

Service Definition Document for G-Cloud 15 Services

Citizen Experience Solutions and Services

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1 Service Definition for Citizen Experience Solutions & Services

1.1 Introduction

This is the Service Definition Document for NTT DATA UK Ltd (NTT DATA) Citizen Experience solutions and services on the G-Cloud Framework. The information provided in this document is required by the G-Cloud framework and is designed to help clients determine how these services can meet their requirements.

1.2 Overview of services

Government departments are facing the issue of raising citizen and organisational expectations of government services against a background of reducing budgets. Citizens' expectations and behaviours are changing. As they grow accustomed to seamless experiences offered by global brands in the commercial world, citizens are now also expecting government departments to use new technologies and create better experiences.

An increasing number of departments are recognising the importance of **citizen experience** (CX) and seeking to improve the efficiency and satisfaction of their services, putting citizen at the heart of everything they do. At NTT DATA, we believe that citizens need an **intelligent experience**, grounded in 5 key pillars:



Data-driven



Connected



Digital-first



Automated



Agile

Intelligent Experience allows us to manage the complexity of citizen journeys and deliver consistent experiences across all touchpoints. Our mission is to deliver amazing experiences that drive citizen engagement, build trust and grow long-term relationships.

- We focus on **end-to-end citizen experience** and enable new smarter ways of working, to drive productivity, efficiency and satisfaction.
- We leverage on **digital and cognitive services** to transform ways in which citizen service is delivered.
- We leverage on data to **drive personalisation** at scale (all channels, all touchpoints) and deliver real-time omnichannel experiences.

The following services are designed to help clients to plan and deliver their CX strategy:

- Adobe Experience Cloud Services – NTT Data provides end to end services covering the full Adobe Experience Cloud suite, including Adobe Experience Manager (AEM), Analytics, Target, Campaign, Audience Manager. Our range of services support your digital marketing initiatives and aspirations and are backed up by industry leading specialists, using modern implementation techniques and methodologies.
- Chatbot and Virtual Assistants – Chatbots and Virtual Assistants enable automation of conversations with citizens through digital messaging and voice channels to resolve simple, high volume requests in efficient way. Cloud based bots learn from the data gathered from every conversation, increasing engagement and ability to respond to incoming enquiries over time. We can also provide more sophisticated solutions for intelligent assistants that can drive higher level of engagement with citizens and automate more complex activities.
- Citizen Experience – NTT DATA helps public sector organisations define their strategic vision for citizen experience and end-to-end journeys across the entire lifecycle and across all channels. This provides the foundation to assess and baseline existing journeys, identify gaps and implement

target journeys. We adopt a Service Design approach, follow omni-channel and customer-centric principles and accelerate delivery using internal assets, frameworks and methodologies.

- Citizen satisfaction – Measuring satisfaction and understanding the reasons behind the score are critical activities when managing relationships with citizens as they provide the insight required to continuously improve the experience provided. NTT DATA helps public sector organisations define which metrics to use to measure satisfaction (e.g. C-SAT, NPS, CES), improve data collection for feedback (e.g. increase response rate to surveys) and produce real-time actionable insight to improve engagement and experience.
- Personalisation services for citizens – Personalisation helps public sector organisations tailor content for citizens. NTT DATA combines cloud-hosted machine learning and data analytics, to enable clients to deliver personalised, relevant experiences to citizens across all channels, including contextual offers on best product and services (Next Best Action). Cloud solutions ensure flexibility and scalability.
- Predictive analytics – NTT DATA helps public sector organisations define predictive use cases around all areas of business (sales, service, operations, people, product), build predictive models using both open source solutions (e.g. R, Python) or enterprise solutions (e.g. SAS, SPSS), and implement proactive and reactive actions based on the output of model
- Sentiment analysis and emotion recognition – Cloud based solutions provide the ability to detect citizen emotions from their voice, text and images using advanced data processing. To support healthcare organisations, we have developed innovative touchpoints that allow detection of pathologies in citizens from their facial expressions (e.g. dementia).
- Single view of the citizen – Single view of the citizen will bring all your citizen data into a single repository to uncover insights and provide clarity. It provides an aggregated view of the citizen from all available data sources building a single profile across all services and enabling tailored actions for engagement. Cloud products and services supports this process providing the smooth integration and connected data to achieve this.
- Speech analytics – Speech Analytics captures every transaction from voice (e.g. phone) and text-based channels (e.g. chat, digital messaging) and analyses content in real-time to drive actionable insight. Voice calls are translated to text using Natural Language Processing (NLP) and Artificial Intelligence (AI), then analysed in the same way as text-based interactions. Data models can be run on the transcript of the conversation to predict future behaviours.
- Virtual reality and augmented reality applications – NTT DATA creates immersive experiences that drive high engagement with citizens using Augmented Reality (AR) and Virtual Reality (VR) technology and applications. We also help deliver AR and VR solutions to employees of public sector organisations to train and test them in a controlled environment (e.g. healthcare, education, police departments).
- Web and mobile app development – NTT DATA supports public sector organisations to design, build, test and run digital platforms for citizens and internal users. Our scope of services includes end-to-end design and build for web applications, online portals, mobile apps using agile methodologies and best of breed technology.

Please see Section 2 for full service descriptions.

2 Service Descriptions

2.1 Adobe Experience Cloud Services

2.1.1 Introduction

NTT DATA provides end to end services covering the full Adobe Experience Cloud suite, including Adobe Experience Manager (AEM), Analytics, Target, Campaign and Audience Manager. Our range of services support your digital marketing initiatives and aspirations and are backed up by industry leading specialists, using modern implementation techniques and methodologies.

We have a mature, enterprise-scale capability to deliver the full Adobe Suite.



