

Welcome to

msqD

The Digital Impact Company

computing
DevOps
Excellence
Awards
2023

NTA
WINNER

T Global
Business
Tech
Awards

B BIMA
Awards

The Drum
Awards



G-Cloud 15

Service Document

Overview

Best-in-class
tech. **Enterprise
partners**



We build and
translate digital
experiences into
**commercial
impact**



ISO 27001 certified for information
security management

**Sector led
expertise**



Blood and Transplant

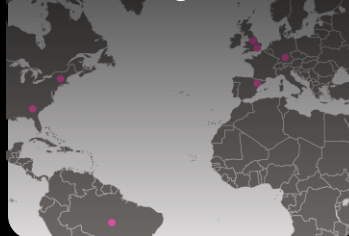


Canal &
River Trust

600+

digital experts globally

Part of the MSQ group,
reaching 1,850 people
across branding, media
& marketing.



msqdx

AI Enabled

MSQ DX Proprietary
AI tools to deliver
more for less



150+

complex integrations
across public & private
sectors

Our experience



CORINTHIA
HOTELS

B/S/H/



CIPD



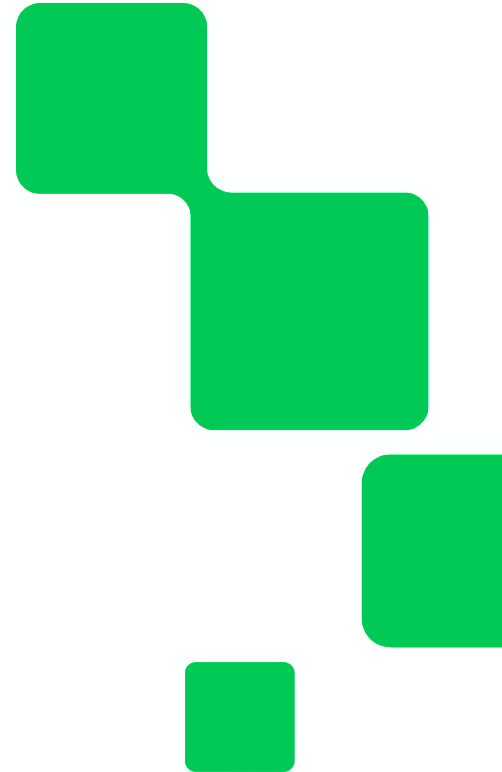
AI Strategy & Adoption Planning

MSQ DX provides AI strategy and adoption planning services that enable organisations to identify, evaluate, and plan the implementation of artificial intelligence and machine learning capabilities. We support clients from initial exploration of AI opportunities through to detailed adoption roadmaps, covering use case identification, feasibility assessment, technology evaluation, data readiness analysis, and implementation planning.

Our approach ensures AI initiatives align with broader organisational objectives, with clear success criteria and measurable outcomes defined from the outset. We provide end-to-end planning services, from proof of concept scoping to full deployment strategies across cloud infrastructures.

Service scope includes:

- AI opportunity assessment and use case identification
- Data readiness and capability analysis
- Technology and platform evaluation
- Proof of concept planning
- Adoption roadmap development
- Governance and ethics framework planning



Discovery - AI opportunity assessment

Discovery establishes the foundation for AI adoption by understanding current business challenges, analysing the existing data landscape, and identifying opportunities where AI can deliver measurable value. We conduct thorough analysis to validate strategic alignment and ensure AI initiatives support overarching business objectives.

Discovery activities include:

- Stakeholder interviews — gathering requirements, understanding business challenges, and identifying potential AI use cases across the organisation
- Data landscape assessment — evaluating existing data sources, quality, accessibility, and readiness for AI applications
- Current state analysis — reviewing existing systems, technical architecture, and integration points relevant to AI deployment
- Use case prioritisation — applying a value model that considers business impact, technical feasibility, and data availability

Discovery outputs:

- AI opportunity assessment report
- Prioritised use case recommendations
- Data readiness evaluation
- Initial feasibility analysis



AI strategy and roadmap planning

Following discovery, we develop a comprehensive AI strategy that connects identified opportunities to implementation planning. This phase establishes guardrails, success criteria, and a phased approach to adoption that manages risk whilst delivering early value.

