



## Content @3

### Challenge

Content @3 is a collaboration between three secure government departments to improve and share analytical toolsets and data across the analyst communities.

On mobilisation Austin Elliot identified a lack of overarching and coherent strategy, governance, architecture (enterprise and systems) and sponsorship, as well as competing priorities and differing work practices between the three organisations.

The ultimate goal was to ensure a common toolset and dataset that could be used quickly and efficiently by any analysts no matter which agency they were based out of. This would increase their operational effectiveness through access to information. Giving the @3 organisation the information advantage.

### Solution

The project kicked off in 2020 with ongoing delivery to a budget of c£20m. Austin Elliot formed a Dev Ops team using SMEs including 1 x PM, 2x BC, 1 x SE. The team was responsible for designing and implementing data storage and processing architectures to support digital cohesion of unstructured data across the three geographically dislocated sites.

As part of this, Austin Elliot provided strategic business change and digital transformation expertise to drive collaboration across three organisations to build @3 capabilities.

Austin Elliot helped deliver the Communications and Engagement for one of our major programmes. Thanks to them we ended up winning the APMP Programme of the year.

Ryan Bishop  
Programme Deputy Director of HMG

## Solution

The team completed the following:

- ✓ Defined, designed and implemented key collaboration initiatives to better enable strategic and operational alignment across technical developments.
- ✓ Led coordination activities to facilitate team coherence, stakeholder engagement and reporting.
- ✓ Conducted comms plan, stakeholder analysis, and a gap analysis of what was working and what needed to be improved. Delivered a branding exercise and build; ran a stakeholder engagement exercise based around brand and logos. The brand was created and to align with comms principles, including formal branded templates and regular newsletter.
- ✓ Liaised with policy, security, mission teams, dev teams to gather and manage requirements including elements such as business change, stakeholder engagement plans and training/demos.
- ✓ Looked at each organisation systems and enterprise architecture to enable and increase interoperability and collaboration between the three agencies.
- ✓ Marketed tooling and enabled use of the tooling across the three organisations to encourage uptake and collaboration.

### *Our Vision:*

*A world where every organisation optimises technical capability through the talent already within their people.*

# Digital Transformation for Information Advantage

## Results

Content @3 resulted in new collaborative processes amongst the three client organisations to improve and share toolsets and data across their analyst communities. Old tools were decommissioned, reducing overheads and costs, for a simpler user experience. And Existing tools saw an increased uptake and usage across the three agencies.

Despite no @3 governance to oversee or manage the work, Austin Elliot established the coordination and management of a core team to build in key processes and ensure @3 portfolio alignment and assurance.

This enabled the three organisations to work closely together in the absence of tangible leadership. In addition, Austin Elliot supported one of the client organisations to provide specific strategic business change transformation, enabling the Unstructured Data Engineering team to professionalise their ways of working by adopting agile development phases, and aligning with GDS service standards.

