

# CREATING CLARITY FOR ORGANISATIONAL CHANGE



## THE IMPACT

VisitBritain now has a clear technology operating model and roadmap that support organisational change and future investment. Roles, responsibilities and governance are better defined, giving leaders greater clarity and confidence. A cloud-first approach and refreshed technology stack have improved resilience, cyber security and efficiency. The technology function is now recognised as a trusted strategic partner rather than a reactive support service.

The team understood what we needed to change and brought the capability, credibility and clear plan to make it happen. The impact has been transformational. Our technology team is more confident and professional, and technology is now trusted across the organisation.

## THE PROBLEM

In 2022, VisitBritain was preparing for significant organisational change, including leadership transition, cultural review and wider redesign. Its technology environment had evolved organically, leaving outdated on-premise systems, weak governance, growing technical debt and unclear accountability. A major outage exposed the fragility of the environment and increased concern at board level. Without senior technology leadership and a credible plan for change, the organisation could not manage risk or move forward with confidence.



## THE VALUE

Our team provided fractional Chief Information Officer leadership to stabilise risk, redesign VisitBritain's technology operating model and create a clear transformation roadmap. Working with senior leaders and teams, we established a cloud-first approach and guided the renewal of infrastructure, core systems, platforms and cyber security.

This created a more resilient, secure and efficient technology environment. The result is stronger governance, clearer decision making and a modern technology stack that supports organisational change, customer needs and future digital improvement.

