



G-Cloud 15

Customer-Led Implementation and Operation Services

January 2026



Contents

Transforming Business using the Cloud 3

Customer-Led Implementation and Operation Services 5

 1. Service Summary 6

 1. Strategy and Assess 6

 2. Process Design 7

 3. Business Change..... 7

 4. Digital Design..... 8

 5. Pre-deployment solution planning 8

 6. Configuration 9

 7. Operational support 9

 8. Benefit realisation support 10

 PwC Alliances 10

Contact Us 10

Transforming Business using the Cloud

Enabling business and enterprise transformation using cloud is a complex, strategic consideration facing many private and public sector organisations. We have worked with many Central and Local Government clients to support the implementation of their business objectives using cloud technology.

Cloud technology and services have the potential to reduce cost, remove technology bottlenecks, and facilitate rapid business innovation. As a result, for most organisations globally, adopting cloud technology has become a question of “when and how” rather than “if”.

Opportunities for enterprises generally include a combination of one or more of the following:

- Implementing private and/or hybrid clouds for infrastructure and applications
- Smarter use of public cloud infrastructure for optimising existing business functions
- Using cloud for implementing new business services or digital operations
- Reducing cost by moving to consumption-based pricing models that only charge for the actual IT capacity and services used.

Migration or adoption of cloud must be properly choreographed for success. We understand the realities and the business and technical risks that should be fully considered, understood and mitigated before such a move. Critical considerations include:

- **Alignment of business and technology objectives.** This is essential to fully realise the targeted benefits of any cloud transformation or any refinement of existing cloud services. There can be a tendency to adopt cloud systems to fit current ways of working, rather than adopt and standardise processes where possible. The trade-offs between business, customer and technology requirements must be considered to make informed design decisions
- **Availability and reliability of services.** The avoidance of operational downtime to mitigate in lost revenue, unnecessary operational cost or reputational damage that can disrupt a business' operations
- **Decentralised support structures.** The need to tailor and revise the approach to operational security to cover the support structures employed by cloud service providers that will have a different risk profile for sensitive information
- **Data handling practices.** Data classification and data-handling practices that reflect the data flow within a cloud environment must be understood and tailored accordingly to protect customer data

- **Data privacy.** Compliance with GDPR to understand where and how information can be stored or processed. The cloud model enables data to bounce swiftly around the world by using available server capacity in various geographic locations, but this must be within the bounds of what is permissible. This is ever more of a concern as organisations review their front office, back office and out of office experiences
- **Future Technology Trends.** Cloud applications are the stated direction of travel for the major application vendors, but any upgrade path must also cater for the future technology needs of the organisation and seek to minimise technical debt where possible.

A careful assessment of an organisation's needs and different cloud service provider's controls is required, enabling concerns to be addressed and the correct path to the cloud is selected.

As a trusted advisor PwC provides the framework, and the wealth of private and public sector experience, to consider the combination of Business, customer experience and Technology activities outlined above. There is no single answer that covers each and every client organisation; we tailor our frameworks to client circumstances to support them:

- As a partner through the complete lifecycle of strategy through to execution
- With point business issues encountered during implementation or running the business.

Customer-Led Implementation and Operation Services

PwC brings extensive cloud software, platform and front office expertise together to run and operate your desired solution so your decisions align to your commercial aims. With experience in numerous successful implementations we, have an overarching perspective and can effectively operate, and tailor SaaS platforms at-scale using either the technology of your choice or by leveraging PwC's extensive library of digital assets to rapidly create an omnichannel contact centre solution.

We can also offer ITIL aligned, ISO20000-1 accredited, business-focused Application Management Services. We can maintain, operate and improve your systems, to provide incident resolution, proactive problem management. We can also undertake release, configuration management, change, release and backlog management.

