

IBM Consulting



G-Cloud 15 IBM – Data Driven Innovation Services Service Definition Document

Email: ukcat@uk.ibm.com

Contact: Anne-Marie Wheeler

Contents

Overview.....	3
Why is the service needed.....	4
Service Definition	5
IBM Approach	6
IBM Garage Method	7
Supporting Government	8
About IBM	9

Overview

Service Description:

Data Driven Innovation helps clients rapidly turn ideas into **measurable Data and AI solutions** using Design Thinking, IBM Garage, Machine Learning and open-source technologies. It delivers user-centric innovation, proof of technology, proven business value, scalable architectures, and expert support to accelerate adoption, modernisation and data-led transformation.

Features:

- Design & facilitation of ideation, hypothesis and roadmap workshops
- Client Enablement in understanding applicability of Data & AI capabilities
- User Centric approach to data innovation based on Enterprise Design Thinking
- Data Science methodologies and frameworks embedded into delivery
- Cutting edge solutions including Machine Learning, Natural Language Processing and Computer Vision
- Gain new insight and value from existing data sources
- Connecting with and incorporating approved third-party data
- Open-source technologies including Python, R, TensorFlow, Spark
- Utilise the right data technology for the problem (e.g. IBM watsonx)
- Provide access to the right data people, deep technology and innovative solutions

Benefits:

- User centric Data & AI design addressing specific business problems
- Speed to value achieved, with short time from idea to solutioning to MVP Go-Live
- Business value from Data & AI identified and realised early
- Scalable solutions across the organisation, tech agnostic decision making
- Flexibility to adapt to changing business needs and priorities
- Leverage IBM's Design Thinking and Garage methodology for accelerated results
- Lower cost way to pilot data and AI solutions
- Accelerate adoption of Data Science and AI across the organisation
- Using data to prove or disprove value in a hypothesis
- IBM Garage Operating Model bridging organisational silos
- Methods used provide ability to combine digital and data solutions
- Provide extensive experience and learnings from data delivery with our extensive client base

Key Differentiators:

- Close integration with IBM specialists with deep domain and technical expertise
- Using IBM's Garage Method where ideas are rapidly generated and tested in matter of weeks
- Long history working with major UK central government departments
- Security cleared professionals across the full lifecycle
- Value Orchestration which measures value against feasibility from idea to implementation

Why is the service needed

We work in partnership with you to address your business needs, leveraging our deep industry and technical expertise, tools, and approach to deliver Data Solutions ready for a range of business needs.

Tangible and Measurable solutions

IBM recognises that the purpose of building a Data and AI solution is such that it delivers clear and measurable business value, not a magic trick. Careful consideration of the business problem and metrics for success are defined at the start of every engagement, co-designed with our clients, with user needs at the forefront of all decision making.

In using this approach IBM ensures the solution is either filling a genuine need and is adopted going forward after the engagement ends or is able to 'fail fast' as the hypothesis put forward at the start of the engagement is disproved, using the metrics for success defined at the start.



Value creation

At IBM we apply a pragmatic approach to data driven innovation. We understand that every project is unique and that the right people need to be working together to provide value to our clients and their end users. As such, we integrate professionals with complimentary skills to achieve an optimum blend of domain knowledge, analytics toolsets and data capabilities so we can hit the ground running from day one.

By linking value to outcomes through Value Orchestration, we ensure that every initiative, feature, or project directly links to measurable business and customer value, rather than just focusing on speed or cost.

IBM has an extensive history of innovation throughout its business; demonstrated by its ability to consistently propel clients into the modern digital age, or its internal innovations in the IBM research labs, where more patents are granted per year than any other company worldwide.

Service Definition

Based on the IBM Garage Method, we deliver prototypes for new data products using Data Science methods to drive actionable insights in weeks.

Innovation is at the heart of everything we do, and from our experience great ideas often come from those facing challenges and seeing opportunities in their regular work. Since IBM feel that the best innovations come from those who know the existing business processes and challenges best, enabling them to understand the applicability of ML technologies is vital in unearthing new opportunities.

