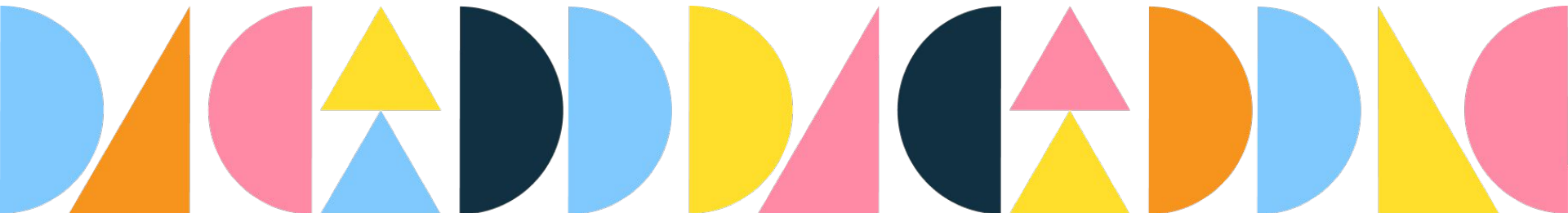# PUBLIC | G-CLOUD 14

Public sector AI strategy and value mapping
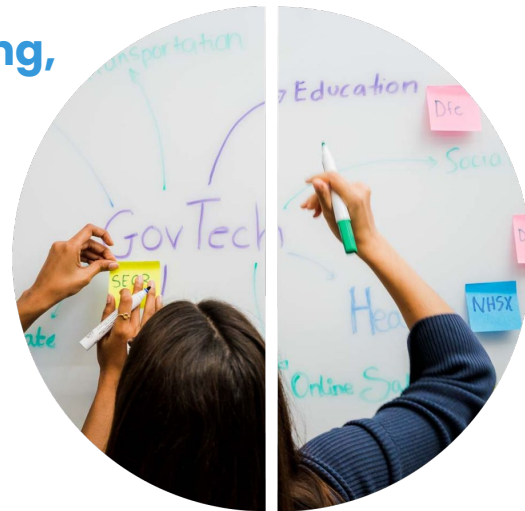
PUBLIC

About PUBLIC

Our Mission | Why do we exist?

PUBLIC is a **digital transformation partner committed to helping the public sector turn innovative ideas into practical solutions.**

Our mission is to **help the public sector deliver outstanding, digitally-enabled services for citizens.**

We exist to help build a public sector that:

➔ Leverages **new technology to deliver better societal outcomes**

➔ Activates an **empowered, digitally-equipped workforce**

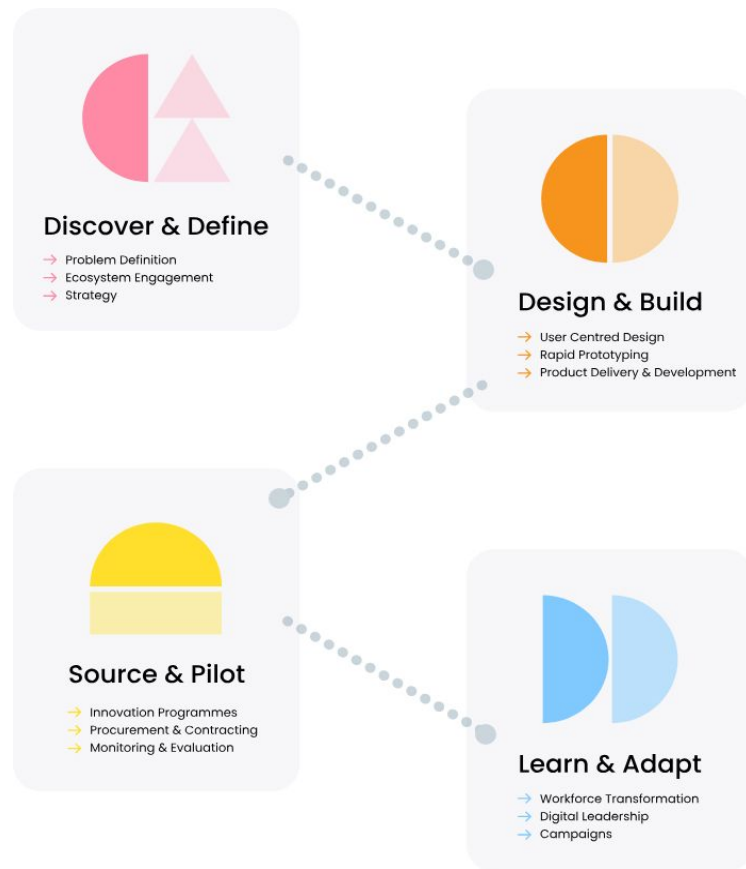➔ Thrives on its own as an **innovation powerhouse** in its own right

