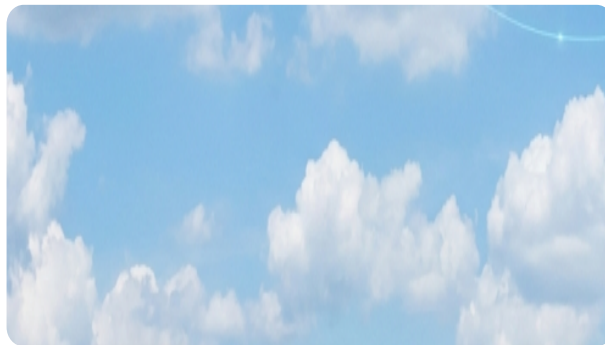
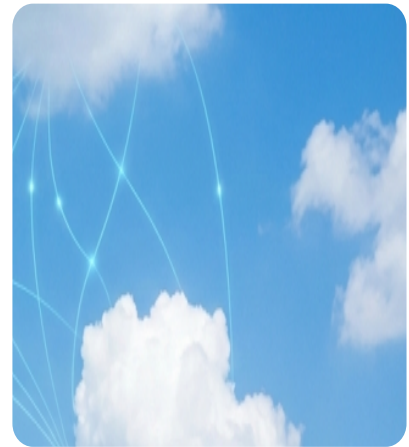




Crown
Commercial
Service



Employee Experience

GCloud Service Description Document

Bringing Ingenuity to Life.
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Employee Experience

1.1 Short Service Description

Mapping employee experience paints the picture of the current 'as is', and future 'to be' state, focusing on pain points and opportunities for improvement. This drives better employee experiences for today and future by developing a change roadmap (quick wins, medium, long term) across people, processes, technology, and policies.

1.2 Key Service Features

1. Examines all employee journey aspects; optimises productivity and experience
2. Defines employee proposition, aligned to strategy and liver experiences
3. Draws on customer experience principles and design thinking principles
4. Co-created with employees in workshops and through direct engagements
5. Persona development and empathy mapping for key employee segments
6. Defined required change roadmap against to-be employee experience
7. Focuses on tangible moments that matter across employee journey
8. As-is mapping and to-be experience solutions are developed iteratively
9. Highlights pain points and necessary process, people, technology changes
10. Harnessing data to reveal insights and drive improvements

1.3 Key Service Benefits

1. Develops a deeper understanding of users' processes and needs
2. Lower costs, better engagement, enhanced talent attraction and retention
3. Delivers holistic and inclusive employee experience and employee proposition
4. Drives efficiencies and alignment across the organisation
5. Breaks down siloes across HR driving seamless employee experiences
6. Strengthens brand and reputation internally and externally
7. Enables targeted HR services focused on areas of impact
8. Clear Employee Proposition applied in practice
9. Shapes how people work - digital, cultural, wellbeing, productivity
10. Guidance for prioritising where to invest time and resources

1.4 Service Definition

Technology is changing the way we work; people expect their consumer experience to be reflected in the workplace. More control over how and when they work and greater balance between work and home life. People-centered organisations respond to these disruptors through user-centric design that maps the ideal employee experience, identifying how technology, process, policy and infrastructure can enable employee satisfaction. Organisations must become more agile to keep up with the pace of change – adapting structures, jobs, performance management and recognition practices to those that are collaborative – driving performance outcomes.

HR professionals should use analytics to continuously enhance the employee experience, facilitate collaborative working and drive business outcomes – as strategic advisors who elevate the importance of workforce performance for today and the future.

Our approach examines all aspects of work and optimises both productivity and experience. We engage Employees, IT and HR on a journey to create a compelling future that will drive performance, retain, and secure talent.

