



# G-Cloud Service Definition

Artificial Intelligence (AI), Machine Learning (ML)  
and Generative AI Solutions.

[gcloud@fsp.co](mailto:gcloud@fsp.co)

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# Artificial Intelligence (AI), Machine Learning (ML) and Generative AI Solutions

## Description

FSP's Artificial Intelligence, Machine Learning and Generative AI solutions help to bring data to life. Using Microsoft's Cognitive Services, Azure Machine Learning, Databricks, AWS, GCP, bespoke Open-Source ecosystems, and Large Language Models (LLMs) to deliver solutions that support decision-making or replace repetitive tasks with intelligent solutions trained on your data.

## Features

- Exploitation of your data to build tailored AI solutions
- Recognition of forms and data extraction from forms
- Image recognition within stills and videos
- Natural language processing, entity extraction and sentiment analysis of text
- Anomaly detection in data
- Face and human emotion detection
- Big data analysis and trending
- Chatbots and Virtual Agents that integrate with ChatGPT / Copilot
- Generative AI and Large Language Models (LLMs)
- Governance framework to manage and oversee Generative AI solutions effectively



## Benefits

- Reduction of manual tasks for your employees
- Higher quality data-driven inputs to support decision making
- Natural interactions with machines to increase accessibility of services
- Early warning signals on deviations from norms
- Processing of large quantities of data to support decisions
- Use of big data processing to feed machine learning models
- Embrace Generative AI to enhance creativity, productivity and innovation
- Understanding AI readiness and maturity and to create advantage
- Aligning AI with purpose and values
- Boost Productivity, Creativity and Collaboration



# Our Approach

This section gives a brief overview of our project approach that can be adapted depending on the service being delivered. We understand that there is no one-size-fits-all approach to technology and consulting projects.

Our approach combines flexibility, experience, and industry best practices, and can be adapted to work in waterfall or agile processes to meet your specific needs. Typically, we segment each project, or project phase, into seven stages. This figure illustrates the seven stages of our project process. Not all projects require all seven stages.



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## Discover



During the Discover phase, we aim to understand your current situation, your challenges and desired outcomes. We conduct a feasibility study to determine if AI is the right solution. We envision a high-level overview of the AI solution and agree the scope of the project in terms of time, budget, deliverables and outcomes. Some projects require a Scoping Engagement which would fall within the Discover stage.

As part of our proposal, we will help you review and adapt internal processes to the new solution to create a sustainable long-term solution to drive commercial and operational efficiencies with greater reliability, quality and productivity.

During this phase we help you to gather relevant data and perform exploratory data analysis (EDA). EDA is a critical step in AI solution development, involving a cycle of data gathering, analysis, and preprocessing. EDA's iterative nature continuously refines the data insights, guiding the AI development process.

FSP are committed to helping organisations reach their full potential. Introducing the right technology and processes to help organisations work more effectively is an important step in our overall approach. New technology can only be used to its full potential if change is effectively facilitated and enabled. We are dedicated to involving client staff in the introduction of change and to facilitate understanding and user adoption starting in the Discover phase.

Projects with an existing clearly defined set of requirements may be able to skip this stage.



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## Design

In the Design phase, we will work with you, often as a joint team, to agree the solution design from four different perspectives, if applicable:

- The conceptual design puts the user at the heart of an iterative approach, employing an evolving set of methods, tools and practices. This includes establishing a data governance framework to ensure the



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quality, accuracy, transparency and security of the data used in AI solutions. We also support you in incorporating ethical considerations and bias mitigation techniques into the development of AI solutions to ensure fairness and prevent unintended consequences.

- The 'logical design' defines the design and configuration of the software elements of the solution and any custom components. This includes selection of appropriate algorithms and models based on the problem type (classification, regression, etc.). Creating a high-level architecture, including data pipelines, model training, and evaluation.
- The 'physical design' defines the topology and configuration of the platform that will host the solution. Plan for scalability, security, and interpretability. We plan for scalability, security, and interpretability.
- The user interface design (if application) for interacting with the AI system will be optimised for a defined hardware and browser estate including mobile and tablet devices. These will be agreed upfront and included where relevant in the Test and UAT strategies.

During this stage, we will work together to develop a delivery plan that will be managed by our delivery manager, in conjunction with you, to ensure that timescales are maintained, and that risks, opportunities, issues and blockers are dealt with quickly and effectively.

