



Strategy and Advisory

Service Definition Document

G-Cloud 15

Status: Definitive

Security Commercial – In Confidence

Version no.1/0

THINKING
BEYOND
LIMITATIONS

We're Kainos

Formed in 1986, we set about finding the best people to tackle the most difficult digital work. We fostered a culture where people truly care for each other and the world around them.

Our reputation for software engineering and problem-solving was quickly established, and our customers started to view us more as their colleagues

We're much bigger now, helping organisations across the globe to navigate change in more ways than ever. But some things never change, like our commitment to our people, delighting our customers, and our technical ability

Some say we're leading a quiet revolution in digital, but if you ask us, we're just doing our bit to make the world a little bit better.



3,132 amazing
people



13 consecutive
years of growth



40 years
of innovation



£382m revenue
(FY2024)



13 locations
globally



FTSE 250 listed
tech company



Our core expertise

The digital revolution is already happening. We're leading from the front to help our clients **seize every digital opportunity** and be future-ready.



Cloud



Business Applications



Data and AI



Managed services



Engineering



Service and
experience design



Workday services
and products

- Test
- Audit
- Shield
- Deployment
- Optimisation
- Spark & Grow

Strategy & Advisory

Kainos' Strategy & Advisory Service enables organisations to achieve data-driven transformation by aligning Data & AI investments with strategic objectives.

We help identify high-impact initiatives, guide technology selection, embed responsible AI practices, and design a target operating model that ensures robust governance and sustainable value from data.

Features

1. **Stakeholder Engagement** ensures alignment and buy-in through structured workshops
2. **Data Maturity Assessment** benchmarks practices against standards, identifies improvement areas
3. **Responsible AI Review** evaluates compliance with principles and regulatory frameworks
4. **Operating Model Evaluation** analyses structure, roles, processes for optimisation opportunities
5. **Technology Landscape Analysis** assesses current stack, recommends future-ready scalable solutions
6. **Agentic AI Readiness Assessment** prepares organisations for autonomous AI adoption
7. **Data Strategy and Roadmap** defines steps for investment and capability development
8. **Use Case Identification** prioritises high-value AI, Generative AI, analytics opportunities
9. **Business Case Development** justifies investments with ROI, cost-benefit, risk analysis
10. **Strategy & Advisory Report** consolidates findings, recommendations, transformation roadmap.

Benefits

1. **Comprehensive analysis** using accelerators to identify improvements to current state
2. **Gap identification** highlights weaknesses in governance, technology, operating model
3. **Prioritised recommendations** focus on initiatives delivering measurable business value quickly
4. **Stakeholder alignment** ensures organisational commitment through structured engagement and transparency
5. **Accelerated path** to data maturity via phased improvement rollout effectively
6. **Regulatory compliance** achieved through embedding Responsible AI frameworks and standards
7. **Future-ready technology** strategy supports evolving data and AI requirements seamlessly
8. **Investment confidence** secured via robust business cases and ROI projections
9. **Clear transformation roadmap** navigates complexity with steps toward target state
10. **Agentic AI readiness** positions organisation for safe, effective autonomous adoption.

Strategy & Advisory

Why engage the Strategy & Advisory service?

This service helps organisations unlock the full potential of data-driven transformation by aligning Data & AI investments with strategic objectives.

What are the outcomes?

By leveraging the Strategy and Advisory Service, organisations will have the following outcomes:

- A clear Data & AI strategy aligned to business priorities
- Actionable steps for implementing the strategy and roadmap
- A path to improve data maturity and governance across the organisation
- Solution direction for suitable technology options and future-ready target operating model
- Ethical and regulatory compliance for AI and data practices
- Optimised investments focused on high-value initiatives and use cases
- Readiness for Agentic AI adoption and future innovation opportunities.

What does our Strategy & Advisory service look like?

We deliver actionable insights and a clear transformation roadmap through structured assessments, stakeholder engagement, and strategic planning. By engaging extensively with stakeholders, we ensure alignment with organisational priorities and secure commitment from decision-makers.

Our approach enables tailored recommendations addressing areas such as data management, AI adoption, operating models, and technology advisory.

Representative Tasks and Deliverables?