Customer-Led Implementation and Operation Services Features

- Human led, technology enabled Business Transformation Delivery from Strategy to Execution
- Cloud solution selection and development with supporting business case
- CRM – Omnichannel customer engagement and customer experience
- Configurable to business requirements, solution operation, enhancement and support
- Low code/no code service construction and business driven development
- Portal – single access point to services for customers and partners
- Reusable components framework (mapping, payments, notifications, addresses, bookings and evidence)
- Predefined service templates (Report, Request, Apply, Pay, Book, Provide, Enquire)
- Leverages rich AI powered customer insights across channels to reduce interaction time and promotes first time resolution
- Customer identity and access management.

Customer-Led Implementation and Operation Services Benefits

- Aligned business and technical strategy using best in class digital
- Alignment to the Target Operating Model (TOM) development
- A collaborative customer engagement management model that meets the business need and develops client-side confidence
- Accelerated benefits realisation, tracking, reporting and ongoing operational support
- Release plans with scope, schedule, budget and benefits clearly defined
- Maintaining service continuity with RPA and AI through transition activities
- Customer focussed service aligned to the operational business
- Business analysis, digital architecture design and delivery, leveraging SaaS benefits
- Business change management and planning
- Transition and operational support through the service lifecycle.

Service Summary

Our experience in successful implementations allows us to bring knowledge of digital consultancy, customer strategy, front office and digital operations, AI and automation, HR and more to each project. We'll bring our cloud software and platform expertise together with our assets, design patterns and methods to help you run and operate your solution at scale. The features and benefits within this service definition document are presented below.

To facilitate the process of digital transformation, PwC provides the following design, implement and operate services alongside your chosen Cloud solution:

- Strategy and assess
- Process Design
- Business Change
- Digital Design
- Pre-deployment planning
- Configuration
- Deployment of the solution
- Post deployment support
- Benefits Realisation Support.

1. Strategy and Assess

We will assist you to understand the business need for Cloud service solutions, generate insights and provide options for change. This will allow you to:

- Assess and quantify the potential benefits of Cloud-based services in your organisation based on an analysis of the user community
- Assess the impact of key digital enablers such as Agentic AI, bots and process automation
- Understand how Cloud based services will support services and enable outcomes and provide benefit compared to traditional deployment

- Develop and approve a business case to progress with confidence into design and implementation
- Assess and select platforms and vendors to meet your business requirements.

2. Process Design

We will assist you with a business led approach to design, our methodology will ensure that even the most complex and intricate processes can be traced back to the needs and objectives of your organisation/ business and its customers. We focus on adoption of standard processes and platform functionality to help you leverage the benefits of Software as a service.

To develop a set of process designs that are in line with your vision, we will work with you to document the key objectives and principles that will underpin the to-be processes that will be delivered. To ensure a holistic approach we will also work with you to understand the wider implications on areas such as technology, data and people and organisation. We can produce the following artifacts to assist you:

- The creation of a set of design principles that will outline the fundamental requirements that each process must adhere to
- A catalogue of process maps that will outline the key steps and decisions associated with each process as well as an overarching process architecture
- A set of detailed design assumptions and questions associated with each process to identify any key decisions to be made by the business and any outstanding areas of uncertainty e.g., ‘design hotspots’ in relation to technology, data and people, and organisation
- A set of Standard Operating Procedures that will provide the business with a set of step-by-step instructions as to how the processes should be implemented.

3. Business Change

We will work with you to tailor our approach, understanding what needs to change within your organisation and how best to achieve it. A detailed business change plan will be developed, alongside the deployment of our industry leading ‘change-navigator’ tool. This will allow us to capture real-time insight into how the change is being understood, perceived and ultimately implemented.

Through interactive dashboards, we can prioritise time and energy on the areas that matter most to focus on those critical few activities that will have the biggest impact on making the change successful. Typical business change activities will include:

- Understanding and communication of your vision for the change
- Supporting leadership and key stakeholders to align around the scope of the programme and what success looks like
- Developing a clear communication and engagement plan, including stakeholder management, communication tone and channel choice
- Undertaking Change Impact Assessments to understand who and how people will be impacted by the changes
- Supporting change readiness through staff engagement, training, upskilling and organisational role alignment to new ways of working
- Tracking and monitoring user readiness, adoption and ongoing use of new tools and processes to embed the change and create sustainable new ways of working.

