

DELIVERY SUPPORT



The challenge

As the public sector increases its use of data handling and information security products, there is a growing need for reassurance about their buying decisions. After a successful pilot by the Cabinet Office, CCTM, the kite mark scheme for commercial off-the-shelf Information Assurance (IA) products and services, was to join the Information Assurance and Consultancy services portfolio of the CESG unit in GCHQ.

We were asked to ensure a smooth transition of the CCTM scheme from the ownership of the Cabinet Office to GCHQ within six weeks and to provide a year round outsourcing of the scheme's delivery and marketing for GCHQ.

What did we do?

Our initial tactic was to fast track a relaunch of the customer touch points including the scheme website, telephone contacts and other correspondence. Within 15 days, we moved the Cabinet Office website into a new and secure web hosting platform with improved content management facilities.

Beyond this launch activity, we are working towards:

- ⊕ Creating increased awareness, interest and demand for CCTM awarded products within the IT/IS community in the public sector
- ⊕ Generating brand awareness, and recall, for CCTM within numerous schemes
- ⊕ Stimulating new applications to increase the attractiveness of the CCTM portfolio
- ⊕ Redesigning the economics of the Scheme to become self financing in 2009/2010

What was the breakthrough for CESG?

Within the short period of time, our team learnt the processes, tools and best practices of the Cabinet Office and achieved a seamless transition of the ownership and administration of the CCTM scheme to CESG, with least disruption to the scheme users.

The key breakthroughs achieved were

- ⊕ Initial objectives of fast track relaunch achieved, with web relaunch delivered within 15 days from engagement to client satisfaction
- ⊕ New vendors have been reached and now managed and mailed from a CRM platform
- ⊕ Rebranding of scheme documentation and procedures to align with CESG's portfolio

'I will close by saying that I have enjoyed immensely our professional relationship with Quadrant, and feel we have done some really good work on this scheme. Please pass on my thanks to other members of the team there in the Interim Support Company for all their support over the past months it has been very much appreciated.'

Peter Hooper, CCTM Scheme Senior Executive, CESG