Strategy activities include:

- Technology evaluation — assessing AI and ML platforms, tools, and cloud services against identified use cases and organisational requirements
- Architecture planning — defining target state architecture for AI capabilities, including data pipelines, model deployment, and integration requirements
- Governance framework development — establishing policies for AI ethics, model assurance, explainability, and ongoing monitoring
- Roadmap development — creating a phased adoption plan with clear milestones, dependencies, and success metrics

Strategy outputs:

- AI strategy document with recommendations
- Technology and platform evaluation report
- Target state architecture overview
- Phased adoption roadmap with success criteria
- Governance and ethics framework



Validating AI opportunities

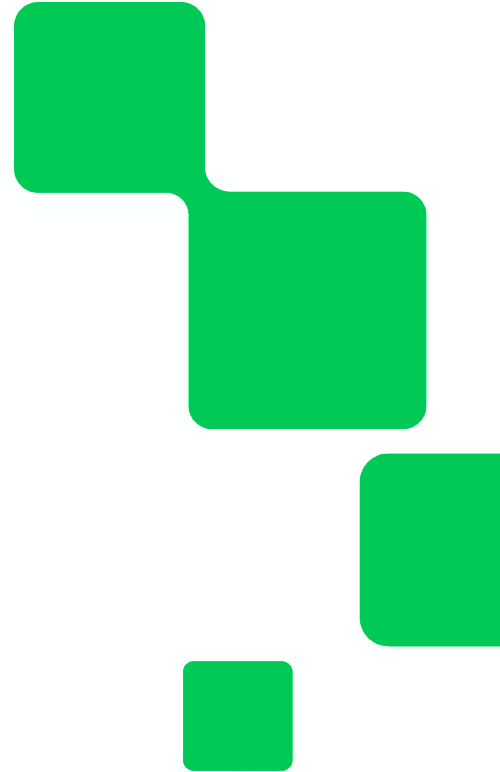
For organisations seeking to validate AI opportunities before full commitment, we provide proof of concept planning services. This enables evidence-based decision making by testing assumptions and demonstrating value in a controlled scope.

Proof of concept planning includes:

- Scope definition — defining clear boundaries, objectives, and success criteria for proof of concept delivery
- Data requirements specification — identifying data needs, sources, and any preparation required
- Technical approach — recommending appropriate AI/ML techniques and platforms for the specific use case
- Evaluation framework — establishing metrics and methods for assessing proof of concept outcomes

Planning outputs:

- Proof of concept brief and scope document
- Data requirements specification
- Technical approach recommendation
- Success criteria and evaluation framework



Implementation readiness

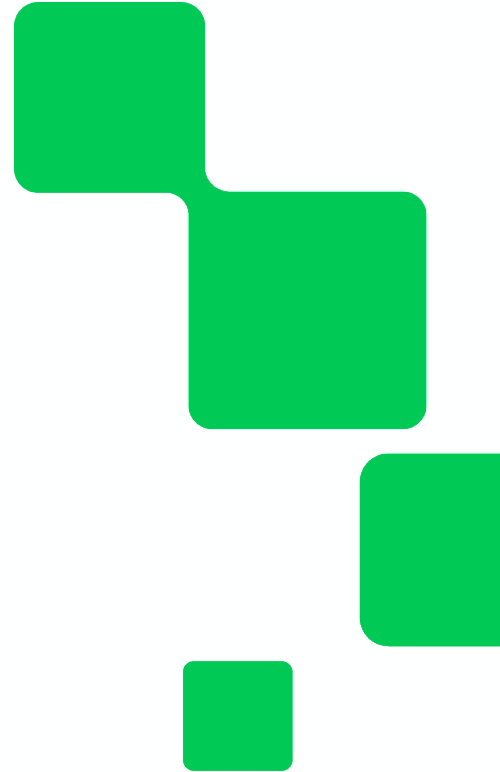
AI adoption planning ensures organisations are prepared for successful implementation. We address technical, organisational, and operational factors that influence adoption success, with particular attention to change management and capability building.

Adoption planning includes:

- Capability assessment — evaluating current team skills and identifying training or recruitment needs
- Operating model design — defining how AI capabilities will be managed, maintained, and improved over time
- Risk and compliance planning — addressing regulatory requirements, security considerations, and risk mitigation
- Change management approach — planning stakeholder engagement, communication, and adoption support

Adoption outputs:

- Implementation readiness assessment
- Capability development plan
- Operating model recommendations
- Risk and compliance considerations
- Change management approach



Working with MSQ DX

MSQ DX operates as an extension of client teams, providing expertise whilst building internal capability. Our approach emphasises knowledge transfer and practical outputs that enable organisations to progress confidently with AI adoption.

1.

Collaborative working — we work transparently with shared goals, ensuring client teams are engaged throughout and equipped to take ownership of outcomes

2.

Evidence-based recommendations — our recommendations are grounded in analysis of client context, data, and objectives rather than generic approaches

3.

Flexible engagement — we support clients at any stage of AI maturity, from initial exploration through to detailed implementation planning, scaling involvement to match requirements

Contact

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