Our methodology which is tailorable is built on three pillars:

1) Comprehensive Assessment:

We evaluate your current data and AI landscape across governance, technology, operating model, and compliance. Key components include:

- Data Maturity Assessment to benchmark practices and identify gaps
- Responsible AI Review for regulatory and ethical alignment
- Operating Model Evaluation to optimise structures
- Technology Landscape Analysis for future-ready solutions
- Agentic AI Readiness Assessment for emerging paradigms.

2) Strategic Planning

We define a Transformation Strategy and Roadmap prioritising high-impact initiatives. This includes:

- Data Strategy & Roadmap for sequenced capability development
- AI and analytics use case identification
- Business case development to justify investments.

3) Strategy & Advisory Report

Our findings are consolidated into a comprehensive report with analysis, prioritised recommendations, and a roadmap aligned to strategic objectives.

Who is it for?

This service is ideal for business leaders, data and AI teams, and organisations at any maturity level seeking expert guidance to define and implement a Data & AI strategy. Whether your priority is strengthening data management, exploiting AI for business value, adopting Agentic AI, or modernising your technology landscape, our service provides the clarity and confidence you need.



Where we are

The Americas

Buenos Aires
Indianapolis
Nova Scotia
Toronto

UK and Ireland

London
Birmingham
Belfast
Derry
Dublin

Central Europe

Gdansk
Helsinki
Paris
Wommelgem



What makes us stand out



Our people



True collaboration



Innovation



Digital know-how



Common goals



Trust



Digital Services

We are **engineers**, specialists. We **overcome big challenges** for our clients, through delivery of **intelligent** digital services that use the best in **talent and technology**.



55 million UK citizens

positively impacted by
services we've delivered



**892
customers**



13 locations

And growing



99% of customers

rate our service as good,
great or excellent



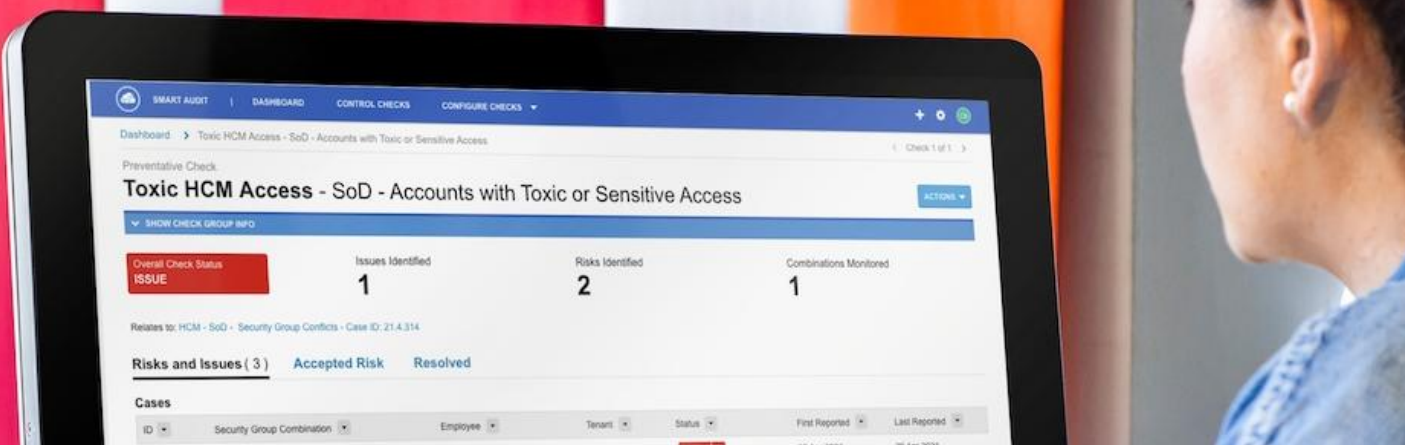
Key partners

Working closely with
Microsoft and AWS to
deliver results



Award-winning

90+ industry awards



Workday

Kainos is a Workday **phase one prime status partner** in all European, North American and Asia Pacific markets. We have worked with many public and private sector customers of various sizes and scale in over **40 countries worldwide**.



Partner Since 2011

We are the only certified Workday Services, Technology and Extend partner globally.