Our Approach | The transformation life cycle

We categorise the **digital transformation life cycle** into four distinct stages and we work with our clients to provide them with the specialist support, expertise and solutions they need at each stage.

This allows us to get our clients from **'What problems do we have?'**...

...all the way to **'We have the technology, skills and organisational approach to solve existing and emerging problems in innovative ways'.**

Discover & Define
→ Problem Definition
→ Ecosystem Engagement
→ Strategy

Design & Build
→ User Centred Design
→ Rapid Prototyping
→ Product Delivery & Development

Source & Pilot
→ Innovation Programmes
→ Procurement & Contracting
→ Monitoring & Evaluation

Learn & Adapt
→ Workforce Transformation
→ Digital Leadership
→ Campaigns

Our Expertise | Where do we focus our work?

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Our 6 Areas of Expertise built by deep experience, proprietary methodologies and proven success

Local Government

Digital & Data Strategies
Training for Officers & Members
Leadership & Technical Advisory
Spend Analysis & Benchmarking

Security & Online Safety

Digital Policy Advisory
Regulatory Design & Implementation
Digital Product Design
National Security Solutions

Digital, Data & Technology

DDaT Strategy & Transformation
Application & Platform Development
Data Science & Engineering
Responsible AI Advisory

Commercial, Spend & Impact

Procurement & Commercial
Finance & FinTech
Monitoring & Evaluation
Sustainability & Social Value

Open Innovation Programmes

Challenge Programmes
Startup Accelerators & Boot Camps
Innovation Grant Management
Startup Events & Engagement

Learning & Workforce Transformation

Learning-Oriented Discovery
Transformation Learning Programmes
Targeted Digital Upskilling
Executive Coaching & Placements

Our Team | Leadership

A team with unrivalled experience & expertise

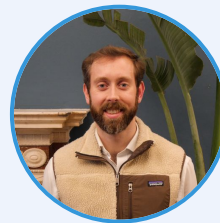### Alexander de Carvalho

CEO & Co-Founder

➜ Venture investor & entrepreneur
➜ 10+ years in private equity, investment banking & Family Office
➜ Non-executive director of Heineken NV

Rona Harvey

COO

➜ Ex-Google; 16+ years working in tech
➜ Experience in global sales, strategy & operations, business development and sales consulting

Ryan Shea

Managing Director

➜ 10+ years of technology, strategy, and public sector expertise across both US and UK
➜ Ex- Monitor Deloitte, London Business School MBA.

Our Clients & Partners | Who do we work with?
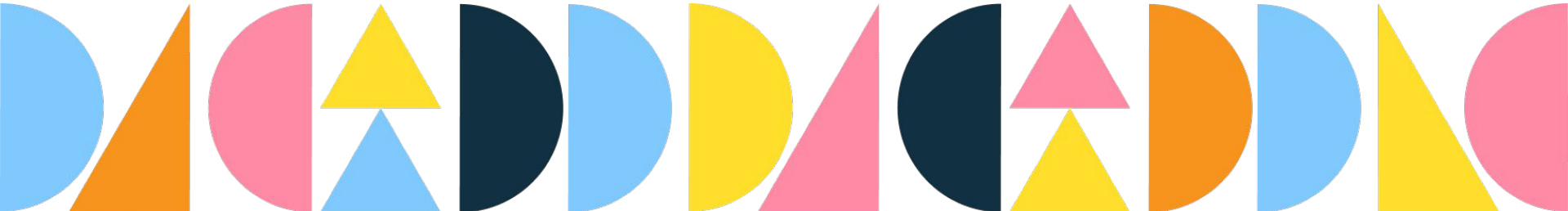
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Central Government