2.1.2 Scope of Service

- End-to-end Adobe Experience Cloud implementation against existing Digital Marketing strategies
- Builds architecture, analysis, definition, roadmap and implementation strategies
- Creative support to develop against modern UX and UI designs principles
- Omni-channel and personalisation strategy design, implementation and enablement
- Manual and automated testing (web, mobile etc.) using industry frameworks
- Platform agnostic with specialists in both cloud and on-premise solutions
- Migration to the cloud of existing infrastructure (e.g. Adobe Digital Foundation)
- Integration with Microsoft products (e.g. Dynamics 365)
- Full development and support using CI/CD pipelines and DevOps principles
- Use implementation and operating strategies developed by market experts
- Teams and delivery built around Agile practices and methodologies

2.1.3 Approach

NTT DATA UK analyses and delivers projects having the citizen and business needs at the core of the whole development lifecycle, outlining clear benefits and deliverables. Our clients ranging from consumer to enterprise solutions have enjoyed the full extent of our analysis and implementation capabilities, including, but not limited to:

- Discovery and analysis phase
- Creating a business use case taking into account the business requirements and current setup capabilities
- Ramp up and project initiation
- Agile/Scrum Development with continuous testing to ensure utmost quality
- Constant feedback to the client, including regular demos and showcases
- Alignment with security rules and guidelines either internal or public frameworks
- Legal constraint wrappers
- Governance assessment and strategy development to offer continuous support
- Project implementation, deployment and growth roadmap aligned with future objectives

Depending on each type of project, additional integration planning and implementation is done, in order to fully de-duplicate and reuse existing or future plan capabilities.

2.1.4 Outcomes

- Quickly execute against Digital & Marketing strategies and programmes
- Decreased time to market with new campaigns, products and services
- Drive citizen engagement and increase channel conversion rates
- Deliver connected and personalised citizen experiences across multiple channels
- Empower creative and marketing teams with industry leading tools
- Derive additional value from existing implementations with integrated Adobe solutions
- Tailored and cost effective solutions fitting the needs of stakeholders
- Increase presence and citizen interaction through social channels
- Gain unified view of citizens across digital touchpoints and devices
- Set marketing strategy based on insightful analytics and data

2.2 Chatbot and Virtual Assistants

2.2.1 Introduction

Chatbots and Virtual Assistants enable automation of conversations with citizens through digital messaging and voice channels to resolve simple, high volume requests in efficient way. Cloud based bots learn from the data gathered from every conversation, increasing engagement and ability to respond to incoming enquiries over time. We can also provide more sophisticated solutions for intelligent assistants that can drive higher level of engagement with citizens and automate more complex activities.

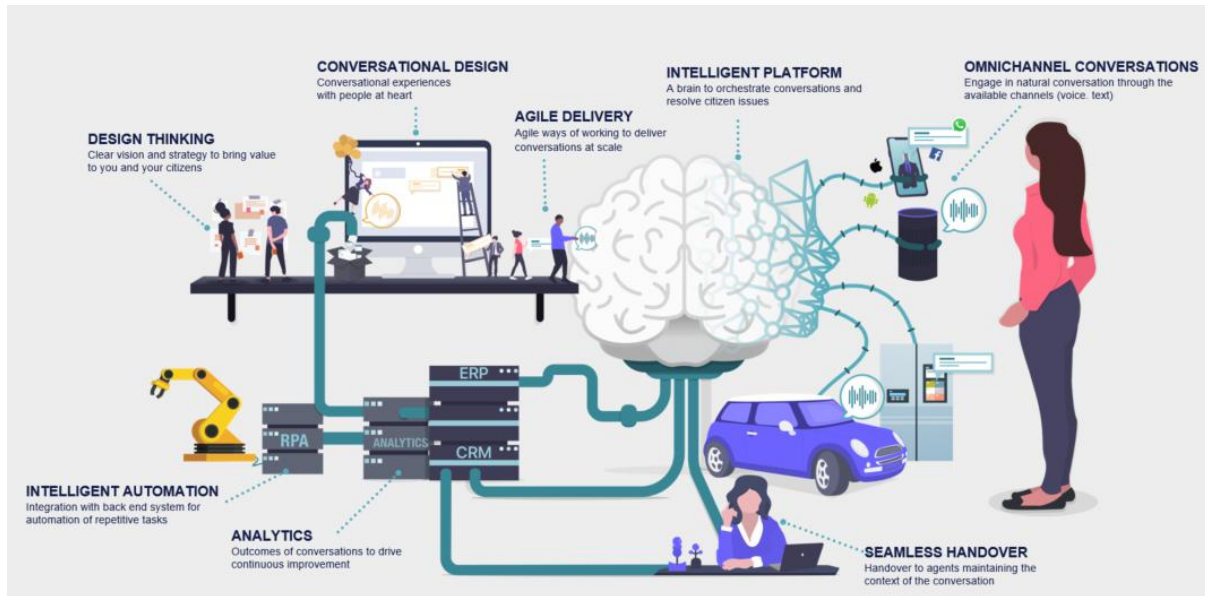
2.2.2 Scope of Service

- **Design Thinking:** *Clear vision and strategy to bring value to you and the citizens.* Define the vision for virtual assistant, agree target users and choose the right channels to engage with them. Prioritise use cases that are suited for those channels. Size the opportunity based on prioritised use cases and agree the level of intelligence for the chatbot. Establish KPIs to track benefits.
- **Conversational Design:** *Design conversational experiences with people at heart.* Conversational design is critical to drive engagement and adoption and drive great experiences. It should align to target audience, their personality and needs, and consider the conversational channels of choice (e.g. voice vs. text) to ensure the right branding, identity and tone of voice.
- **Agile Delivery:** *Agile ways of working to deliver conversations at scale.* Virtual assistants are a new digital product and need to be managed as such. It's crucial to apply the standard agile practices to deliver at scale, launching an MVP and iterate based on outcomes and performance. We recommend stand-alone delivery squads as it requires some specific skills for design and delivery.
- **Intelligent Platform:** *A brain to orchestrate natural conversations across all channels.* The intelligent platform is the brain that orchestrates a consistent experience across all conversational channels. The integration with back end systems enables personalisation and contextual conversations and creates a seamless handover to assisted channels for greater experience. Our capability includes low code Chatbot on MS Power Platform