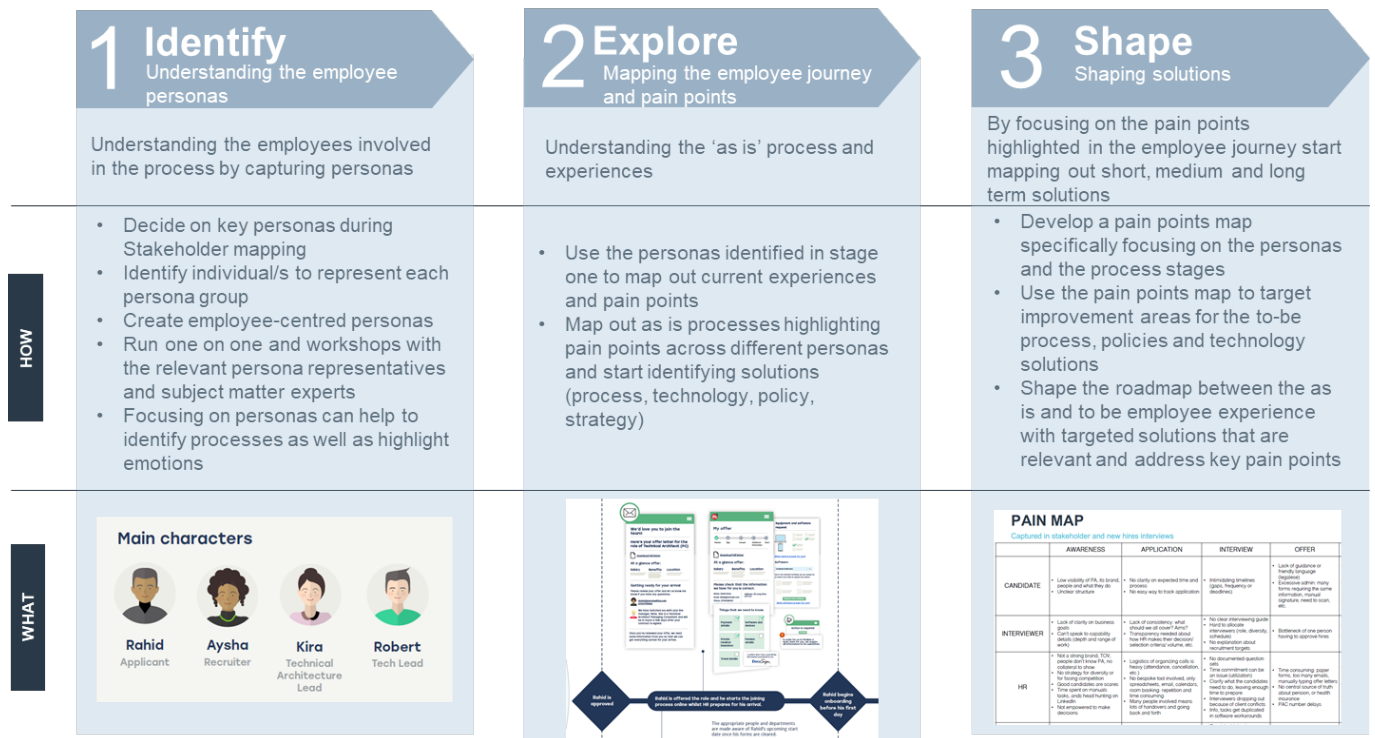
Employee Experience Journey Mapping in practice

Employee experience results from the sum of all interactions an employee has with an organisation. Our approach ensures full understanding of your workforce and current experiences by focusing on all key moments that matter across employee lifecycle. In the process we create empathy maps and personas for key employee segments and review existing strategy documentation or current journey maps to help understand your business, key processes, technology enablers and opportunities.

We apply user design approach to identifying pain points, opportunities and mapping potential operational areas of improvement across key employee journeys and moments that matter. It's creative, collaborative, and fast. It makes the highly complex startlingly simple, by using a visual language and process that everyone can contribute to, and anyone can understand. And importantly, it puts people first - ensuring that a tangible, demonstrably better experience for users is the driving force for change and improved employee engagement.

- The employee experience must be in line with the promise made to your employees. We use design thinking to map employee and candidate experiences across key journeys. We do so by capturing the as-is and to-be delivery of key processes and experiences, capture operational and technology quick wins and synergies, provide a maturity framework and recommended activities to embed experiences for employees and candidates that's both relevant today and against the future vision.
- The journeys cover areas across moments that matter. You may choose to focus on specific experiences such as recruitment, induction, development, on-boarding, performance management and other key processes across employee lifecycle, depending on your areas of focus or areas of current concern. Employee experience mapping allows us to simplify and streamline processes, tap into technology available to drive self-service where relevant, and design systems that liberate leadership capacity and empower actions across the newly defined 'employee experience promise'.