- Ministry of Defence
- Ministry of Justice
- Crown Commercial Service
- Department for Energy Security & Net Zero
- Department for Business & Trade
- Cabinet Office
- NHS England
- Department for Science, Innovation, & Technology
- Department for Levelling Up, Housing & Communities

Local Authorities

- Cambridge City Council
- Greater Manchester Combined Authority
- Local Government Association
- Llywodraeth Cymru Welsh Government
- Hackney
- City of Westminster
- Teignbridge .gov.uk

Public Agencies

- Ofcom
- European Commission
- Office for Product Safety & Standards
- ofgem
- NPCC National Police Chiefs' Council
- Geospatial Commission
- Health Innovation Manchester
- The Health Foundation
- Equality and Human Rights Commission

Private Sector

- nationalgridESO
- airbnb
- aws
- Google
- Heineken
- mastercard

Service Offering
- Public sector
AI strategy and
value mapping

Public sector AI strategy and value mapping

PUBLIC's offering:

What: Our AI Value Mapping service equips public sector organisations with the strategies and insights needed to effectively deploy artificial intelligence. By focusing on key areas such as prioritising impactful AI applications, accessing and leveraging data, and building data-driven teams, we ensure that AI technologies enhance financial and operational outcomes. This service provides a clear pathway to harness AI for improved customer experiences, operational efficiencies, and policy-making precision.

How: The AI Value Mapping process encompasses several key steps:
1. Assessing Strategic Priorities: We start by understanding your organisation's mandate and strategic priorities to identify where AI can be most effectively integrated.
2. Organisational Audit: An in-depth audit assesses your current AI capabilities, examining organisational structures, workflows, technology, and data, including on-prem versus cloud hosting capabilities to be able to leverage cloud-based AI solutions. .
3. Opportunity Identification: From the audit, we identify potential AI applications and determine how these can improve processes or decision-making.
4. Prioritisation of Opportunities: Opportunities are prioritised based on potential impact, alignment with strategic goals, and technological feasibility.
5. Roadmap Development: We develop detailed roadmaps for high-priority AI opportunities, outlining steps for implementation.
6. Implementation: Our team works closely with yours to implement the strategies, ensuring that AI technologies are integrated smoothly and effectively.

Why: AI Value Mapping is essential for public sector entities looking to leverage AI for enhancing service delivery and operational effectiveness. By aligning AI initiatives with strategic priorities and ensuring access to necessary data, organisations can make informed, data-driven decisions that significantly enhance public services and operational efficiency.

Potential Customers: Ideal clients include central government public sector organisations that are setting or refining their digital (including cloud) and AI strategies.

Public sector AI strategy and value mapping

Features:

- Our AI Value Mapping service includes a thorough audit of existing capabilities, strategic opportunity identification, and bespoke roadmap development. We focus on practical, impactful applications of AI, ensuring that our strategies are not only innovative but also grounded in real-world needs and constraints of public sector operations.

Benefits:

Clients benefit from:

- Strategic Alignment: Ensuring that AI initiatives are aligned with organisational goals.
- Enhanced Service Delivery: Ensure AI is deployed to improve service accessibility and customer satisfaction.
- Grounded in reality: Empowering organisations to make better decisions regarding AI, not just following trends.
- Future-Readiness: Preparing organisations for ongoing technological advancements and innovation in public service delivery.

How does it work

- Our methodology is collaborative and tailored to each client's specific needs. It includes:
    a. Assessment Workshops: Engaging with leadership to align AI goals with organisational mandates.
    b. Audit and Analysis: Utilising frameworks to evaluate AI readiness and identify opportunities.
    c. Strategic Development: Crafting tailored strategies and roadmaps for AI integration.
    d. Implementation Support: Providing ongoing support and embedding our team within yours to ensure successful strategy execution.
- Engaging Stakeholders: Throughout the AI strategy development process, we engage stakeholders through regular workshops, interviews, and alignment sessions. This ensures that all parties are on board and committed to the strategic vision, facilitating smoother implementation and stronger buy-in.