



Innovation as a Service

Contracting body

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CGI

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Service Definition overview.

In today's dynamic market, innovation needs to become a continuous process, not a one-off event. The goal is to innovate in a structured way to gain maximum value, at pace and scale. This requires closing any capability gaps and implementing innovations quickly across the enterprise. Many organisations, however, face challenges in moving past the prototypes and scaling their ideas to achieve fast and lasting results.

From innovation sprints to "culture hacking", ideation sessions and innovator coaching, we help you to implement innovation management in a targeted, structured and strategic manner, harnessing and delivering creative ideas from within the organisation. Our end-to-end innovation service helps you to build a structured and consolidated innovation management process. We drive cultural change through organisational design and operational transformation, and, in our Innovation Centres, we run design sprints to develop minimum viable products with agility, quality and speed.

Why CGI?

Going forward, what will make organisations thrive in a digital world is the ability to operate in a lean and agile manner and to continuously unlock innovation from within, at pace and scale.

CGI brings expertise from many disciplines and a wide range of commercial and public sector markets. We have almost 50 years of experience in Strategic Advisory and Business Analysis, coupling this with our Innovation Centres, Emerging Technology knowledge and extensive delivery experience. Our approach focusses on unlocking and supporting your Innovation needs, working with you to identify key benefits, identifying the most suitable approach to implement Innovation and helping you drive cultural change to realise end-to-end innovation for your organisation.

We offer an end-to-end service, from discovery, ideation, organisational design, implementation, operation and continuous improvement. We will guide you through the innovation stages, tailoring our end-to-end service around you.

What sets us apart is our expertise, experience and practical approach to innovation, along with dedicated Innovation Centres to harness and connect that expertise to achieve your innovation goals:

- CGI has a global network of collaborative Innovation Centres. Located near clients, these facilities enable workshop innovation and access to global innovation capabilities, with local support, clear accountability, and measurable results. For our experts, they provide a collaborative environment to test and evolve innovations and a space to share with our clients. These centres are supported and informed by our clients and our Emerging Technology Practices.
- Our work in emerging technology continues to function as an incubator for practical innovation. We focus on identifying what is genuinely useful, cutting through noise and unnecessary complexity, so that we, and our clients, can apply new technologies to solve real problems. This capability brings together the key skills and knowledge areas required to do that effectively, including:
 - Immersive Reality
 - Intelligence Automation
 - Artificial Intelligence
 - Machine Learning
 - Edge Processing
 - Blockchain
 - Digital Twinning
 - Video Analytics
 - Covert Communications.

Our approach builds on our expertise in design-thinking and human centred design. This ensures we understand you, your organisation and your consumers and drives successful innovation. We:

- Empathise with the target audience to understand the problem and to frame it in a way it can be solved.

- Challenge assumptions and overcome bias to generate novel solutions.
- Explore options generated through ideation to validate practicality and effectiveness, often through rapid prototyping.
- Communicate the developed idea to stakeholders, encouraging its adoption.
- Consider and validate solutions (ideas, products, services, designs) that are desirable to consumers, feasible for you to pursue (technologically, financially, and legally) and viable and sustainable to deliver consistently over extended periods.

1. Service Description

1.1. Your Business Challenge

The modern competitive landscape has accelerated the pace of change. Businesses need to keep up or risk being left behind. One way to stay ahead of the curve, or even maintain pace, is through innovation.

Innovation is the planned introduction of something novel that delivers business benefits. It doesn't have to be unique, merely new for the environment in which it's introduced.

Introducing innovation does however, come with its own challenges. Organisations are finding themselves having to overcome a series of situations:

- There is constant pressure to innovate quickly. Yet, executing an innovation strategy in-house takes time to source talent with the right methods and experience and often benefits from having a fresh viewpoint.
- Organisations may not have specific in-house expertise to perform innovation. This may be linked to available time, to the organisation's operational focus or to the approach taken regarding research and development.
- The sheer pace of technology change can be too rapid for an organisation to properly comprehend and act upon.

1.2. Innovation as a Service

Innovation as a Service allows organisations to focus on what they do best – their core operational mission. Looking to external experts to help identify and shape viable options allows organisations to start innovating more rapidly and to maintain focus on their core expertise.

1.3. Innovation as a Service Approach

Our service offering incorporates the targeting of both types of innovation – disruptive and sustaining. This enables our clients to maintain their current operations, whilst pursuing enhancements through growth to overcome and surpass the challenges of change.

Innovation is about creating a pipeline where ideas are turned into action, with careful curation and validation to produce and trial the very best innovations for your organisation. The Innovation Pipeline is how we break it down.