As part of the Data Driven Innovation offering, the following services are provided, including:

- Client Enablement Sessions to understand;
 - Client Data Vision & Strategic Drivers
 - Overview of client technology and data landscape
 - The benefits and limitations and application of Machine Learning techniques, such as Natural Language Processing, Computer Vision and Predictive modelling
 - What “good” looks like, what value drivers should be measured
- Design thinking workshops to understand the 'as-is', be that the current state of data, the pain points, or the ideas that currently exist for innovation.
- Design a data led, Garage Operating Model to embed both IBM and customer teams
- A set of hypotheses agreed for testing throughout the project.
- A set of success criteria for these hypotheses.
- Development of assets or prototypes to test the hypotheses within an iterative environment (typically a set of scripts in e.g. Python are developed and handed over).
- Agile ceremonies including weekly playbacks to summarise findings, progress, next steps.
- A final playback to showcase final findings with a roadmap to take prototype into a Production environment and scale accordingly

IBM Approach

We bring the benefit to you of having worked with the world's largest organisations, transforming complex, critical services. Our approach is based on robust methods, processes and personalised

We focus on your business needs and developing trusted long-term relationships, underpinned by industry-leading experience and capabilities. We want you to get the best out of every engagement and to deliver outcomes that matter for your organisation.

Our approach is tailored to your needs and flexible to support all delivery models. We offer established programme and portfolio capabilities that can be aligned with your internal governance and methods, linking to industry recognised standards such as PRINCE2, PMI, CSM and SAFe.

We bring specific skills and expertise including:

- Proven delivery track record working in complex environments
- Access to specialists who understand the lessons and risks for data and AI transformation
- Ability to advise, support and transfer knowledge with your teams
- A detailed approach to data analysis and exploration, providing expertise in ideation and rapid development to take ideas from concept to tangible benefits
- Implementing strong governance, creating a joint Operating Model defined collaboratively within the context of robust methods and processes
- Providing an integrated and controlled planning and implementation approach
- Proactive identification and management of risks and issues based on experience
- Experience with the latest technologies, tools and delivery methods



We work to manage the complexity of key business projects, programmes and portfolios, communicating with clarity and helping you make informed decisions.

IBM Garage Method

Based on the IBM Garage Method, we deliver prototypes for new data products using Data Science methods to drive actionable insights in weeks.

More information on the IBM Garage Method is available at ibm.com/garage

The IBM Garage Methodology combines a seamless set of proven agile practices with a human-centric, outcome-first approach to quickly guide solutions from idea to implementation to scale.

Founded in value orchestration, IBM Garage™ is a framework for **accelerating digital transformation and delivering meaningful, measurable, outcomes**. It helps you generate innovative ideas and equips you with the practices, technologies and expertise to turn those ideas into **business value in weeks**.

When you work with IBM Garage you bring customer pain points into focus. You empower your team to take manageable risks. You identify clear value pathways between idea and business impact. You adopt leading technologies, speed up solution development and measure the value of everything you do.

The ability to work effectively with client teams, suppliers and other stakeholders makes a difference to the ability to achieve success. This is where the garage principles drive results. Experts work side-by-side with your stakeholders to create solutions, execute change and deliver value.

Together we:

- **Discover the art of the possible** – using a combined approach to Discovery by embracing and adapting our capabilities at the forefront of engagements, producing a backlog of initiatives and opportunities across Data Strategy, Governance, Architecture & Business Value as required
- **Co-create the future** - bringing together the right people to define the business goals, solution and plan - this rapid "co-create" approach uses IBM Design Thinking methods to establish buy-in, validate a selected opportunity through user-centered research and design, benefits realisation and data & technical assessments
- **Co-execute** – following a clear, design, build and implementation process that focusses on what matters most – delivering benefits early to the target user groups, ensuring technical feasibility and speed to value are front and center to decision making, with the mechanism to receive and incorporate feedback
- **Co-operate** - Establishing full-scale delivery programmes that meet your change objectives and support the ongoing management, maintenance and scale of use cases and operations of business-critical enterprise services, all whilst measuring value achieved

Data Driven Innovation

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.

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

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 Generative and Agentic AI, traditional analytics, 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

Data Driven Innovation

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



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**

