Gen	Process Flow Gen	Fit- Gap Analyzer	Code Analyzer					
SYSTEM CONFIGURATION	Localization Assessor	Data Preparation	Rapid Configuration Manager						
INFRASTRUCTURE	Security Strategy Instance Strategy			SSO Strategy IP Address Whitelisting			OCI Monitoring Toolkit		
REPORTING & ANALYTICS	Oracle Cloud Reporting Strategy	FS Gen	TS Gen	Fusion BI Query Gen	KPI Reporting Dashboards Operational Dashboards				
DATA MIGRATION	Data Migration Strategy	FS Gen	TS Gen	Data Migration Toolkit Data Masking Tool (GDPR Compliant) Pre-Built Reconciliation Reports					
SYSTEM INTEGRATION	Oracle Cloud Integration Strat.	FS Gen	TS Gen	Pre-Built Adapters	IBM Integration Management Platform	IBM Reconciliation Platform			
EXTENSION	Oracle Cloud Extension Strategy	FS Gen	TS Gen	Serverless FN Gen	Fast Formulae Gen	DevOps PaaS Extensions Microservices Framework			
TEST	Oracle Cloud Testing Strategy	Test Case (Script) Gen		Test Data Preparation		Test Automation as a Service			
CHANGE MANAGEMENT	OCM Roadmap & Planning	Leadership Alignment Sessions		Change Impacts and Actions, Business Readiness, Leader & End-User Engagement, Change Network					
TRAINING		Training Strategy		Training Content Development			Blended / Hybrid Training Delivery		
DEPLOYMENT				Cutover Checklist		Release Update Analyzer			∞
Conventional Gen AI Powered									