Our process and approach to Employee Experience:



Principles of a successful EX design:

- EX is not about better HR** – in fact, 42% of all touchpoint owners of the employee journey are outside HR; it requires multi-function collaboration
- EX is end to end** – it considers the entire employee lifecycle from pre-employment and employment through to post-employment and re-employment
- EX isn't about short-term or tokenism to temporarily drive engagement** – EX is about a desire to understand, and delight your internal customers over the long-term
- EX is data driven and scientific** – harnessing employee feedback and data to reveal insight and drive measurable improvements
- EX requires buy-in across the Executive Team** – to ensure commitment to an enterprise-wide transformation that shifts strategic ownership and accountability and brings tangible bottom-line results

Employee Proposition (EP)

An effective EP (also known as Employee Value Proposition) is where 'the deal' is aligned to the lived experience. Companies that focus on their EP have been shown to better attract talent, increase employee advocacy, and outperform competitors.

An employee proposition is the compelling story an organisation tells, both internally and externally, about why it is a **great place to work**. Specifically, it is to what degree employees value **'the deal'**, or what is promised by the business, such as work environment, development, and benefits, and believe it is a true **their lived experience**.

The lived experience

= EP

The deal offered

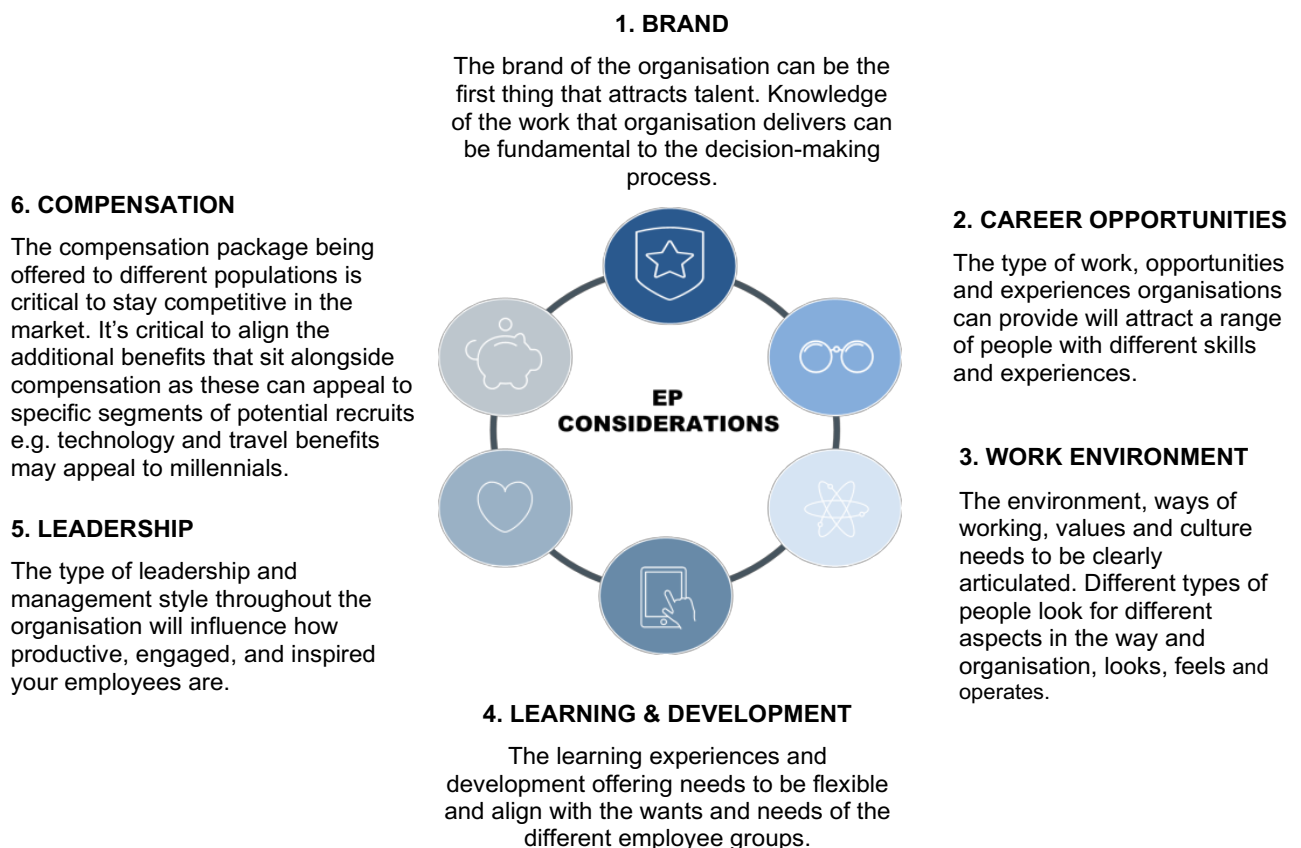
The EP comes from the alignment of the deal and the lived experience. If the lived experience does not live up to the promise, the deal will be undermined, negatively impacting EP and brand strength.