4. Digital Design

We will support you in the design of your Target Operating Model (TOM) and the changes required to optimise benefits realisation using Cloud based services. This typically includes:

- Development of key design principles and approach based on the assessment phase
- Development of design requirements and artefacts required to facilitate configuration
- Design of detailed target operating model to optimise the technology deployment
- Design of target enterprise architecture to integrate with heritage and legacy components
- Definition of the implementation strategy and transition approach
- Production of an updated business case.

5. Pre-deployment solution planning

Through these services we provide the required foundation for deployment of your Cloud-based service:

- Solution design and readiness assessment
- Technical on boarding and planning

- Detailed requirements planning and design – Creation of a prioritised and transparent build backlog
- Configuration planning and training of team members
- Methodology and governance confirmation
- Release and deployment planning.

6. Configuration

The following configuration services will be performed to enable integration to your existing IT landscape:

- **Brand Alignment:** Design and implementation of a “look and feel” and content strategy aligned to your existing brand guidelines
- **Platform Delivery:** Implementation of the chosen cloud-based solution components along with the integration needed to existing line of business systems
- **Content Migration:** Migration of content from your existing website to Cloud solutions
- **Citizen data migration:** Where applicable, migration of citizen and transaction data from existing systems to the cloud deployment
- **Business Change:** Design of the best-fit transition approach to support the achievement of the required business outcomes and benefits of the transformation
- **Testing:** Perform system testing on the cloud deployment including User Experience (UX) testing, functional testing and non-functional testing
- **Release and Implementation Management:** Facilitate the progression of the solution through the release process and test environments based on system testing
- **Service Introduction:** Rollout of the IT operational and service management processes to support the solution.

7. Operational support

The following post deployment technical services will enable you to support the cloud solutions platform:

- Support to your IT Department to go-live including organisational design, skills gap assessment and go-forward planning

- Development of training manuals and “train the trainer” support
- Early live support for transition to live operations including embedding dev-ops and support teams
- Ongoing Application Maintenance Support.

8. Benefit realisation support

Delivering real business benefits through change is a discipline that we have long recognised as requiring dedicated focus. As such, we offer an option of working with you, to realise these benefits for which payment can be linked to the benefits achieved. These services include but are not limited to:

- **Accelerated benefits realisation support:** Through these services we can track where we are with respect to your end goal and track progress against your target business design. This supports management of priorities and dependencies as well as identifying and mitigating organisational or cultural complexities
- **Assisted channel shift:** These services will support the process of continuous uptake by citizens and staff to promote channel shift and support the usage of key features of your cloud-based service. Our assisted channel shift services support you to change your organisation to maximise value and user-uptake of cloud services, helping to achieve benefits faster.

PwC Alliances

By combining PwC’s expertise and our Alliance partners’ technology, we can help you to solve your most critical business issues. Whatever your focus - moving to the Cloud, greater innovation, or business transformation PwC are here to help. Read more about PwC’s partnerships and awards here:

<https://www.pwc.co.uk/services/alliances.html>

Contact Us

uk_operatedigital_accountmanagement@pwc.com



Confidential. This document does not constitute a Call-Off Contract for Services with PricewaterhouseCoopers LLP. Where we are engaged to provide Services, our Services will be governed by a subsequent Call-Off Contract that may be entered into between us. If you receive a request under freedom of information legislation to disclose any information we provided to you, you will consult with us promptly before any disclosure. All information contained in this document or otherwise provided or made available as part of any Award Procedure is confidential and may not be disclosed to anyone else without our prior consent.

© 2026 PricewaterhouseCoopers LLP. All rights reserved. 'PwC' refers to the UK member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.