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## Develop



There are typically three main work streams within the Develop stage:

- The *Build* work stream involves the building and/or configuring of the solution artefacts to implement the required functionality. This includes implementing data preprocessing steps (cleaning, feature engineering, etc.), developing and training machine learning models using the chosen algorithms and building any necessary APIs or microservices for deployment.
- The *Platform* work stream involves the setup and configuration of any underlying infrastructure the solution will rely upon



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- The *Test* work stream involves the quality assurance of the end-to-end solution.

If following an agile methodology, where appropriate, we shall release some or all of the agreed deliverables at regularly intervals to gain feedback and deliver incremental capability as quickly as possible.

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## Deploy

Following in-depth system testing and regular demos to confirm that the solution meets the agreed quality, the solution will be deployed into your environment ready for User Acceptance testing, which will be managed and reported on by our delivery manager. When the solution meets the agreed acceptance criteria for deployment to Production, FSP will work closely with your team to deploy the solution to the live environment and assist with cutover activities, if applicable. The deployment, configuration and cutover process will have been defined in advance and managed by FSP.

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## Training

Knowledge and skills transfer is a critical aspect in the transitioning of any solution. The main objective is to ensure all end users have the awareness, knowledge, and skills relevant to their levels of responsibility. The training requirements and the training plan are established and created during the *Design Phase*, and we use the ADDIE model as a foundation which a five-step process: Analyse, Design, Develop, Implement, and Evaluate. We deliver blended learning solutions according to the client's needs, culture and preferences. Prosci research shows that the person with the most influence on whether an individual adopts a change is their line manager. It also highlights the importance of sponsors. For this reason, at FSP, we always aim to develop confidence and competence in the management and leadership community and have solutions ready to help.

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## Review

This phase typically includes Project Reviews as well as capture, tracking and reporting of the benefits measured as agreed in the Benefits Plan during the Design phase. The reporting associated drives subsequent change and adoption activities in response to any poorly performing benefit. Any issues identified during this stage are captured in a forward plan and addressed subsequently. Additional requirements identified during the Project or post go-live will be captured in our Project Review documentation, which can then be used for potential subsequent releases.

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## Business Change

FSP understand that a successful Implementation of new technologies and processes is only possible with effective change management, active engagement and motivation of staff. We are therefore dedicated to not only ensure a smooth technical implementation but also general user adoption by developing a tailored communication and training approach, whilst managing, monitoring and reporting on all change management activities throughout the Project lifecycle. The figure below demonstrates four key stages of our Business Change approach.



# Business Change Approach



## Awareness

### Pre-launch stage

- Raise awareness of problem and solution
- Create demand and confidence
- Position adoption as key to success
- Use personas and storyboards
- Communicate high-level goals for the programme
- Communicate personal ROI



## Usage

### Post Launch Activities

- Target early and late majority
- Feedback and action from execs, users, support staff
- Develop use cases and storyboards
- Train users and develop managers/leaders to drive the change (f2f/virtual, eLearning, bite-size videos, coaching)



## Availability

### Launch stage

- Promotional activities (lunch and learn, web casts, change champions)
- Ensure that first experiences are controlled and positive
- Create acceptance amongst early adopters
- Stop doing and start doing messaging
- Help & support resources



## Adoption

### Post Launch Activities

- Promote success stories
- Document new 'ways of working'
- Tips & tricks and FAQs
- Coach teams to maximise value



# About FSP

## **Enterprise Transformation delivered through integrated capabilities**

FSP is a leading, trusted transformation partner helping organisations modernise, secure and scale with confidence. Through integrated Data & AI, Cyber Security, Cloud and Change Delivery capabilities, we enable organisations to unlock tangible value, turning strategy into action, and innovation into measurable outcomes.

Our success is underpinned by an unwavering commitment to excellence, a people-centric culture, and best-in-class operations that deliver sustainable results. As a long-standing and highly accredited Microsoft Solutions Partner, with designations across Digital & App Innovation, Modern Work, Security, and Data & AI, we work alongside clients as one team to drive meaningful, lasting change.

We navigate the complexities of data sensitivity, confidentiality, governance and compliance with deep expertise, blending strategic insight with engineering-led delivery to meet the most demanding requirements across highly regulated sectors. Our security and quality credentials, including ISO27001, ISO9001, ISO20000, ISO14001, Cyber Essentials Plus, CREST-approved penetration testing and SOC capabilities, give clients complete confidence in resilience, maturity and operational integrity.

