



OUR SERVICES | EXPLORE

Service Blueprints.



OUR SERVICES

Our Services put data at the heart of your digital service transformation, delivering insight that drives positive outcomes for your business.



Document and challenge your complex multi-layered business processes, people management, and digital touchpoints to improve your user experience.

HOW WE HELP YOUR BUSINESS

Our approach will map out your user journey to support your digital services and optimise your surrounding services, bringing your business together for one powerful customer experience.

Our Service Blueprints map out the entire end-to-end user experience, alongside all elements supporting this journey across your business.

By charting your users' steps and corresponding employee activities and internal processes, our team will construct a complete overview of your user experience, spotting pain points and opportunities for improvement.

Our workshops will bring together SMEs from your specific business sector to gather information, so our UX Designers can create a visual representation of our discoveries. During a follow-up workshop, we'll present our findings and discuss your next steps.

WHAT'S ON OFFER?

Features & Benefits.

**Our expert services
are designed to deliver
maximum benefit with a
flexible approach – here's
what you can expect...**

SERVICE FEATURES



- Prototyping, product and service design and development
- User Research
- Customer Research
- Persona creation
- Interview planning, facilitation, transcription, and analysis
- Survey planning, facilitation, and analysis
- Business analysis
- Workshop planning and facilitation
- Journey mapping
- Blueprint visualisation and design
- Design thinking workshops
- Systems thinking approach
- User Testing

SERVICE BENEFITS



- Validation of product concepts before undertaking development
- Build an understanding of users and stakeholders through persona development
- Reduction in development time through less rework
- Increased productivity through improved usability
- Decreased user support and training costs through more intuitive experiences
- Efficient data capture and reporting throughout
- Increased staff engagement through intuitive and simple experiences
- Increased customer satisfaction
- Clear view of as is and to be user journeys and workflows

WE ARE AIIMI

We are a creative tech company specialising in data and information. Our expert services and our AI and machine learning technologies deliver data and digital outcomes for real business impact.

Our Aiimi Insight Engine gives your organisation a complete overview of your data universe to reveal new relationships and unlock valuable insights.

OUR SOFTWARE

The Aiimi Insight Engine interconnects valuable information across all enterprise systems for a comprehensive understanding of your data universe and acts as an accelerant to our services...

Our Software ↔ **Our Services**

OUR SERVICES

Our Services team put data at the heart of your digital service transformation, utilising our Insight Engine and sector experience to deliver insight that drives positive outcomes for your business.

GO FASTER WITH AIIMI INSIGHT ENGINE

Service Accelerators.

Drive greater value from your chosen Services by harnessing Aiimi Insight Engine, our AI-powered technology. Discover the features you'll use to boost **Service Blueprints**...

* Service Accelerators are priced separately and not included in your Service selection as standard.

- 🕒 Enterprise Search.
- 🕒 Data Catalogue.
- 🕒 Information Landscape Audit
- 🕒 Network Diagrams
- 🕒 Data Collections
- 🕒 Compliance Audit

SERVICES

Service Price.

Service Blueprints can be wide or narrow scope engagements and can cover off several areas. They are charged at the following day rates:

SERVICE	FOLLOW	ASSIST	APPLY	ENABLE	ENSURE / ADVISE	INITIATE / INFLUENCE	SET STRATEGY / INSPIRE	UNIT
Information Management Strategy Consultancy	N/A	N/A	£725 - £850	£875 - £950	£975 - £1150	£1200 - £1350	£1400 - £1650	Per Day

Notes on Pricing.



Working Hours.

8 Hours per day excluding lunch and travel



Office Hours.

09:00 – 17:30



Mileage.

Recharged at 35p per mile



Time & Materials.

All rates and statements of work are time and materials based unless otherwise agreed



Working Week.

Monday to Friday excluding English public holidays unless otherwise agreed



Travel & Subsistence.

Reasonable expenses re-charged at cost unless otherwise agreed



Professional Indemnity.

Included in the rate



VAT.

Prices are in GBP and exclude VAT

CASE STUDY | ANGLIAN WATER

Anglian Water.

To establish and drive best practices in managing information and analytics, we introduced a number of transformational business tools and applications at Anglian Water, supporting areas such as Health & Safety, Predictive Maintenance, Incident Management, and Pollutions. Built using agile methodologies and with a focus on UX, these tools are designed to ensure efficient use of data and drive better business outcomes.

“Anglian Water and Aiimi have been working together successfully for over six years. In fact, they are undeniably at the heart of how we've driven data and digital capabilities in recent times.

MATT EDWARDS, CHIEF DATA OFFICER