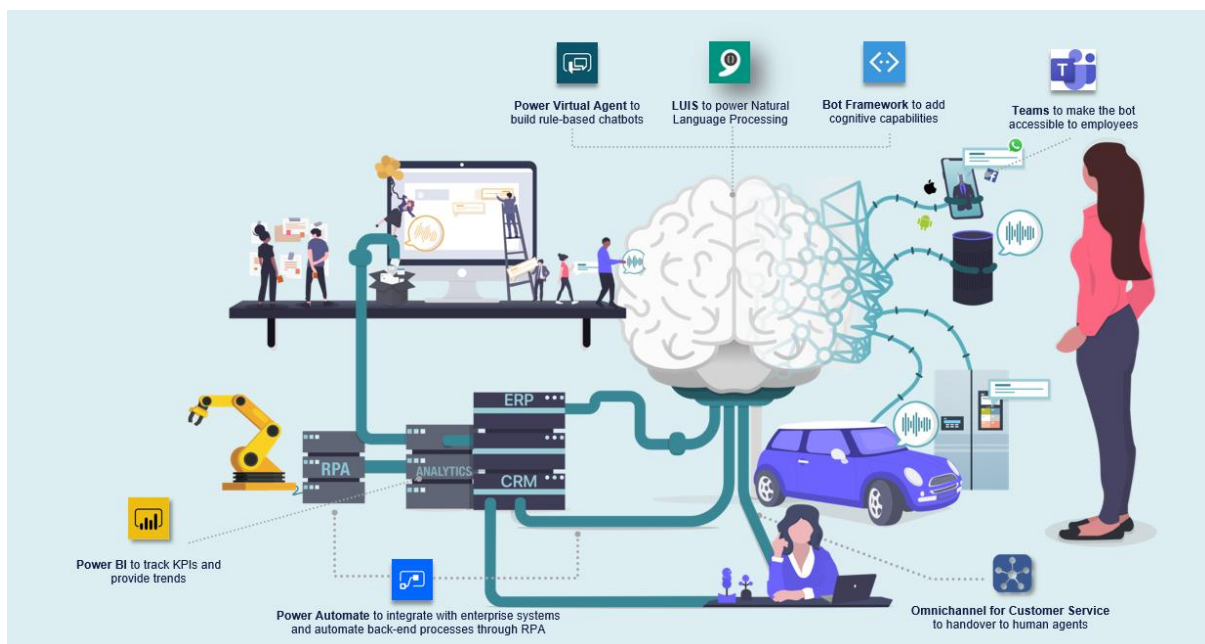
2.2.3 Approach

We design, deliver and manage intelligent virtual assistants that engage with citizens in personalised and contextual conversations across all channels. The critical success factors include a clear vision and strategy, conversational design, agile delivery and the intelligent platform (see Scope of Service)

We know what it takes to successfully deliver service excellence with conversational experience and intelligent virtual assistants.



We have developed a vision for an intelligent virtual assistant based on Microsoft technology for both customers and employees:



2.2.4 Outcomes

- Reduce cost to serve by automating conversations handled by the virtual assistant
- Higher engagement with end users by providing more channels for interaction – e.g. voice
- Ability to proactively reach citizens to notify when a problem emerges and engage in conversation to accelerate resolution
- Reduce frequency of contact to contact centres from citizens
- Ease of access and always available (24x7). It drives service excellence
- Repurpose existing resources for higher value activities by automating answering queries and solving some service activities

2.3 Citizen Experience

2.3.1 Introduction

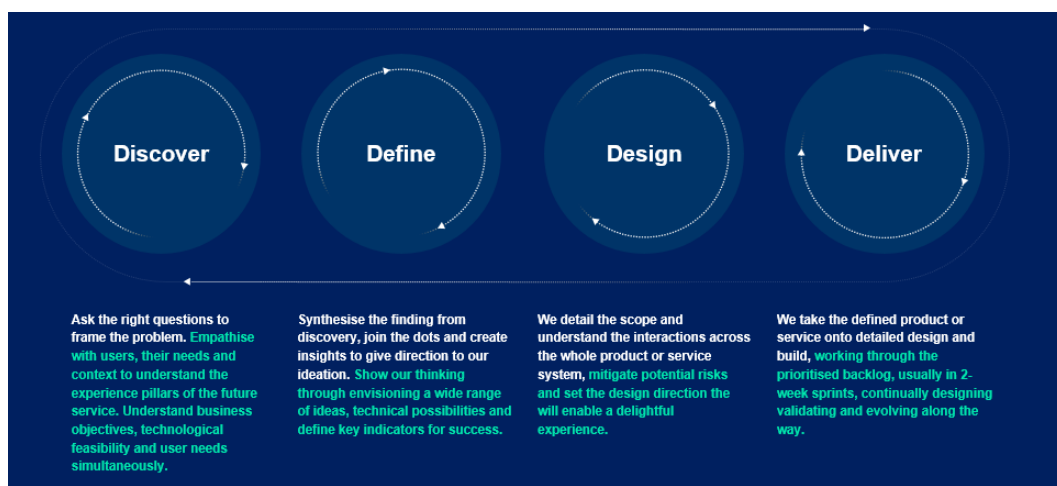
NTT DATA helps public sector organisations define their strategic vision for citizen experience and end-to-end journeys across the entire lifecycle and across all channels. This provides the foundation to assess and baseline existing journeys, identify gaps and implement target journeys. We adopt a Service Design approach, follow omni-channel and customer-centric principles and accelerate delivery using internal assets, frameworks and methodologies.