Workday Services

Full range provider from pre-deployment consulting, implementation and support.



650+ Customers

We have deployed to over 650 customers and are a proud Workday customer also, using HCM, Financials, Recruitment, Planning and PSA to run our business.



Workday Public Sector

We have worked with many UK Public Sector customers with their initial deployment, post-deployment support and adoption of new modules.



Kainos Smart

Our product is deployed to 500+ customers globally saving them 1000s of testing hours.

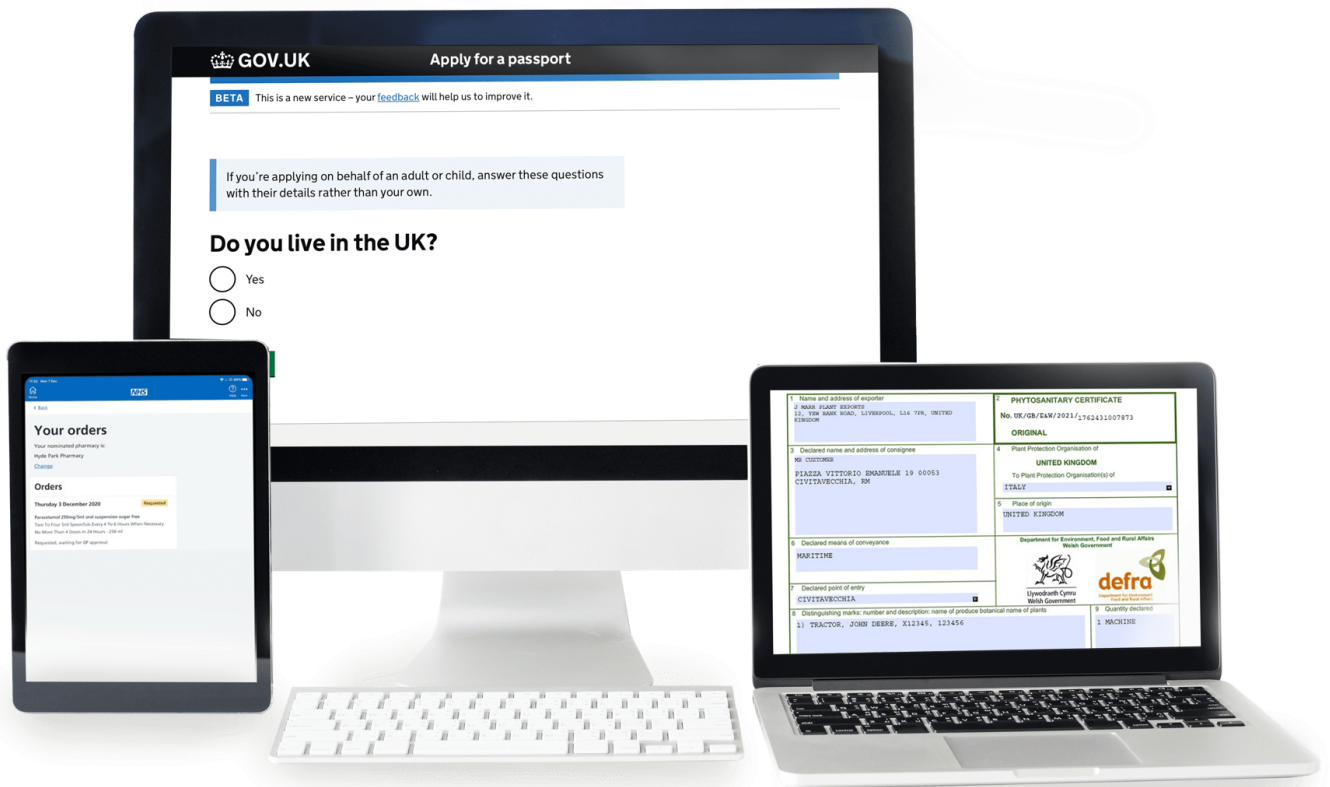


900+ Consultants

Hold over 2,700+ Workday certifications covering all areas of the platform.

