



**Advanced Analytics & Data Science Services
Service Definition Document
G-Cloud 14**

morson EDGE



Advanced Analytics & Data Science Services

Service Definition Document

Morson Edge provides public sector organisations with high-impact technical consultancy across a diverse spectrum of technology services. By maximising efficiency, catalysing innovation, and unlocking new opportunities for value creation, we continue to empower the transformation of future-ready public services.

Service Definition for Advanced Analytics & Data Science Services

Morson Edge leverages cutting-edge techniques to empower the extraction of valuable insights from structured and unstructured datasets, facilitating increasingly informed operational decision-making. Some of the primary characteristics of our Advanced Analytics & Data Science service includes:

- **Performance optimisation:** With our support, public sector organisations can learn how to harness advanced analytics to closely monitor and understand performance in real-time. By using this actionable data to continuously track service levels, address bottlenecks, and identify improvement opportunities, Framework Buyers can ensure optimal performance.
- **Cost and process efficiency:** Predictive analytics (using historical data, statistical algorithms, and machine learning techniques) allow Morson Edge to identify future outcomes or trends. By equipping public sector entities with the ability to anticipate potential outcomes, make increasingly informed decisions, proactively manage risks, and capitalise on new opportunities, we cultivate an organisational environment that drives cost and process efficiency for every type of Framework Buyer.
- **Transformed user experiences:** By utilising advanced analytics techniques such as machine learning, predictive modelling, and segmentation analysis, Morson Edge can empower Framework Buyers to transform user experiences. Increasingly meaningful insights provided from the collected data enables the user experience to become tailored, intuitive, and responsive to individual user needs and preferences.
- **Culture of innovation:** Through the provision of actionable data, Framework Buyers can exploit opportunities for improvement that would not have been identified without the use of analytics and can obtain actionable feedback when implementing new ideas. This fosters an environment that acts as a catalyst for innovation. Morson Edge can provide Framework Buyers with the tools, insights, and capabilities that are needed to continuously identify new ideas, optimise processes, and capitalise on emerging opportunities.

Morson Edge's Advanced Analytics & Data Science Service is provided at the day rates cited within our Pricing and SFIA documents.



Service Features

- Tailored analytical solutions designed to meet each Buyer's objectives.
- Unstructured data analysis and text mining of open data.
- Real-time ingestion, processing, and analysis of disparate datasets.
- Identification of trends and actionable insights through data exploration.
- Informed enterprise decision-making derived from data insights.
- Interactive data visualisations for clear communication of insights.
- Risk and vulnerability identification/ mitigation through data analysis.
- Advanced algorithms and ML techniques to predict future behaviour.
- Assessment, development, and implementation of advanced analytics strategy.
- Compliance with data privacy regulations, ethical guidelines, government standards.

Service Benefits

- Actionable data to enable decisions to optimise performance
- Transformed understanding of the value and power of data.
- Improved data quality, architecture, and governance.
- Migration of inaccessible data into valuable Cloud assets.
- Identification of improvements and efficiencies from fast-growing data assets.
- Faster enterprise decision-making through accelerated analytical processes.
- Improved management of ongoing and planned analytics projects.
- Increased accuracy of predicted future behaviours using advanced analytics.
- Ability to derive greater insights from enhanced data exploration.
- Tangible business value from analytical and data science outcomes.

Information Assurance

Morson Edge's information assurance capabilities support both our internal requirements for appropriate security controls and those of our customers. Our diverse portfolio of projects and customers mean that we have extensive experience in working with information and systems at all impact levels (IL 0 to IL 6+). We are a Cyber Essentials Plus certified organisation.

Data Restoration / service migration

We assist our customers in the migration of data from legacy solutions to new cloud solutions.

On-boarding and off-boarding processes / scope

Morson Edge agrees specific on/ off-boarding processes for all work packages. Agreed processes are always tailored to the individual requirements of the assignment in question. Requirements are clearly defined with the relevant customer stakeholders in order to ensure the effective transition of individuals or teams alongside the management of data, assets, corporate memory and operational integrity.



Pricing overview

Please refer to Morson Edge's Pricing and SFIA documents.

Combination pricing

Morson Edge can provide multiple services in scope of G-Cloud Support Services. Our services can be bought separately or together. Combination pricing is offered accordingly.

Service management

A Service Account Manager is allocated to each customer assignment. This individual is responsible for overseeing the services in scope of the assignment. This individual closely monitors the assignment's progress, ensuring that any risks or issues are managed appropriately to ensure that all activities are delivered in accordance with the agreed assignment scope, key deliverables and timeframes. Through structured customer relationship management, our Account Manager remains in regular contact with the customer to ensure their satisfaction with Morson Edge's services.

