

# IBM Consulting

A glowing blue cube is positioned in the center of the image. The cube's faces are covered in a grid of small, glowing blue squares. Two of the visible faces of the cube feature a glowing blue cloud icon. The cube is resting on a dark, complex circuit board with various components and traces. The background is a dark, textured surface with a grid-like pattern of small, glowing blue squares.

## G-Cloud 15 IBM Digital and Cloud Business Case Services

### Service Definition Document

Email: [ukcat@uk.ibm.com](mailto:ukcat@uk.ibm.com)

Contact: Anne-Marie Wheeler

# Contents

|                                         |   |
|-----------------------------------------|---|
| Service Overview .....                  | 3 |
| Addressing Business Needs.....          | 6 |
| About IBM - Supporting Government ..... | 7 |
| About IBM.....                          | 8 |

# IBM Digital and Cloud Business Case Services

## Service Overview

In an era where there are significant pressures on organisations and technology is rapidly developing, a clear and compelling cloud and digital business case is the foundation for successful transformation. At IBM, we recognise that without a clear articulation of strategic rationale and anticipated benefits, organisations risk hesitation and misalignment during the development and implementation of their cloud and digital transformation programmes. Our approach ensures that every business case serves as a roadmap—providing clarity, reducing complexity, and aligning decisions with overarching organisational strategy. By presenting a compelling value proposition, we help clients make smarter investment decisions and unlock opportunities to scale, innovate, and optimise operations.

IBM's Digital and Cloud Business Case service is built on central HM Government guidance and leverages the five-case model to structure transformation plans effectively to determine feasibility, viability and affordability. Our experienced team combines technical evaluation with accelerators and analysis tools to establish a baseline estate and maximise cloud and digital value. Through strong partnerships with leading cloud providers such as AWS, Microsoft, and Google, we have strong experience in cloud based digital transformation.

For public sector organisations, IBM brings deep expertise in creating compliant and robust business cases for cloud-enabled digital services. We complement our technical capabilities with a strong understanding of UK public sector requirements, ensuring that business cases are meaningfully linked to value tracking throughout implementation. By combining our experience in digital service deployment with proven methodologies, IBM helps organisations overcome complexity and deliver successful cloud and digital transformations that meet regulatory standards and deliver tangible benefits.

### Service Features

- Experienced public sector and cloud/digital transformation team
- Business case at different stages of portfolio, programme and/or project lifecycle - SOBC, OBC, FBC
- Strategic case to align strategy, business plan to outcomes and Critical Success Factors
- Economic Case to determine long list, short lists and recommended options including Theory of Change (Value Orchestration) for cost benefit analysis
- Financial Case to determine funding and resourcing
- Commercial Case to determine commercial feasibility including outsourcing
- Management Case for prioritised roadmap and best fit programme and/or project management including agile, waterfall, DevSec/Ops and drawing on tried and tested methodologies

- Robust approach based on ‘Green Book’, the five-case model and other treasury and cabinet office guidance
- Integrates treasury and cabinet office guidance into digital business cases
- Supports the full business case lifecycle – SOBC, OBC, FBC
- Optimised for Agile delivery models and associated uncertainty in scope
- Establishes a robust prioritisation framework for Agile delivery
- Creates a Value Realisation framework to track progress during implementation
- Deploys generative AI to ensure that the business case is comprehensive and to accelerate its development

## Service Benefits

- Assessed viability, feasibility and affordability of digital and cloud transformations
- Strong stakeholder buy-in secured through collaborative approach
- Compliance with central frameworks including Green Book, Magenta Book, Teal Book and GDS cloud and digital guidance
- Promotes confidence in the robustness of the business case through independent validation
- Provides a clear line-of-sight between target outcomes and KPIs
- Facilitates prioritisation within a programme/project or across the entire portfolio
- Considers soft benefits, e.g. customer/employee experience, alongside cashable and non-cashable benefits
- Collaborative approach which leverages substantial prior experience and proven assets
- Deploys generative AI to accelerate development of the Business Case

## Key Differentiators

- We understand how to develop business cases for complex transformations, especially within the UK public sector
- We have extensive experience in planning, developing and deploying cloud-enabled digital services which means that we understand how to develop a robust business case which can then be tracked during implementation to ensure that the expected value is being realised
- Our iterative, collaborative and analytical approach, based on the IBM methods delivers practical recommendations and quickly builds organisational consensus for the business case



- We deploy generative AI Models, specifically trained for business case development to support our activities, accelerate progress and to ensure that the business case is comprehensive
- Team members bring years of experience in strategy, business cases portfolio/programme/project management and can draw upon the wider IBM organisation where additional specialist skills are required - inspiring confidence that we can help organisations get to where they need to go
- We work with many clients who struggle to balance the soft benefits with the hard financial benefits. As a result, we have developed a value orchestration framework which combines value drivers such as policy intent, process efficiency, process effectiveness, cost savings, customer/employee experience and environmental impact into an integrated view of value across the portfolio, starting with the business case

# IBM Digital and Cloud Business Case Services

## Addressing Business Needs

### Developing complex, high impact business cases

Business cases in the public sector are extensively reviewed and need to conform to central standards and expectations. Our experience and approach mean that we are well placed to help our organisations' develop robust business cases that pass this level of scrutiny.

### Managing uncertainty

In the modern world, where agile delivery is the norm for digital projects, there is less certainty around scope at each project gateway. By modelling scenarios and sensitivities, we manage this uncertainty and are also able to use business value as a robust prioritisation criterion during sprint planning on agile projects.

### Joined-up solutions to drive business value

Historically, change in the public sector has been a linear process from concept through business case to solution design, technology selection and delivery. In a digital world, the technological 'art of the possible' can inform the optimal solution and even challenge or refine the original concept with a significant impact on the business case. Because of our heritage as a technology company and our experience in delivering complex transformations, we are able to work collaboratively and iteratively with other parts of the organisation as we develop the business case to optimise both the solution and the value that it will realise.



# IBM Digital and Cloud Business Case Services

## About IBM - Supporting Government

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

We partner with clients to co-pilot their most complex digital transformations, bringing our breadth of industry expertise, depth of delivery experience and world-leading ecosystem to deliver their business outcomes.

### Government Services Supported by IBM



Defence and Intelligence



Public Safety and Policing



Healthcare



Life Sciences



Tax and Revenue Management



National Infrastructure



Social Care



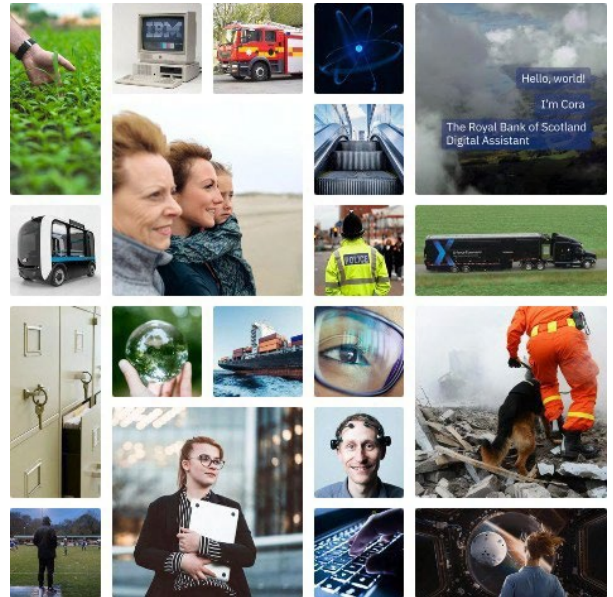
Education



Works and Pensions

## 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**