2.3.2 Scope of Service

- **Persona Development:** Identify the target audience profiles and their attitudes, behaviours, preferences.
- **User Needs Matrix:** Identify and outline the user needs from the future state experience based on the personas defined
- **User Requirements Definition:** Outline the features / functionality needed for a system / service and provide enough details about the interaction to inform CX Design's scope.
- **CX/UX Audit:** Identify issues / opportunities of the current citizen / employee experience across various touchpoints and based on best practices.
- **CX Maturity Assessment:** Assess the current state of CX within the client environment based on interviews, workshops, process reviews, etc. The assessment covers topics such as CX methods, skillsets, resources, senior support and culture.
- **Journey Mapping:** Map the actors, interactions, emotions, pain points and opportunities of an experience across the entire lifecycle.

2.3.3 Approach

We use a design led approach that puts people at the centre to design experiences that work the way people expect, not the way technology forces them to



2.3.4 Outcomes

- Visual representation of citizen journeys
- Increased citizen satisfaction
- Identify citizen pain points across all channels and touchpoints
- Coach stakeholders for journey optimisation
- Identify, visualise and create new journey experiences
- Enhanced citizen and stakeholder engagement
- Understanding the needs of citizens / users
- Develop strategy to embed citizen experience into the business operations

2.4 Citizen satisfaction

2.4.1 Introduction

Measuring satisfaction and understanding the reasons behind the score are critical activities when managing relationships with citizens as they provide the insight required to continuously improve the experience provided. NTT DATA helps public sector organisations define which metrics to use to measure satisfaction (e.g. C-SAT, NPS, CES), improve data collection for feedback (e.g. increase response rate to surveys) and produce real-time actionable insight to improve engagement and experience.

By continually obtaining insights and assessing satisfaction of the citizens, departments will be able to identify areas of friction and optimize their processes to generate an improved business impact.

Since the average response rate to satisfaction surveys across industries is 10%, we have developed a service to help predict the satisfaction of citizens based on their interactions and experiences with an organisation (see Predictive Analytics).

2.4.2 Scope of Service

- Define metrics to measure citizen satisfaction (C-SAT, NPS, CES)
- Builds an understanding of satisfaction across the user base
- Sets the standards for engagement targets and expectations
- Define strategy to survey citizen satisfaction (business rules, journeys, touchpoints)
- Provide tools to survey satisfaction in citizens (e.g. Qualtrics)
- Optimise response rate to satisfaction surveys
- Implement analytics to break down/ segment data around citizen satisfaction

2.4.3 Approach

- Define/ review metrics for satisfaction
- Define/ implement strategy to collect data on satisfaction (roll-out tools across channels/ touchpoints)
- Measure satisfaction
- Understand reasons for satisfaction/ dissatisfaction and create action plan for improvements
- Iterate process and continuous improvement

2.4.4 Outcomes

- Consistency in measuring satisfaction and impacts of changes
- Clear understanding of citizen satisfaction across the user base
- Understanding of the “broken” journeys and touchpoints that generate dissatisfaction
- Identify moments of delight for citizens
- Priorities for improvements to citizen experience

2.5 Personalisation services for citizens

2.5.1 Introduction

Citizen expectations are constantly growing, as they want to:

- Be recognised and treated as individuals
- Access relevant information and engaging content quickly and easily
- Interact with the public sector seamlessly and consistently on the device of their choice

Personalisation helps public sector organisations tailor experiences for citizens. NTT DATA combines cloud-hosted machine learning and data analytics, to enable clients to present personalised, relevant content to citizens through all channels, including contextual offers on best product and services (Next Best Action). Cloud solutions ensure flexibility and scalability

2.5.2 Scope of Service

- Multichannel content control
- Personalisation for better user service
- Service offer management can help tailor services to citizens
- Citizen intelligence can support targeted campaigns based on insight
- Ensuring your content is always individualised
- AI and Machine Learning algorithms to drive real-time personalisation
- Citizen Segmentation
- User personas for citizens
- Next Best Action

2.5.3 Approach

Our approach to personalisation is rooted in our commitment to TRUST – our five principles for data to enable personalisation, which support every single engagement and guide our clients through the process.



Transparent

Remove the fear of data misuse by being fully transparent of what's happening in the background, not just hide behind Terms & Conditions.



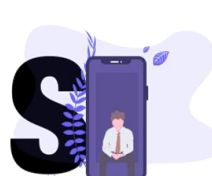
Relevant

Reach out to citizens at the right time with the right information, acknowledging their individuality.



Unified

Offer an accurate picture of the citizen's status by connecting all the data sources together to recover the truth.



Seamless

Provide a consistent experience across channels and devices to enable a seamless journeys.



