



IBM Consulting

G-Cloud 15 IBM - Experience-led Modernisation

Service Definition Document

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Experience-led Modernisation Services

- Digital channels continue to evolve rapidly, creating new expectations for citizen services and operational efficiency. IBM's Experience Strategy & Design offering helps public sector organisations modernise their digital platforms through an experience-led, AI-enabled approach grounded in user insight, technical expertise and accelerated delivery methods.
- We work in partnership with you to understand user needs, assess the performance of your current platforms and identify opportunities to simplify, consolidate and enhance your digital estate. Leveraging assets such as Golden Thread, Pain Point Tracker and IBM Garage Experience, we help you prioritise modernisation activities and deliver connected, contextualised and accessible services to users.
- Our approach brings together experience design, platform strategy and modern engineering patterns to realise measurable value, improving citizen experience, enabling scalable ways of working and reducing the cost and complexity of legacy digital platforms.

01. Experience Led Modernisation

We optimise and evolve existing digital channels through user insight, service design and experience-led workflows. We assess current journeys, identify friction points and redesign key interactions using tools such as Golden Thread, Pain Point Tracker and AI Insights to target the most valuable improvements.

Work includes process and workflow review, experience strategy definition and lightweight architectural recommendations to enable future platform evolution.

02. Platform Evaluation

We evaluate your digital platform landscape (CMS, CRM, DXP, customer engagement, content operations) to identify opportunities for simplification, consolidation and modernisation. Using Experience Strategy & Visioning, DesignOps, and value orchestration, we define the target experience, the capabilities required and the supporting platform ecosystem.

03. Accelerated digital platform selection & delivery

We apply a structured, evidence-based approach for selecting digital platforms (Commerce, CRM, DXP, Marketing Automation, Citizen Services) grounded in user needs, operational requirements and technical alignment.

The method leverages IBM's reference architectures, accelerators, and AI-supported decision frameworks, enabling a traceable selection outcome in 4-6 weeks, reducing the cost and time typically associated with RFP-driven processes. Delivery is accelerated through IBM Garage Experience, reusable components and AI-assisted design and prototyping.



