

# Cloud Service Design

## G-Cloud 15 - Service Definition





# Navigating the Cloud to deliver modern digital public services

The UK is experiencing an exceptionally disruptive period, facing challenges and opportunities of unprecedented scale and complexity. Digital transformation has never been more essential to help the public sector simultaneously rise to meet new challenges whilst improving the quality and efficiency of business-as-usual citizen services.

Digital technology can help governments to:

- Understand citizens better and engage with them more effectively, in line with their evolving expectations of services
- Make better decisions more quickly
- Provide services more effectively and efficiently
- Improve the security, resilience and sustainability of government service delivery
- Find new solutions to policy challenges

Cloud computing and digital transformation go hand in hand. Cloud services are fundamental to digital transformation as they enable ubiquitous access securely, backed by infrastructure that can quickly scale to support changing business priorities and user needs or where needed to support intensive use case eg Artificial Intelligence.

Thoughtworks has global experience delivering cloud-based services and leading digital transformations across the public and private sectors. We bring thought leadership to help you get your strategy right, and we support you all the way through outcome delivery with cross-functional teams of Digital, Data and Technology experts that provide exceptional value for money.

# End-to-end services for your digital transformation



Strategy, Advice and Assurance



Enterprise Modernization,  
Platforms & Cloud



Customer Experience,  
Product and Design



Data  
and AI



Digital Applications Management  
and operations (DAMO™)

Unify technology, policy and operational change to gain deeper user insight, increased speed to market, new citizen value, and increased efficiencies

Evolve your organisation and deliver digital transformation that increases your agility, resilience, and ability to compete

- Cloud Transformation Strategy & Roadmap
- Innovation in the Cloud
- Cloud Technical Assessment
- Building Responsible/Ethical Cloud Services

Modernise your operation, platforms, development and delivery practices to quickly seize opportunity from disruption

- Scaling & Optimising Cloud Platforms
- Identity Management
- Cloud Open Source Technology Evaluation
- Cloud Platform Cost Optimisation
- Cloud Security Management

Rapidly drive value through extraordinary customer experiences powered by integrated tech and design

- Cloud Implementation Management
- Cloud Service Design
- Discovery

Maximise the business value and enable better decisions with pragmatic data strategies, culture and technology ecosystems

- Artificial Intelligence in the Public Sector
- Cloud Data Mesh and ML Ops Services
- AI-Assisted Software Development

Progress toward making your digital products 'zero' maintenance by applying new ideas in SRE, product evolution and data

- Cloud Project Delivery
- Managed Cloud Services
- Cloud Test Strategy & Execution
- Cloud Infrastructure as Code
- Application Architecture for Cloud
- Cloud Software Supply Chain
- Cloud Migration

Frictionless operating model

Engineering culture/delivery mindset

Platform strategy

Experience design & capability

Intelligence driven-decision-making

Underpinned by Software Engineering Excellence & Agile Practices

# Service definition, Features, Benefits and Experience

## Cloud Service Design

Co-create holistic, user-needs focused cloud service designs that meet Government Service Standards and that deliver services users want to use.

Our designers facilitate engagement across the whole team, stakeholders and users to creatively solve the right problems with the purpose of delivering differentiated experiences in line with blueprints.

## Features

- Product management led with Customer Experience and user needs focus
- User Research, Product Strategy, Interaction, Service and Visual Design
- Alignment to business mission and strategy and delivering on policy
- Keeps end user and the business goals top of mind
- Quantitative and qualitative methods are applied at each strategy stage
- Building solutions that are elegant, on brand, accessible and functional
- Solution for your specific business challenge
- Our designers stay on the pulse of technologies and methods
- We bring the latest in thought leadership to your product
- We design within the constraints of latest technology guidance

# Cloud Service Design

## Benefits

- The best solution whether it's a digital product or service
- Crafting solutions that deliver on user needs
- Interfaces that are easy, intuitive and delightful to use
- Solutions that meet business goals and are technically feasible
- End-to-end view of service customer touchpoints
- Accessible user interfaces that work gracefully across all devices
- Aligning technology and business around user needs in their journey
- Assured compliance with Service Standard and Technology Code of Practice

## Experience

Globally, Thoughtworks has delivered thousands of cloud engagements across all major cloud stacks. We have worked with UK public sector clients such as GDS, NHS, DWP, Cabinet Office, Home Office and DfT. Our corporate clients include Tesco, BP, and British Airways.

# Who we are

Thoughtworks is a leading global technology consultancy that integrates strategy, design and software engineering to help our clients thrive.

For over 30 years, we've been at the forefront of digital innovation and have vast experience creating adaptable technology platforms, designing world-class digital products and harnessing the power of data and AI to unlock new sources of value.

Since helping GDS shape and deliver the Gov.UK digital transformation, we've worked extensively across the UK Public Sector to deliver some of the most critical and challenging initiatives in Government.

We're laser-focused on transforming your digital journey so you can make extraordinary impact today, tomorrow and beyond.



# Experienced cloud partner across providers



Premier Partner

Public Sector  
Partner Programme

*2024 Champions Club Award  
Winner for UK Public Sector*



Premier Partner

Public Sector  
Industry Programme

*2023 Global Diversity, Equity  
and Inclusion Partner of the  
Year*



Gold Partner

Government  
Industry Programme

# We look forward to working with you

## Customer Care

Thoughtworks

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