FSP is proud to have been recognised by Best Companies™ as a 3-star 'World Class' workplace (the highest level of accreditation) in 2022, 2023 and 2024, and to have been ranked as No.1 in the UK, No.1 in the South-East (Regional League Table) and Top 5 in the Technology sector. FSP has also been recognised three times as No.1 Best Workplace™ in the UK by Great Place to Work®.

Below is a detailed overview of the services and solutions we provide:



## OUR CORE CAPABILITIES BY BUSINESS UNIT

### DATA & AI

Data Discovery & Strategy

Data Management

Data Engineering

Data Products

Data Analytics

AI Strategy

AI Engineering

Microsoft AI

Change & Culture

Responsible AI

### CYBER SECURITY

Advisory

CISO, VCISO

Architecture & Identity services

Pentesting & Attack Simulation

Audit and assessment

(ISO27001, DCC, CE,CE+)

Security Engineering

Risk Reduction

Threat Modelling

Security Operations Centre

Culture & Awareness

### CLOUD

Cloud Strategy & Architecture

Software Engineering

Platform Engineering

QA Engineering

Modern Workplace

Business Applications

Omnishoring

Multicloud

App Modernisation

FinOps and GreenOps

Governance & Compliance

Azure / AWS

M365 / D365

### CHANGE DELIVERY

Business Analysis

Change Consultancy

Delivery Management

Agile & Product Delivery

Programme Management

User Centred Design

Business Change & Adoption

Learning & Skills

Business Architecture

Service Architecture

Service Management



# WHY FSP

## Strategy and Change Through Delivery

A holistic, end to end approach to solving client challenges, guiding organisations from strategic planning to successful implementation. As a trusted partner driving transformation, optimised operations and resilience.

## Deep Expertise of Offerings and Vendor Independent

Comprehensive solutions across digital strategy, cybersecurity, AI, cloud and data, enabling clients to meet diverse needs through a single trusted partner.

## Extensive Experience in Regulated Environments

ISO27001, ISO9001, ISO2000, ISO14001 certifications, along with CREST-approved penetration testing and SOC capabilities, demonstrate a commitment to the highest standards of security and quality. Extensive experience & people security cleared to work in highly regulated and secure environments.

## World Class Culture

Multi-award-winning workplace that promotes innovation, collaboration and excellence. Our people-first culture ensures that our team members are motivated, engaged and empowered to deliver their best work.

## Best in Class Client Experience

Consistent high NPS scores and externally evidenced at +83. Providing positive experiences that drive long term loyalty and growth, which elevates our client experience to world class standards.

## Industry Leading Operations

Operational excellence ensuring scalable, efficient and sustainable delivery. This enables growth, reduces costs and enhances agility, whilst empowering organisations to adapt quickly to market changes.

# Our Purpose



## Thrive & Succeed

Enable people and organisations to thrive for a successful future



## Always Human

Role model human and responsible leadership



## Future Impact

Actively contribute to a sustainable future



## Unite & Inspire

Unite people and inspire future generations



# Our Values



## True Belonging

Demonstrating fairness, compassion and empathy

Ensuring a supportive and inclusive environment

Respecting everyone for being themselves



## Excellence Everywhere

Operating with pace and consistent high standards

Driving continuous improvement and innovation

Delivering remarkable experiences and interactions



## Creating Opportunity

Prioritising mutual success, growth and win-win for everyone

Engaging and impacting our communities

Committing to continuous learning and challenging ourselves



# Client Feedback



## Major Defence Contractor

"I would like to double down on the statement that they deliver, they are rocksteady, they do what they say they will do, and they are always a pleasure to work with." – *IT Manager*.



## Defence Organisation

"FSP impressed me from the very beginning in terms of their approach, knowledge, expertise and output. They are a very versatile organisation with good subject matter expertise and service delivery." – *Head of Programme Management*.



"I have nothing short of a perfect experience working with FSP. The workforce has partnered with me to deliver exceptional service and products to benefit our firm. FSP deliver a stellar service that embeds themselves within the department seamlessly, to the extent that the assumption is they are employees of the firm. They go above and beyond expectations and have personally assisted me in understanding technology offerings." – *Dominic Rodney, Business Relationship Manager*.



## Financial Services Organisation

"FSP continually demonstrate experience and value by providing guidance during the process on best practice. The team are always on hand to support the process, and the feedback from the portfolio companies is always very positive. They are always consummate professionals and deliver on their commitments." – *Chief Technology Officer*.