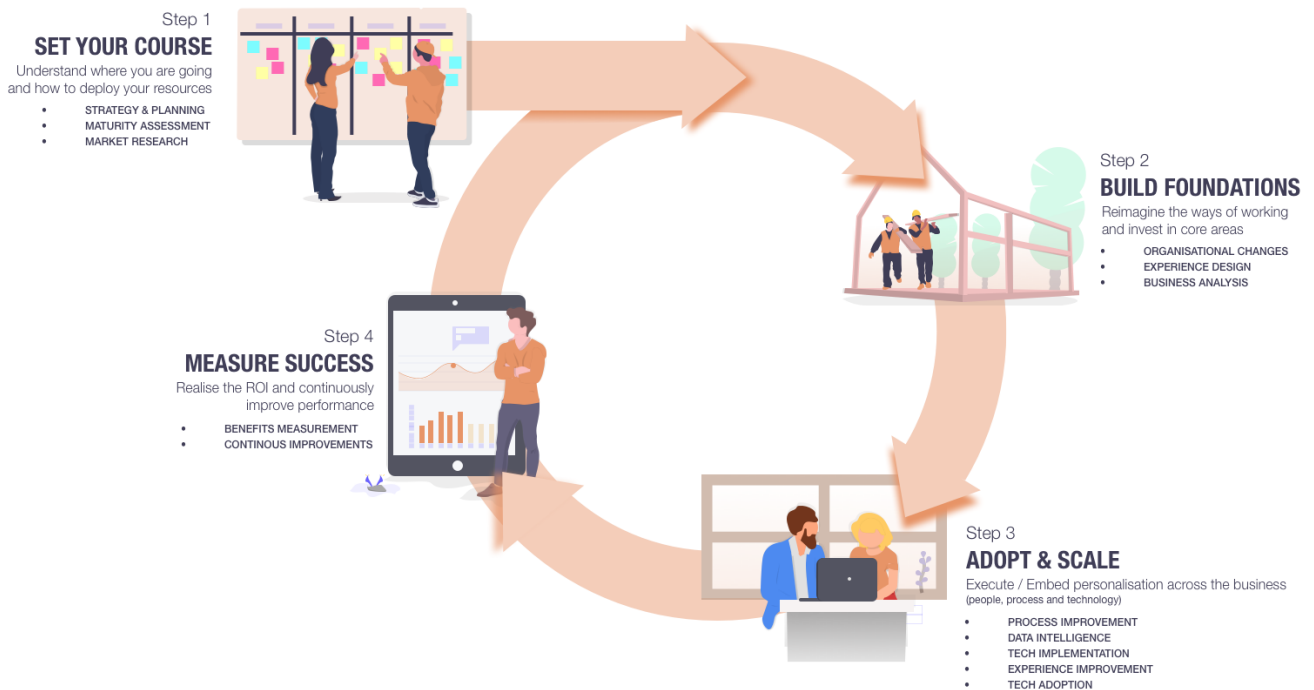
Tailored

Empower and support citizens to make informed choices – listen to their needs and observe their behaviours

We use our personalisation maturity model to develop a strong understanding of our clients' needs, priorities and challenges. Our maturity model for personalisation offers five level of maturity:



Our journey to personalised experience is delivered through a four-step iterative process.



2.5.4 Outcomes

- Personalised experiences that drive higher engagement in citizens
- Automation in data-driven content delivery
- Rich content experiences that increases visitor duration
- Users' information in preferred content formats
- Higher conversion rate and adoption to digital services

2.6 Predictive analytics

2.6.1 Introduction

NTT DATA helps public sector organisations define predictive use cases around all areas of business (sales, service, operations, people, product), build predictive models using both open source solutions (e.g. R, Python) or enterprise solutions (e.g. SAS, SPSS), and implement proactive and reactive actions based on the output of model.

2.6.2 Scope of Service

- Modelling: build and train predictive models
- Assemble dashboards and storybooks across multiple sources of data
- Rapid insight using regression analysis
- Determination of risk levels of people or situations
- Validation of model performance against actual data

2.6.3 Approach

Our approach focuses on 3 key steps.



In order to deliver predictive analytics at scale, we recommend using our multi-disciplinary team who are dedicated to work on multiple use cases in an integrated environment that ingests data from multiple sources, enables creation of data models and integrates with downstream systems to automate proactive and reactive actions.



2.6.4 Outcomes

- Identify levels of satisfaction in user base (e.g. predict which citizens are detractors, i.e. dissatisfied with a service) so that we can trigger campaigns to improve baseline
- Understanding of which journeys are “broken” and generate inbound contacts
- Higher retention of users to digital services
- Understand the best channel to engage with citizens
- Better profiling of citizens to understand how to engage with them
- Next best action to trigger personalised experiences

2.7 Sentiment analysis and emotion recognition

2.7.1 Introduction

Cloud based solutions provide the ability to detect citizen emotions from their voice, text and images using advanced data processing. To support healthcare organisations, we have developed innovative touchpoints that allow detection of pathologies in citizens from their facial expressions (e.g. dementia)

2.7.2 Scope of Service

- Facial recognition for disease diagnosis
- Video/ image recognition
- Sentiment analysis from verbatim

2.7.3 Approach

- Identify development required
- Consult with stakeholders
- Design and plan delivery
- Execute
- Test
- Validate
- Deploy

2.7.4 Outcomes

- Higher citizen satisfaction due to better service
- Faster diagnosis/ analytics
- Prevent risks such as security/ fraud
- Reduce manual activity

2.8 Single view of the citizen

2.8.1 Introduction

Single view of the citizen will bring all your citizen data into a single repository to uncover insights and provide clarity. It provides an aggregated view of the citizen from all available data sources building a single profile across all services and enabling tailored actions for engagement. Cloud products and services supports this process providing the smooth integration and connected data to achieve this.