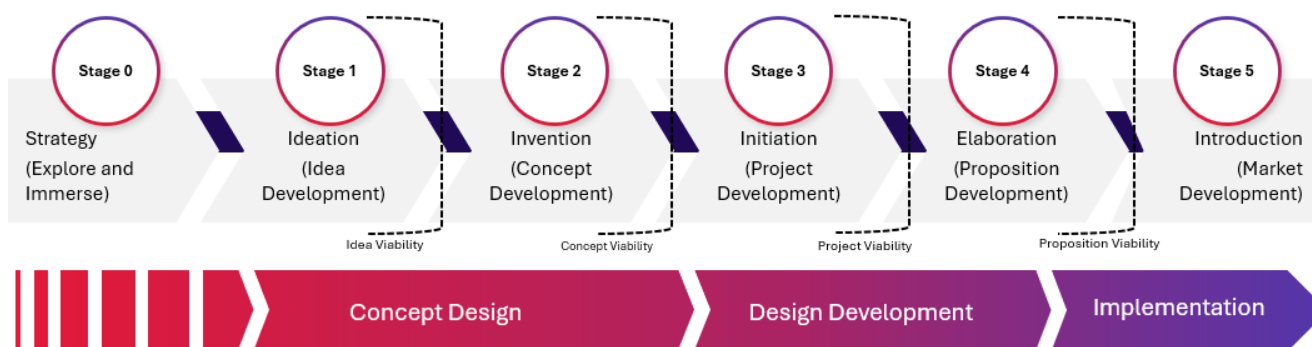


Figure 1 Our Methodology

Breaking the pipeline down in this way we can offer our services as a whole end-to-end service or we can support you to reach your goals using chosen individual stages.

Stage 0: Strategy. (Explore and Immerse)

Here we can support you in establishing your Innovation Strategy. Working with you by facilitating an innovation focus event to identify a vision for how innovation could work, where you would like to focus efforts, any common goals and metrics, and alignment with your business strategy.

We immerse ourselves in understanding your organisation - your vision, your aims and your landscape - to explore current and future challenges and problems for you and your customers. The creation of clear hypotheses enables the testing of assumptions, and personas foretell user perspectives to instil empathy into innovation.

Stage 1: Ideation (Idea Development)

Ideation is all about capturing and generating ideas. We perform initial engagement with contributing sources to get the ball rolling, and support in establishing a longer-term solution to driving innovation engagement. We identify and bring together internal and tailored groups of external sources to generate ideas specific to your landscape and problem sets. A combination of research, visioning, brainstorming, and horizon scanning.

Stage 2: Invention (Concept Development)

Streaming and fast-tracking the 'best' ideas are key to innovation success. The evaluation and selection, as well as review and ranking of the most promising, can be a challenge under pressure. We harness Human Centre Design values to ideas in order to filter and validate the most desirable, feasible and viable characteristics, whilst applying design thinking principles to design and articulate the concepts. Experimenting in order to tailor and shape these principles and concepts for your organisation will be our focus.

Stage 3: Initiation (Project Development)

Taking an idea beyond concept is a key phase in the Innovation Pipeline. It's where ideas come to life and can spark positive response in the organisation's community, or prompt fail-safe and learn-fast exploration. We pride ourselves on being able to make a concept tangible, whether its modelling, prototyping, or developing a minimal viable 'thing' to test the concept and engage the community. Our Innovation Centres offer dedicated spaces for collaboration and creative design. We draw together industry experts, Innovation Experts and Emerging Technology Practitioners to build, guide and reflect to learn and adjust the design along the way.

Stage 4: Incubation/Elaboration (Proposition Development)

A key challenge for innovation is getting a new product, service, business model or strategy off the ground and implementing it into your business. In this stage we seek to pave the runway for the innovation, to understand the risk and learn lessons from doing. Here we develop a pilot strategy, run a pilot programme, and evaluate the pilot outcomes to help shape the design and identify implementation pain points. Activity supports in curating the perfect pitch to gain launch approval - whether that be communication and documentation, or identification and metrication of 'failure' indicators for decision support.

Stage 5: Introduction (Market Development)

A pilot may have laid the path for an innovation, however, scaling and releasing to a wider market audience in a way to maximise and realise the full value potential is demanding. To target, we first help in identifying what value and success is for the innovation, in context of your strategy. Then we prepare and plan for release conducting activity to; communicate the release offering, set up for full-scale sourcing/production/delivery, ramp up commercialisation, identify early adopters and plan for realisation.

2. Onboarding and Offboarding

2.1. Onboarding

For Specialist Cloud Services, CGI will engage directly with the client to ensure the full scope of the requirements is understood and agreed in advance of any engagement. We will work with senior stakeholders to define the necessary business outcomes and ensure the services are aligned accordingly.

For all services, CGI understands the client's requirements and make on-boarding specific to these needs, using the experience, lessons learnt and methodology from many years of public sector transition experience, we can quickly align to client joiners, movers and leavers policies and ensure that we have appropriately cleared staff for every engagement.

2.2. Offboarding

Off-boarding is instigated by a client request or after expiration of the service agreement.

3. Service Pricing and Terms and Conditions

3.1. Pricing

Please refer to the G-Cloud 15 portal for the rates available.

3.2. Terms and Conditions

Please refer to the associated Terms and Conditions Document relevant for this Service including termination by the Buyer or Supplier.

4. Further information

For more information about this or any of our G-Cloud services, please contact us:

Phone: +44 0845 070 7765. Ask to speak to the G-Cloud team.

Email: uk.gen.ccsframeworks@cgi.com, including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

We will prepare a quotation for you. Once the quotation is agreed upon, we will issue you the necessary documentation (as required by the G-Cloud Framework) and ask you to provide us with a purchase order.

Once we have received your purchase order, the services will be configured to the requirements agreed with invoices issued to you for the services procured. On a monthly basis, we will also complete the mandated management information reports to Government Procurement.

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The information in this proposal is submitted on 30 Jan 2026 - Issue 1.0 on behalf of CGI by the following authorised representative:

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