"FSPs strengths are that feeling of partnership, we worked well collaboratively, and I could feel that. They were always approachable." – *Group Digital Workplace Manager.*



"We have been delivering a multi-year digital transformation programme across all aspects of our organisation, moving to a cloud-native architecture and undertaking a complete application transformation. FSP worked with us to define our vision, plan our programme and have been our strategic delivery partner providing invaluable expertise and commitment." – *Head of IT & Transformation.*

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| <b>Strategic Advisory</b><br>Digital CxO Leadership<br>Target Operating Model Consultancy<br>Digital & Data Strategies & Roadmap<br>Requirements Discovery & Solution Design<br>Enterprise & Solution Architecture<br>Governance Design & Implementation<br>Focused Innovation & Concept Labs | <b>Cloud Engineering</b><br>Cloud Consultancy for Microsoft Azure and AWS<br>Cloud Readiness Assessment<br>On-Prem to Cloud Application Assessments<br>Cloud Migration Strategy<br>DevOps Strategy<br>Cloud Solution Architecture<br>Custom Application Design & Build<br>Integration Services<br>Messaging Bus Based Integrations<br>Complex Web Applications<br>Mobile Applications<br>Cost Analysis and Optimisation | <b>Modern Workplace</b><br>Microsoft 365 Maturity, Strategy & Roadmap<br>Microsoft 365 Audit & Migration<br>Microsoft 365 Config & Custom Development<br>Microsoft 365 Intranet<br>Microsoft Power Platform App Development<br>Microsoft Teams Consultancy<br>Microsoft Viva Suite Consultancy & Deployment<br>Microsoft Copilot Readiness & Rollout<br>Microsoft Dynamics 365 Solutions<br>Microsoft Dynamics 365 Maturity Strategy & Roadmap<br>Microsoft Dynamics 365 Design & Development<br>Microsoft Dynamics 365 Config & Custom Development<br>Microsoft 365 D365 Implementation & Maintenance<br>Information Protection, Data Governance & Compliance | <b>Data &amp; AI</b><br>Microsoft Azure Data Services Consultancy<br>Big Data Solutions<br>Data Proof of Concept<br>Apache Spark Development<br>Azure Databricks Configuration<br>Data Platform Build & Configuration<br>Data Visualisation<br>Master Data Management<br>Machine Learning Model Definition<br>Artificial Intelligence Proof of Concept<br>Data Governance<br>Generative AI | <b>Attack &amp; Defend</b><br>Managed Operations Centre<br>Attack Surface Review<br>Red Teaming<br>Pentesting<br>Vulnerability Management<br>Cyber Advisory Services<br>Cyber Incident Management<br>Security Strategy<br>Security Due Diligence<br>CISOaaS<br>Strategic Consultancy | <b>Governance, Risk &amp; Compliance</b><br>Policy & Standards<br>Security Controls Framework<br>Cyber Security Programme<br>Security Assessments<br>Security Reporting & KPIs<br>Security Risk Management<br>Data Governance Services<br>Security Incident Planning<br>Certification Support<br>Third Party Security | <b>Managed Services</b><br>Application Support<br>Incident & Problem Management<br>Change & Impact Management<br>Platform & Code Maintenance<br>Service Request Management<br>Application & Performance Monitoring<br>Service Reporting<br>Platform Health Checks<br>Configuration Management<br>Capacity Management |
| <b>Products &amp; Programmes</b><br>Business Analysis<br>Business Process Mapping & Improvements<br>Digital Project Management<br>Project & Programme Delivery<br>Project Change Delivery Consultancy<br>PMO Consultancy                                                                      | <b>Change &amp; Adoption</b><br>Business & Cultural change<br>User Research & UX Prototyping<br>Training<br>e-Training (for Technical & Organisational change)<br>Technology Adoption & Support                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Security Architecture &amp; Technology</b><br>Strategy & Operating Model<br>Design & Assurance<br>Deployment & Operation<br>Security Leadership<br>Optimisation & Innovations                                                                                                                                                                                                           | <b>Respond &amp; Recover</b><br>IT Due Diligence Review<br>Cyber Team as a Service<br>M365 Security Review<br>Cyber SOC Support<br>ISO27001 Audit Support<br>Cyber Essentials Assessment                                                                                             | <b>Identity</b><br>Identity Programme Management<br>Identity Governance & Administration (IGA)<br>Identity Strategy Consulting<br>Identity Access Management (IAM)<br>Privileged Access Management (PAM)<br>Active Directory Reviews                                                                                  | <b>Service Management</b><br>Service Strategy<br>Service Design<br>Service Management Tooling<br>Service Management Maturity                                                                                                                                                                                         |



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