

IBM Consulting

A glowing blue cube is the central focus, resting on a dark, intricate circuit board. The cube's faces are illuminated with a bright blue light, and two of its visible faces feature a glowing cloud icon. The background is a dense, textured surface of circuitry, with various components and traces visible. The overall color palette is dominated by dark blues and greys, with the bright blue of the cube providing a strong contrast.

G-Cloud 15
IBM – Training, Learning and Digital
Adoption Services for Cloud and AI
Service Definition Document

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Training, Learning and Digital Adoption Services for Cloud and AI Service Overview

IBM provides a comprehensive training, learning and digital adoption service designed to support organisations delivering cloud, data and AI-enabled transformation. The service focuses on building workforce capability, enabling effective system adoption and embedding sustainable skills aligned to organisational objectives.

The service integrates training strategy, skills frameworks, learning design and delivery, Digital Adoption Platforms and AI adoption enablement into a single, coherent offering. It supports upskilling, reskilling and behavioural change across large, complex enterprise environments, including public sector programmes operating at scale.

The service is repeatable, modular and adaptable, enabling buyers to select components appropriate to their programme maturity, delivery model and organisational context.

Training, Learning and Digital Adoption Services for Cloud and AI

Service Scope

This service supports organisations across the full lifecycle of cloud and digital change, including pre-implementation, implementation and post-go-live optimisation phases.

The scope of the service includes:

- Definition of training and learning strategies aligned to business and transformation objectives
- Analysis of workforce skills and capability requirements using structured frameworks
- Design of role-based skills architectures and learning pathways
- Development and delivery of training across digital, virtual and instructor-led formats
- Configuration and use of Digital Adoption Platforms to provide in-application guidance and performance support
- Enablement of users to adopt AI-enabled tools and ways of working
- Measurement, optimisation and continuous improvement of learning and adoption outcomes

The service does not include application development, infrastructure build or software licensing unless explicitly agreed as part of a separate engagement.

Training, Learning and Digital Adoption Services for Cloud and AI Service Components

1 Skills and Capability Assessment

IBM undertakes structured skills and capability assessments to establish a clear understanding of current and future workforce needs.

Activities may include:

- Identification of priority roles, functions and user groups
- Assessment of current capability using role-based frameworks and taxonomies
- Analysis of skills gaps aligned to business objectives and technology change
- Validation of critical skills with business and programme stakeholders

Typical outputs include:

- Skills gap assessment
- Role-based capability profiles
- Prioritised upskilling and reskilling recommendations
- Inputs to workforce planning and learning design activities

2 Skills Frameworks and Skills Architecture

IBM supports the design and application of skills frameworks that provide a consistent foundation for learning, development and workforce decision-making.

Activities may include:

- Definition of skills and proficiency levels aligned to roles and job profiles
- Development or refinement of organisational skills taxonomies
- Alignment of skills frameworks to learning content, career pathways and progression
- Support for skills-based workforce planning and mobility

Typical outputs include:

- Documented skills frameworks and proficiency models
- Role-based skills matrices
- Skills architecture artefacts aligned to organisational roles
- Recommendations for integration with learning or talent systems

3 Training Strategy and Learning Design

IBM designs training strategies and learning approaches tailored to the buyer's operating model, user population and programme context.

Activities may include:

- Learning needs analysis
- Definition of learning principles and delivery models
- Design of role-based curricula and learning pathways
- Definition of training governance, assurance and success measures

Typical outputs include:

- Training and learning strategy
- Curriculum and learning pathway designs
- Training delivery approach and schedule
- Learning governance and assurance framework

4 Training Development and Delivery

IBM develops and delivers training aligned to defined learning objectives and user needs.

Activities may include:

- Development of training materials across digital, virtual and instructor-led formats
- Configuration of learning platforms where required
- Delivery of training sessions and learning programmes
- Coordination of end-user training activities

Training may be delivered remotely or in person, subject to buyer requirements and security constraints.

Typical outputs include:

- Training materials and learning assets
- Delivered training sessions and learning events
- Attendance and completion records
- Feedback and evaluation outputs

5 Digital Adoption Platforms

IBM supports the configuration and use of Digital Adoption Platforms (DAPs) to deliver learning and performance support directly within the flow of work. DAPs be used as a primary learning mechanism or alongside formal training to support system adoption, task completion and continuous learning.

Activities may include:

- Configuration of in-application guidance, walkthroughs and task-level support
- Design of contextual learning and performance support embedded within live systems
- Definition of user journeys across enterprise applications
- Analysis of adoption, usage and behaviour data to inform optimisation

Digital Adoption Platforms enable users to learn while performing real tasks, reducing reliance on classroom-based training and supporting sustained adoption. Platform licensing and procurement remain the responsibility of the buyer unless explicitly agreed.