Service constraints

Bespoke services, such as those in scope of G-Cloud 14, Cloud Support Services, are not subject to specific service constraints.

Service levels

Morson Edge recommends that we enter into performance-based Service Level Agreements with each of our customers. The implementation of bespoke service levels represents the positive obligation of both parties to deliver a mutually beneficial partnership which supports end user activities and facilitates effective measurement and monitoring of the assignment. Due to the diversity of services in scope of G-Cloud 14, Cloud Support Services, service levels must be closely tailored to each assignment. Agreed service levels form part of the Call-Off agreement which renders us contractually bound to deliver the agreed service levels.

Recompense model

Financial recompense for the services in scope of G-Cloud 14, Cloud Support Services, are related to the actual losses incurred as a result of specific engagement issues. Financial penalties must be aligned to the assignment in question, with the agreed financial recompense model included within the Call-Off Agreement.

Training

Wherever possible, Morson Edge ensures an effective knowledge and skills transfer from the consultant(s) to the customer. This empowers the customer and ensures the ongoing efficiency of the assignment and full embedding of the new system/service.

Ordering and invoicing

Morson Edge is an approved and accredited supplier to multiple government frameworks. We are used to working with customers to agree tailored ordering and invoicing processes. Typically, a purchase order is issued following the customer's confirmation of the purchase of a service and the signing of the Call-Off contract. Accompanying single or consolidated electronic invoices are issued with an authorised statement from the customer which confirms



the number of units worked/charged for and the customer's satisfaction with the work undertaken and delivered. Payment terms are 30 days from receipt of invoice.

Termination terms

Morson Edge's standard terms and conditions include clauses which facilitate contract termination by either the consumer or the supplier.

By the consumer	By the supplier
Termination can commence without notice in the event of a customer citing dissatisfaction with the service provided and the issue not being rectified within an agreed timeframe, or in the event of a material breach of contract.	In the unlikely event that Morson Edge was to withdraw from G-Cloud 14, Cloud Support Services, a minimum 30 days' notice would be served. Ongoing assignment commitments would be maintained through to completion in accordance with the terms of the Framework Agreement.

Customer responsibilities

Customer responsibilities are closely aligned to the assignment and as such, these must be discussed and agreed with the customer prior to the commencement of the assignment. All responsibilities are clearly cited within the Call Off contract.

Technical requirements / service dependencies

The technical requirements / service dependencies for the services offered under G-Cloud 14, Cloud Support Services, are specific to each Call-Off. Such detail must be discussed and agreed with the Customer prior to the commencement of the assignment.

Trial services

In the event that a customer wishes to engage Morson Edge's services on a trial basis, we will work with the Customer to agree an appropriate trial period.



Social Value Commitment: Supporting the government's 25-Year Environmental Plan (25YEP)

Morson Edge is an ISO 14001 accredited business which has the correct processes, procedures, and systems in place to manage environmental issues – enabling us to effectively support the Government's 25-Year Environment Plan (YEP) and Environmental Improvement Plan (EIP) by matching improvement initiatives with targets to measure progress. Over the years, we have continued to challenge our ability to reduce the impact that our business operations have upon the environment as we work towards our target of Net Zero by 2030.

Adapting to climate change	Minimising waste
Reducing our carbon footprint and working towards Net Zero by 2030 requires a multi-faceted approach. Morson Edge is committed to reaching this target by reducing energy consumption, investing in renewable energy sources, deploying hybrid/ electric vehicle fleets, promoting hybrid working, sustainable procurement, and carbon off-setting.	Environmentally sound waste management and recycling facilities are available at all Morson Edge offices, and we divert all non-recyclable waste for energy processing. This helps reduce reliance on fossil fuels, generates renewable energy, and minimises the environmental impacts associated with waste disposal, in accordance with the priorities of the 25YEP.
Enhancing biodiversity	STEM focus
As part of the Morson Group, Morson Edge partners with Treeapp to support its reforestation efforts. We always identify suitable planting sites based on ecological considerations and select tree species that are well-adapted to the local environment, to maximise their ability to support biodiversity protection in the community.	The Morson STEM Foundation continues to change lives by creating new pathways into education and training. With participants developing a deeper understanding of environmental issues and the scientific principles underlying them, through STEM education, communities can build a more environmentally conscious and resilient future.
Sustainable procurement	TOMs Framework
Morson Edge always endeavours to work with local suppliers, and we proactively target SMEs and minority owned suppliers to promote diversity and sustainability in the supply chain within local communities.	We consistently demonstrate our commitment to local environmental objectives by transparently reporting on environmental initiatives using the National TOMs Framework for measuring Social Value.



Contact

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