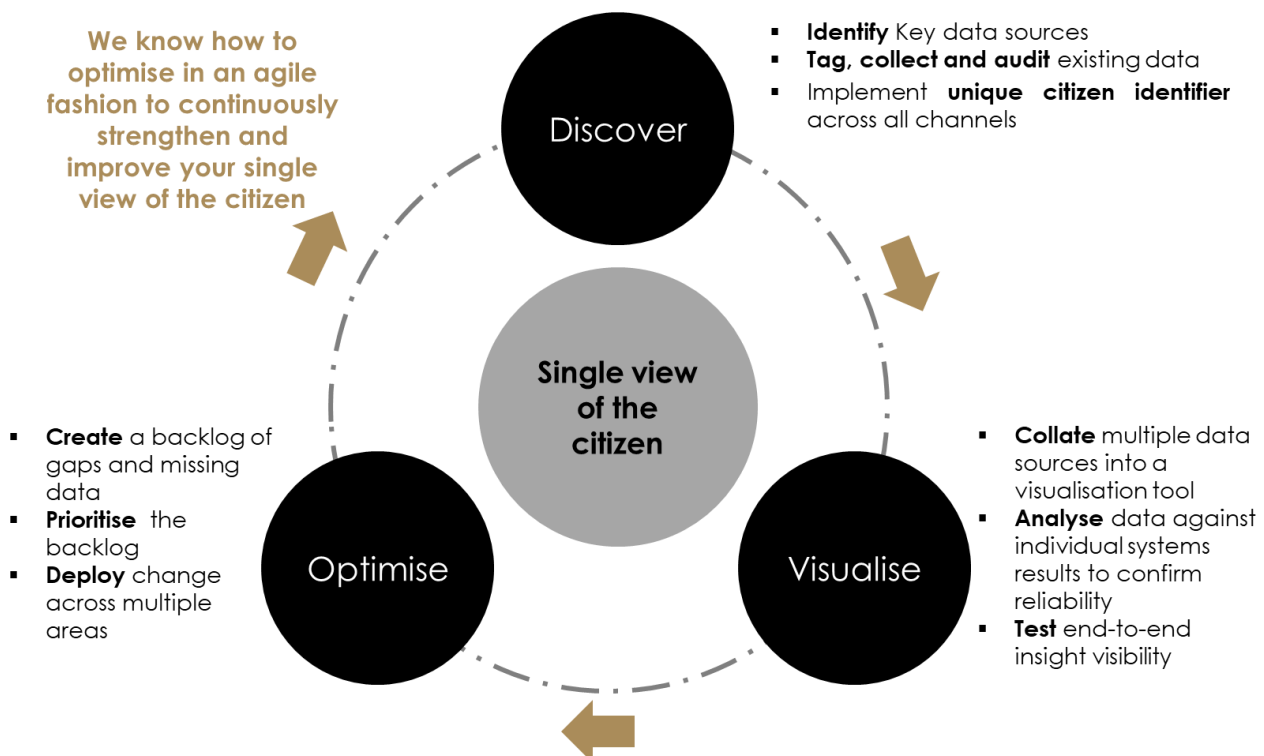
2.8.2 Scope of Service

- Aggregated view of all data on citizens
- Applicable across Data Administration, Operations, Finance, Data Management
- Capture of citizen activity/ behavioural profile
- Obtain view of citizens' transactions

- Provide Data-as-a-Service model for verification
- Improve data quality and duplicate management
- Helps define the Master Data Management framework

2.8.3 Approach

We recommend developing, implementing and improving your single view of the citizen using our DVO framework (Discover, Visualise, Optimise)



2.8.4 Outcomes

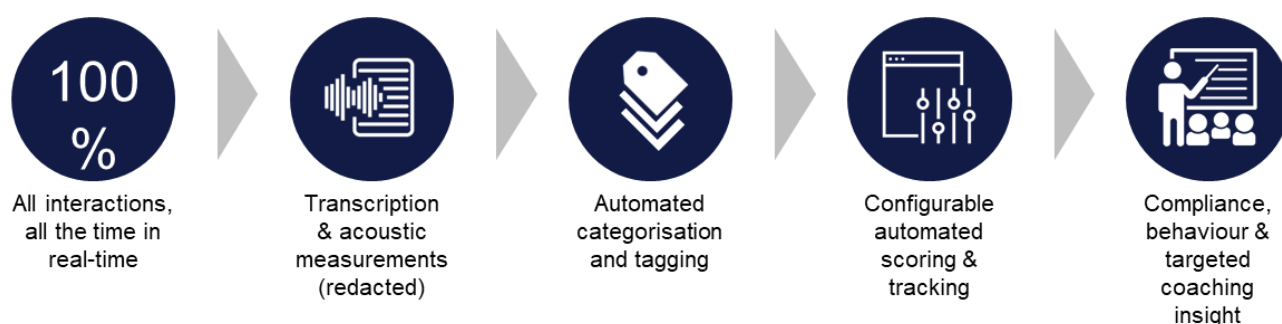
- Single view of the citizen: single place where to find all information related to citizens who use digital services
- Provides insights into citizen profiling, activity, transactions and master data
- Optimises communication and engagement with citizens
- Better decision making across the organisations
- Consistent experience for citizens
- Lower risk of fraudulent use of services
- Reduces costs and improves efficiency
- Provides a common data backbone for transformation initiatives

2.9 Speech analytics

2.9.1 Introduction

Speech analytics is the process of extracting meaning from audio recordings and analysing it to find relevant business intelligence. Related to audio mining, speech analytics is often performed using specialized speech analytics software that can understand the spoken word of many dialects and translate it into text.

Speech Analytics captures every transaction from voice (e.g. phone) and text-based channels (e.g. chat, digital messaging) and analyses content in real-time to drive actionable insight. Voice calls are translated to text using Natural Language Processing (NLP) and Artificial Intelligence (AI), then analysed in the same way as text-based interactions. Data models can be run on the transcript of the conversation to predict future behaviours (see Predictive Analytics)



2.9.2 Scope of Service

- Real-time reporting and statistics
- Automated alerts
- Digital dictation
- Speech to Text (S2T)
- Clinical documentation management
- Structured reporting

2.9.3 Approach

- Define vision and strategy
- Prioritise use cases and define detailed requirements
- Solution scouting and vendor selection
- Design and deliver speech analytics solution
- Integration in existing infrastructure
- Business change activities for service agents
- Training and adoption to end users

2.9.4 Outcomes

- Better insight on customer issues
- Improved reporting based on what citizen actually say
- Validate quality of data in CRM (what agents have noted vs. what was said)
- Understand quality of service provided
- Baseline for training interventions to service agents to drive better performance
- Powerful tool for supervisors to train and coach their teams
- Foundation for sentiment analysis and emotion recognition
- Foundation for predictive models (run predictive models on the transcript of the call)