Why EP Matters?

A well designed and communicated EP will set an organisation apart from its competitors, reaping the following benefits:

- **x2** - Companies with positive brands receive twice as many applications for roles than organisations with negative brands.
- **92%** of people would consider changing jobs if they were offered a role at an organisation with a great employer brand.
- **84%** of people believe that the reputation of an organisation is critically important when deciding where to apply for a job.
- **24- 27 %** increased employee advocacy as a result of developing an EVP.
- **42%** of high performing organisations have an EP/EVP in comparison to just 28% of lower performing organisations.

Our thinking and research have shown there are a range core factors that need to be considered when talking about employee value propositions. Each of these factors below needs to be considered when developing an employee value proposition as they will all have an impact on what it feels like to work for your organisation.



1.5 Why PA Consulting Group (PA)?

A trusted partner for cloud, AI, and digital technologies

PA Consulting Group (PA) is a leading technology and innovation consultancy and one of the UK government's most trusted advisors, combining strategy, delivery assurance and deep engineering to turn complex ambition into assured outcomes. We bring end-to-end capability across cloud architecture, data and AI, cyber, and advanced technology R&D, backed by a track record of scaling innovation in the public and private sectors.

Our UK work is anchored by secure, standards-led delivery. PA maintains ISO/IEC 27001 certification across global operations, demonstrating disciplined information security and operational control, and applies UK government good practice (GDS, NCSC CAF) across cloud and digital programmes.

We combine consultancy with real engineering. At our Global Innovation & Technology Centre (Cambridge), 300+ scientists, designers and engineers operate extensive labs and studios to prototype and industrialise solutions, bridging physical and digital from concept to production.

1.5.1 Why PA for cloud, data and AI

- **Hyperscaler alliances without vendor lock-in.** PA is Premier Tier with **Google Cloud** (13+ years; 150+ certifications; specialisations in infrastructure, data analytics, app dev and security) and holds deep **AWS** and **Microsoft** credentials, accelerating secure data foundations and generative AI at scale while keeping advice independent and outcome-led.
- **Responsible AI you can trust.** Our Responsible AI framework, governance toolkits, and risk policy make AI adoption transparent, auditable, and compliant, embedding lifecycle controls, model documentation, and human-in-the-loop safeguards aligned to evolving regulation.
- **Impact beyond pilots.** We help organisations become *intelligent enterprises*, using data and agentic AI to create and protect value, with pragmatic roadmaps from use-case selection to scaled operations.
- **Proof through delivery.** Our client stories span enterprise data platforms, IoT and analytics (e.g., Rentokil Initial), and product innovation at scale (e.g., Unilever) where PA has put data and AI at the heart of continuous, market-leading improvement.

1.5.2 Cloud capability (assess, design, build, assure, run)

PA applies an assured cloud delivery approach to complex government and regulated environments, blending client-side delivery assurance, multi-cloud architecture, and resilient operations:

- **Strategy & readiness.** Maturity assessments, target operating models for hybrid/multi-cloud, and cost/benefit modelling; proportionate GDS compliance and ISO 27001 controls embedded upfront.
- **Design & architecture.** Secure, well-architected patterns across Azure, AWS, and Google Cloud; data platforms, identity and access, and cross-domain solutions for sensitive estates.
- **Build & deploy.** Cloud-native engineering, DevSecOps (CALMR), CI/CD, infrastructure-as-code; automated testing and quality assurance to accelerate safe release.
- **Migration & modernisation.** Legacy transformation, platform reviews, and workload migration tuned to resilience and cost; pragmatic FinOps to keep spend predictable and efficient.
- **Operate & optimise.** Observability, incident management, performance tuning, backup/restore, and change management, maintaining business continuity and reducing total cost.
- **Client-side delivery assurance.** Forward-looking, risk-based assurance that keeps complex programmes on track, covering governance, architecture, testing, migration, service readiness and cutover. See our *IT Delivery Assurance* service.

