

G-Cloud 15

Service Definition Document

Product Management

January 2026



The better the question.
The better the answer.
The better the world works.

EY

**Shape the future
with confidence**

Contents

Contents	1
1. Service detail	2
2. Key contacts	3

1. Service detail

EY provides end-to-end Product Management services throughout the Product Lifecycle, encompassing vision, design, build, test, and continuous improvement. We can rapidly mobilise our team of 150+ certified cloud and Agile delivery practitioners to deliver digital products and services, ensuring alignment with user needs and driving business value at scale.

FEATURES

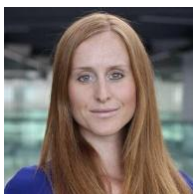
- ▶ Digital Product Management Maturity Assessment
- ▶ Identifying the right business model and value proposition
- ▶ Support with Benefits Case, Business Case and Business Model Canvas
- ▶ Establishing the product vision, mission, and roadmap with stakeholders
- ▶ Identifying product opportunities and prioritising around strategic themes
- ▶ Aligning product opportunities to the business mission, strategy, and goals
- ▶ Adopting Design Thinking techniques end-to-end
- ▶ Defining Objectives and Key Results (OKRs) and KPIs
- ▶ Support with delivery and execution of the prioritised product opportunities
- ▶ Support to Change Management, Business Readiness and Stakeholder Management

BENEFITS

- ▶ Compliance with GDS Service Manual and DDaT Service Standards
- ▶ Access to subject matter experts from across our global network
- ▶ Product Management services aligned to SCRUM, SAFe, Kanban, DevOps
- ▶ Flexible delivery model (on-shore, near-shore, off-shore, partnering)
- ▶ Experience with core product development stacks (Jira, Azure DevOps, ServiceNow)
- ▶ Focus on delivering outcomes which generate business value at scale
- ▶ Ongoing governance, quality, and risk/issue management
- ▶ Enhanced stakeholder confidence and delivery certainty
- ▶ Knowledge transfer, coaching, and upskilling to build sustainable capabilities

2. Key contacts

For further information please get in touch via the email address below.



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EY | Building a better working world

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