2.10 Virtual reality and augmented reality applications

2.10.1 Introduction

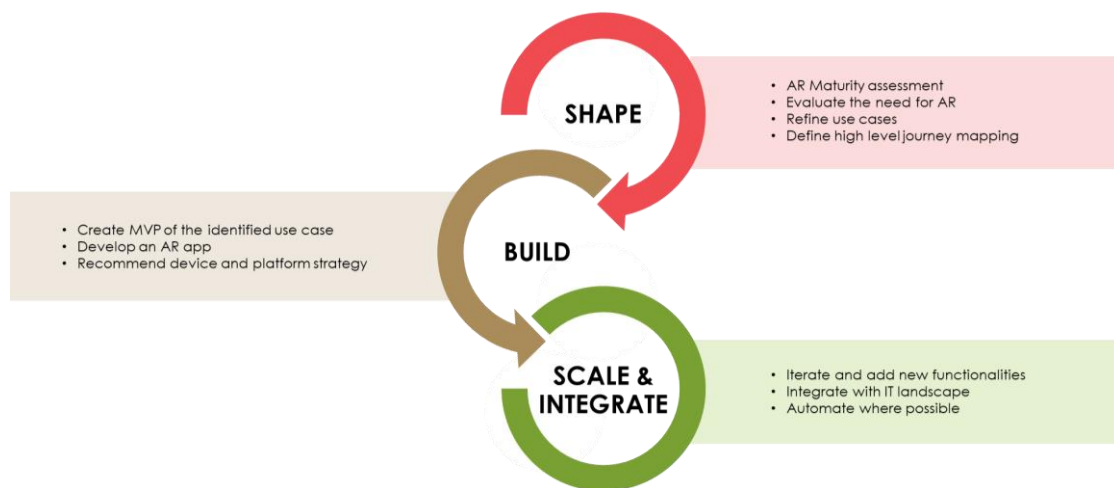
NTT DATA creates immersive experiences that drive high engagement with citizens using Augmented Reality (AR) and Virtual Reality (VR) technology and applications. We also help deliver AR and VR solutions to employees of public sector organisations to train and test them in a controlled environment (e.g. healthcare, education, police departments).

2.10.2 Scope of Service

- Bespoke VR/ AR learning experience tailored to meet business requirements
- 360 videos recreate working environments/ situations
- Learners are assessed throughout the virtual and augmented learning experience
- Service modelling and data visualisation
- Creation of VR/ AR knowledge workers
- Visualise/ simulate working environments where necessary

2.10.3 Approach

NTT DATA has introduced an Augmented Reality Innovation Framework which describes the various steps of an AR development project.



2.10.4 Outcomes

- Visual data analysis findings to shape decisions
- Ideal for the demonstration of innovation or new developments
- VR/ AR training directly replicates the internal company process
- Immersive experiences are the future of learning
- Increased efficiency and reduced unnecessary expenditure
- Reduced risk when training users for dangerous environments

2.11 Web and mobile app development

2.11.1 Introduction

NTT DATA supports public sector organisations to design, build, test and run digital platforms for citizens and internal users. Our scope of services includes end-to-end design and build for web applications, online portals, mobile apps using agile methodologies and best of breed technology.

NTT DATA has been an industry leader in mobile for 15+ years, offering vast experience with the constantly changing landscape of mobile application architecture, strategy, and modern web design. As a global IT leader, we support nearly every technology that exists and offer a full range of in-house expertise to take your vision from concept to completion.

2.11.2 Scope of Service

- Digital strategy and digital transformation
- Experience design (UX/ UI), including user personas and citizen journeys for web and apps
- Content strategy and management
- Front end design and back end integration
- Agile consulting, coaching and delivery
- Web application support and maintenance
- Cloud based web development
- Multiplatform (iOS, Android, Microsoft) and native applications
- Compliance with accessibility regulations
- Adoption strategy to maximise number of regular users
- Performance optimisation

2.11.3 Approach

We have expertise in native, hybrid, commercial mobile application development platforms (MADPs), CMS, headless CMS and low-code development tools. Depending on the vision for the digital product, functional requirements and roadmap, platforms to be supported, and device-specific features required for the application, NTT DATA will propose an appropriate development approach to suit the needs of our clients and covers the following phases:

- Define: define the vision and strategy for the digital product (portal, mobile app), size the opportunity, define KPIs
- Design: Define and prioritise requirements to form the product backlog, UX/ UI design, user testing, reference architecture, integration
- Deliver: we deliver following standard agile methodology (SAFe Gold Partners)

2.11.4 Outcomes

- Reduced cost to serve
- Improved user adoption and engagement
- Increase self-service
- Streamlined performance

3 Commercial Arrangements

3.1 Parent Company Guarantee (PCG)

Please note that NTT DATA is not able to provide a Parent Company Guarantee (PCG).

3.2 Use of subcontractors and partners

These services are delivered by NTT DATA with support from selected, specialist partners only where required, and with approval from the client in advance.

3.3 Pricing

Please see the Digital Marketplace for the NTT DATA Pricing associated with these services.

3.4 Ordering and invoicing process

Clients will be expected to follow the G-Cloud 15 ordering process as outlined in the Framework's Terms and Conditions. This will ensure that the scope, timeline, and technical requirements are understood, agreed and can be delivered.

Each assignment will then require a formal work order to be raised, which would define:

- The name and contact details of the consumer's representative
- The objective(s) of the work and the Key Performance Indicators
- The amount and type of resource required (number of roles and duration)
- Start and end dates for the project
- The scope and requirements for the project
- The specific technical or business knowledge required by NTT DATA
- Advise whether the project is expected to be carried out on the consumer's premises (in which case location is required), or at NTT DATA's premises
- Expected deliverables, quality levels and acceptance criteria for sign-off

Upon receipt of a work order, NTT DATA will evaluate the requirement and confirm a start date. Once NTT DATA accepts a work order, we will commence work upon receipt of a purchase order.