1.5.3 AI, ML and data (from strategy to scale)

- **Strategy & governance.** AI blueprints, operating models, and policy; enterprise data governance; regulatory readiness; centre-of-excellence setup and change adoption.
- **Engineering & MLOps.** Data platforms on Azure/AWS/GCP, pipelines and feature stores; robust ML lifecycle with monitoring, drift detection and auditability.
- **Generative & agentic AI.** Secure integration of LLMs (including Copilot) into workflows for measurable productivity and quality gains, using guardrails, system cards and ROI framing.
- **Responsible AI.** Lifecycle controls and assurance tooling to manage bias, security and transparency.

1.5.3.1 Quantum and emerging technologies

PA's applied physics and quantum engineering teams help clients unlock near-term value, combining quantum techniques with classical systems for decision support, advanced sensing and secure communications:

- **Decision support & optimisation.** Hybrid quantum/classical algorithms to accelerate complex planning, routing and resource allocation where speed and quality of decisions matter.
- **Quantum sensing & RF.** Novel quantum radio and Rydberg-based sensing to enhance spectrum use, detection sensitivity and resilience in contested environments.
- **Commercialisation insight.** Advisory at the "whole-stack" level, hardware, supply chain, interfaces, and ethics, to move from lab to market within national strategies.

These capabilities are industrialised at our Cambridge centre, turning concepts into robust prototypes and pre-production systems across sectors like defence, energy and transport.

1.5.4 Cyber security and digital trust

Digital trust is central to PA's approach. We design security into architecture, operations and culture, aligning to NCSC CAF and GovAssure, and delivering testing, red-team, SOC design and OT/IoT security:

- **Transformation & architecture.** Secure-by-design patterns, cloud security, identity, and cross-domain data protection (including NCSC-approved Oakdoor data diode products).
- **Assurance & regulation.** CAF/GovAssure alignment and pragmatic remediation plans for government organisations.
- **Testing & resilience.** CREST-aligned penetration testing, red-teaming, incident readiness, and operational resilience.

1.5.5 What PA will bring

Ideation & Strategy

- Cloud strategy and advisory services
- Cloud readiness assessments
- Cost/benefit and ROI modelling
- Security and compliance by design.
- AI/ML and data strategy (blueprints, operating model, governance) with Responsible AI policy and guardrails.
- Quantum opportunity framing and whole-stack commercialisation roadmaps.

Design & Architecture

- Bespoke enterprise and cloud architectures
- Integration with existing IT infrastructures
- Hybrid/multi-cloud design
- Continuity and disaster recovery
- Data platforms and MLOps patterns
- Security, privacy and resilience embedded by design in technical designs
- User-centred-design
- Secure cross-domain solutions and high-side/low-side integration where required.

Development & Deployment

- Cloud-native engineering
- Containerisation, microservices and serverless
- DevSecOps (CALMR) with CI/CD and automated testing
- Generative AI and Copilot enablement with measurable productivity outcomes and run-controls.

Implementation & Migration

- Data migration and legacy modernisation
- Vendor selection and management
- Infrastructure-as-code with progressive, low-risk cutover.

Operations & Management

- Observability, incident management, SIEM/SOC design
- Performance optimisation and cost management (FinOps)
- Backup/restore
- User training and change adoption.

Innovation & Scaling

- Scalable cloud infrastructure to support growth
- AI/ML implementation and scaling
- IoT integration
- Ongoing innovation sprints and R&D, supported by our Cambridge engineering labs for rapid prototyping and pre-production.