65 million

citizens positively impacted
by services **built by Kainos**
for the UK Government



Every driver & every car on the road
Every piece of work to fix roads
Every court case & every prisoner
Every home helped with help-to-buy
Every passport & renewal application
Every COVID test sent out
Every COVID test result
Every user of the NHS App

Every voter registered
Every company opened & closed
Every UK civil servant trained
Every piece of produce grown in the UK
Every thing imported & exported to the EU
Every benefit fraud prevented
Every body's pension details

Our Social Values and commitment to HM Government strategy



Education & Capability Building

We empower people through technical and behavioral learning programs, academies, and outreach projects, fostering skills development and inspiring future technology leaders across communities and organisations.

Social Responsibility

Tackling workforce inequality and ensuring equal access to technical and vocational education, through our Academies, Camps and Earn as you Learn schemes.

Innovation & Future Readiness

Driving continuous improvement through technology

Health, Wellbeing & Accessibility

We support colleagues' physical, emotional, and career wellbeing through initiatives, guidance, and inclusive design, ensuring equal access, experiences, and compliance for all users with diverse needs.

Climate Action & Sustainability

With a comprehensive sustainability strategy underway, we will be a Carbon Net Zero company by 2030.

Equality, Diversity & Inclusion

Maximising service experience for citizens and civil servants by delivering projects with diverse teams, underpinned by our BAME, LGBTQIA+ and female communities.



The Code of Ethics

We are guided by our 6 ethical principles.



Wellbeing

We protect the wellbeing of our staff, customers and communities.



Equality

We improve access and inclusion and minimise bias.



Transparency

Our decisions are traceable and accountable.



Integrity

We hold ourselves and others to ethical standards.



Environment

We act responsibly towards the Earth and its resources.



Initiative

We take initiative to deliver social value and positive impacts.

BCDR and Exit Plan

Business Continuity and Disaster Recovery (BCDR)

A Business Continuity Plan can be provided if required. This shall set out the arrangements to be invoked in the event of an actual or perceived threat to business continuity, to ensure continued operation of the system and continuity of the services provided by Kainos pursuant to the Prime Agreement and shall include: the alternative processes, options and responsibilities that may be adopted in the event of a failure or disruption to the system and/or services provided by Kainos pursuant to the Prime Agreement; and the steps to be taken by Kainos upon resumption of the system and services provided by Kainos pursuant to the Prime Agreement in order to address any prevailing effect of the failure or disruption including a root cause analysis of the failure or disruption.

Exit Plan

An Exit Plan can be provided if required to detail the steps that would be carried out to ensure smooth transition of Kainos services to a new supplier. The steps outlined in the Exit Plan will help mitigate against any disruption to the service during the transition period. It is assumed that any new supplier will themselves have a procedure they wish to follow during the transition period, and as such the steps in this Exit Plan will serve as a checklist for the new supplier to ensure all key areas of the transition have been covered. The Exit Plan will therefore be subject to refinement should it be exercised.

Commercial Statement

Confidentiality and copyright

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Caveats

Kainos has used all reasonable endeavours to ensure that the contents of this document are accurate but is not responsible for any errors or omissions.

All information provided prior to execution of a contract is provided 'as is' and 'subject to contract' without warranty of any kind.

This document does not constitute an offer from Kainos. In the event that the parties elect to work together, they will only be contractually bound to each other upon signature of a contract.

Corporate information

"Kainos" is the trading name of the Kainos group of companies, further information on which can be found here: <https://www.kainos.com/corporate-information/>.

Kainos Software Limited/ Kainos WorkSmart Limited, will be the contracting entity under this tender / for the provision of the service and may be assisted from time to time by other Kainos group companies.

Freedom of information

Kainos considers that the following information provided in this document is exempt from disclosure under the Freedom of Information Act 2000 (FOI):

The CVs of staff qualify under the "Personal Information Exemption (s.40)" of the Freedom of Information Act and are exempt from disclosure under the Data Protection Act 1998. The Period for which this information should be confidential is the lifetime of the Data Subject.

Rate and pricing information is confidential and commercially sensitive and covered by the 'Commercial Interests' exemption (s.43) of the FOI, as the release of this information is likely to prejudice the commercial interests of Kainos and is likely to adversely affect its (and the Customer's) future negotiating position. The period that this information should be confidential for should be 5 years.