NTT DATA will operate the following invoicing process:

- For time and material projects and assignments - monthly invoices will be issued in arrears for payment within 30 days
- For fixed price projects and assignments - invoices will be based upon agreed staged payments associated with formal client sign-off of interim or final deliverables. Invoices are issued in arrears for payment within 30 days
- For managed services - Transition Charges based on milestones, with Managed Services Charges invoiced quarterly in advance

3.5 Client responsibilities

The client will provide a Project Manager responsible for the following activities:

- Ensure the organisation is aware that external support is being provided by NTT DATA and that staff and teams are clear about the project, its scope and their roles and responsibilities in it.
- Manage the client personnel and responsibilities for this project.
- Serve as the interface between NTT DATA and all the client's departments participating in the project.
- Administer the Change Control Procedure with the NTT DATA Project Manager.
- Participate in project status meetings.
- Obtain and provide information, data, and decisions within three working days of NTT DATA's request unless a different response time is agreed in writing.
- Review and approve the Milestone achievements.
- Help resolve any project issues and the client deviations from the estimated schedule, and escalate issues within the client organisation, as necessary.
- Provide staff as required to undertake the User Acceptance Testing.
- Ensure client staff are made available for any meetings, interviews, document review and presentations within the proposed timescale.
- Provide client staff able to deliver authoritative answers to questions and clarification requests in a timely manner.
- Provide NTT DATA personnel with suitable office space, other accommodation and facilities that personnel may reasonably require to perform the services required during the project.

3.6 Accreditations

For these services, NTT DATA has corporate membership of the ITSMF, SDI and MCA trade bodies and holds a number of relevant accreditations including:

- ISO 9001 Quality Assurance
- ISO 14001 Environmental Management
- ISO 27001 Information Security Management
- PRINCE2 Practitioner Project Managers
- ISO 20000-1 IT Service Management
- ISO 22301 Business Continuity
- ISO 45001 Health and Safety Management Systems
- Cyber Essentials
- Cyber Essentials+

4 About NTT DATA

4.1 Globally

NTT DATA Corporation is a global IT innovator delivering technology-enabled services and solutions to clients around the world and is a top tier global IT Services provider (reference: Gartner). It employs more than 190,000 people across 70 countries.

For more than 50 years, the NTT DATA Corporation has been successfully providing IT services to a wide range of clients in the automotive, electronics and high technology, energy and utilities, financial services, healthcare and life sciences, insurance, manufacturing, media and entertainment, professional services, public, retail, telecommunications and transportation and logistics sectors.

NTT DATA has significant global coverage across Europe, the Americas, the Middle East, Africa, and Asia Pacific regions.

4.2 In the UK

NTT DATA UK Ltd (NTT DATA) is a subsidiary of the NTT DATA Corporation and is a systems integrator headquartered in the City of London and Birmingham. NTT DATA in the UK is a £400m+ per annum turnover organisation that focuses on supporting clients in:

- Public Services
- Automotive
- Banking and Financial Services
- Education and Research
- Energy and Utilities
- Healthcare
- Insurance
- Life Sciences and Pharma
- Manufacturing and Consumer Packaged Goods
- Retail
- Telco, Media and Technology
- Travel, Transportation and Logistics

NTT DATA has partnerships with a number of leading software vendors and works closely with NTT group companies to provide a wide range of solutions to UK clients.

4.3 How we help our clients

NTT DATA provides a portfolio of services to support every aspect of its clients' business technology life cycle, including:

- Strategy to create competitive advantage
- Implementation with speed, confidence, efficiency, and surety
- On-going management to optimise your assets with the best resource mix and cost
- Evolution to create new opportunities and future-proof your enterprise

NTT DATA helps its clients by building value through the visualisation and realisation of innovation. This involves working in close partnership with clients to:

- Design innovation - create robust IT strategies geared towards optimising business processes and the use of IT and networking concepts along the customer's entire value chain. We help our clients use IT to differentiate themselves from their competitors
- Develop solutions - use our advanced systems structuring and application capabilities to develop and provide solutions that make business innovation a reality
- Drive performance and efficiency - provide constant support for our clients helping them exploit the full potential of their IT solutions and take advantage of the latest IT innovation thinking

4.4 Trade body membership and accreditations

NTT DATA has corporate membership of the MCA trade body and our activities are supported by technical and vendor accreditations:

- Snowflake Global Elite Partner
- Informatica Enterprise Premier Partner
- Google Cloud Platform Premier Partner
- Microsoft Solution Partner Designation: Business Application, Data & AI, Digital & App Innovation, Infrastructure, Security, Modern Work.
- AWS Premier Partner | AWS Partner Programs; Premier Tier Services, AWS Managed Service Provider, Authorized Commercial Reseller, AWS Public Sector Partner, AWS Solution Provider Program, AWS Public Sector Solution Provider, Authority to Operate on AWS
- AWS Competencies | Machine Learning Consulting, Telecom Services, DevOps Consulting, Government Consulting, Migration Consulting
- Salesforce Platinum Partner
- Genesys Global Gold partner
- Service Now Elite partner
- Red Hat Premier Business Partner
- Palo Alto Networks Diamond Innovator (Global)
- Check Point 5 Star Partner
- Fortinet Global Partner
- F5 Platinum Partner
- Zscaler GSI
- Cisco Gold Partner
- SAP Global Platinum Partner
- Dell Titanium Partner

4.5 Services

We support UK clients through the following digital focus areas:

- Customer Experience - engaging with customer to maximise user understanding, engagement and support
- Data & Intelligence - excel in new data model creation using gathered intelligence that can produce actionable results for organisation success
- Intelligence Automation - automate repetitive business processes for success in a digitally-dynamic environment
- Internet of Things - connecting and communicating with an ever-expanding base of devices connected to the internet
- IT Optimisation - revolutionising IT environments by delivering the agility necessary to remain effective in a rapidly changing landscape
- Cyber security - protecting against data breaches and unauthorized use of confidential information in today's connected digital world

4.6 Further information

See <https://uk.nttdata.com> for further information, or contact us at nttdatauk.requirements@nttdata.com