Typical outputs include:

- Configured in-application guidance and performance support assets
- Adoption and usage insights
- Recommendations for optimisation and continuous improvement

6 AI Enablement and Adoption Support

IBM supports organisations implementing AI-enabled tools by focusing on workforce readiness, skills, culture and responsible adoption.

Activities may include:

- AI literacy and awareness for business, operational and technical audiences
- AI maturity and culture assessments to understand organisational readiness
- AI enablement for leaders, technology specialists and business users
- Design and delivery of role-based AI learning and enablement programmes
- Establishment of AI communities of practice, learning networks and hackathons
- Definition of AI adoption dashboards, enablement KPIs and success measures

- Support for adoption aligned to organisational governance, policy and responsible AI principles

This service focuses on user enablement, capability development and adoption. It does not include AI model development, algorithm training, system integration or infrastructure implementation.

Typical outputs include:

- AI literacy and enablement materials
- Role-based AI learning pathways
- AI adoption dashboards and enablement KPIs
- Adoption support aligned to governance and responsible AI requirements

Training, Learning and Digital Adoption Services for Cloud and AI Service Benefits

Key benefits of this service include:

- Improved workforce readiness for cloud, digital and AI transformation
- Faster and more consistent adoption of new systems and tools
- Reduced reliance on classroom-only training approaches
- Scalable, repeatable learning and enablement delivery
- Improved return on investment from technology programmes
- Better alignment between skills development and organisational outcomes

Training, Learning and Digital Adoption Services for Cloud and AI

Delivery Approach and Phases

The service is delivered using a structured, phased approach tailored to the buyer's context. Typical phases include:

Phase 1 – Discovery and Mobilisation

- Confirmation of scope, objectives and success criteria
- Stakeholder identification and governance setup
- Initial skills and learning needs assessment

Phase 2 – Design

- Skills frameworks and learning architecture design
- Training and adoption approach definition
- Agreement of delivery plan and milestones

Phase 3 – Build and Configure

- Development of learning content and assets
- Configuration of learning platforms and Digital Adoption Platforms
- Preparation for delivery

Phase 4 – Delivery and Enablement

- Delivery of training and learning programmes
- Deployment of in-application guidance
- Support for user adoption

Phase 5 – Optimisation and Transition

- Measurement of learning and adoption outcomes
- Continuous improvement actions
- Transition to business-as-usual support

Training, Learning and Digital Adoption Services for Cloud and AI

Roles and Responsibilities

IBM Responsibilities

- Delivery of the agreed service scope and deliverables
- Provision of suitably skilled resources
- Service governance, quality assurance and reporting
- Risk, issue and dependency management

Buyer Responsibilities

- Provision of access to stakeholders, systems and information
- Timely decision-making and approvals
- Support for organisational change and adoption
- Ownership of platform licensing and infrastructure

Training, Learning and Digital Adoption Services for Cloud and AI

Service Assumptions and Constraints

- Scope, deliverables and timelines are agreed at contract award
- Delivery timelines depend on buyer availability and engagement
- Buyer provides access to systems, data and environments
- Some activities may be delivered remotely
- The service does not include technical build or managed service delivery unless agreed

Security and Assurance

IBM delivers this service in line with applicable UK government security and data protection standards. Security requirements are agreed with the buyer and applied proportionately. Staff security clearances, including BPSS and higher clearances, are provided in line with role requirements and contractual agreement.

Service Management and Governance

IBM operates a structured service management approach, including:

- Defined governance and escalation routes
- Regular progress and performance reporting
- Quality assurance and review checkpoints
- Risk and issue management processes

Service management arrangements are confirmed during mobilisation.

Applicable Sectors and Business Functions

This service is applicable across central government, local government, arm's-length bodies and public sector organisations undertaking cloud, digital or AI transformation. It supports a wide range of business functions, including corporate services, operational delivery, policy, analytics and technology-enabled functions.

Alignment to Cloud and AI Programmes

This service is designed to complement cloud, data and AI delivery programmes by ensuring the workforce has the skills, knowledge and support required to adopt new technologies effectively. It focuses on people, skills and adoption outcomes, enabling buyers to realise value from their technology investments.

About IBM

This is IBM in the UK

We have worked together with organisations in the UK for over 100 years, with a rich history of joint innovation and achievements, built on trusted relationships.



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



Artificial Intelligence

IBM develops **watsonx based generative AI solution** for the Austrian federal armed forces **to provide fact-based evaluation and classification** for the ability to remain capable of acting in the light of risk scenarios.



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**



Volunteering

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



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**