1.5.6 PA is fully equipped to manage any challenges or requirements you may present

Across strategy, design, build and run, PA blends independent advice with hands-on engineering, operating to ISO 27001 and UK government standards, and backed by hyperscaler partnership depth. Whether the brief is modernising a sensitive cloud estate, industrialising AI responsibly, or de-risking a quantum-adjacent programme, we bring the multidisciplinary team to get from idea to reality, safely, quickly, and at scale.

1.6 A Genuine commitment to Social Value

At PA, we believe in the power of ingenuity to create a positive human future. Central to this ambition is our commitment to developing high-quality opportunities that enable individuals to acquire leading-edge skills, all within an environment that supports personal wellbeing and growth. We invest in our people through comprehensive training and development, ensuring they are fully prepared to tackle our clients' most complex challenges and advance their own careers.

We recognise that diversity drives innovation. Therefore, our recruitment practices are inclusive, welcoming individuals from all backgrounds. Every member of our team is empowered to reach their full potential through inclusive policies, processes, and a culture that is continuously improved using robust data.

We are passionate about creating genuine opportunities for those facing significant barriers to employment. Since 2023, our Digital Apprenticeship Programme has offered a Digital and Technology Solutions Degree through the University of Roehampton or Northumbria University. Our apprentices typically include first-generation professionals, college leavers, and individuals from ethnic minority backgrounds, many living in deprived areas. Additionally, we offer summer internships for undergraduates entering their final year, hosted at both our central London office and the Global Innovation and Technology Centre in Cambridge.

Economic responsibility is integral to our purpose. PA is accredited as a Living Wage employer, and where relevant, we ensure that our suppliers and subcontractors are paid at least the minimum living wage. We are also a signatory to the Prompt Payment Code, demonstrating our commitment to fair and responsible payments to suppliers.

Our carbon reduction targets have been validated by the Science Based Targets initiative (SBTi). We have a published carbon reduction plan and are committed to achieving carbon net zero by 2040, in alignment with PPN 06/21 criteria for UK public sector contracts exceeding £5 million. In 2024, we achieved a silver EcoVadis rating, reflecting our ongoing progress in sustainability.

We are dedicated to delivering targeted social value and will collaborate with you to determine the most effective approach for you, ensuring our efforts have the greatest possible impact.

1.7 Security Clearance

PA are fully compliant with industry best practices for information security, which includes compliance with the UK MOD Industry Personnel Security Assurance (IPSA) standard, against which we are independently audited every three years. PA also has multiple sites with FSC (previously List X) where our dedicated in-house Security Vetting team are based. This allows PA to achieve security vetting of its employees in a time effective manner ensuring the correct processes are always followed (In accordance with the Security Policy Framework/GS007). As a matter of standard process, PA puts all its eligible employees through the Baseline Personnel Security Standard (BPSS), set out by the Cabinet Office. Those employees working on, or planning to work on, government projects are automatically put forward for SC clearance which are processed via UK-SV (formally the Defence Business Services – National Security Vetting). PA also process DV vetting through the UK-SV and other agencies, these are generally client sponsored.

PA currently have a large pool of cleared individuals (80% of UK Staff). Should a resource be identified where clearance is needed, the PA Security Vetting team will then process the individual through the relevant clearance procedure. The team will also be able to validate all existing clearances held by PA employees when requested.

1.8 Next Steps

This service is intended to help customers develop and deliver successful outcomes regardless of the life cycle stage they are at. PA prides itself on working with clients and helping them to deliver outcomes whilst also providing them the ability to 'stand on their own' so that they can move their solutions forward without future involvement. Please contact us on GCloudFramework@paconsulting.com to discuss your needs further.



About PA.

We believe in the power of ingenuity to build a positive human future.

As strategies, technologies, and innovation collide, we create opportunity from complexity.

Our diverse teams of experts combine innovative thinking and breakthrough technologies to progress further, faster. Our clients adapt and transform, and together we achieve enduring results.

We are over 4,000 strategists, innovators, designers, consultants, digital experts, scientists, engineers, and technologists. And we have deep expertise in consumer and manufacturing, defence and security, energy and utilities, financial services, government and public services, health and life sciences, and transport.

Our teams operate globally from offices across the UK, Ireland, US, Nordics, and Netherlands.

PA. Bringing Ingenuity to Life.

Discover more at paconsulting.com and connect with PA on [LinkedIn](#) and [X](#).

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