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Generative AI

Service Definition

V1.0





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1. Service Overview

BIP leverages decades of experience in GenAI and, more recently, Agentic AI to help organisations realise the full value these technologies can deliver at scale. We support clients in moving beyond experimentation to embed GenAI and autonomous agents as trusted, value-generating capabilities across the enterprise.

BIP provides support to clients through 2 streams:

- **Strategic Advisory.** We help senior leaders define a pragmatic GenAI and Agentic AI vision, strategy and roadmap that delivers measurable business outcomes. Our services include strategy and business-case development, use-case identification and prioritisation, benefits mapping and tracking, and executive and stakeholder engagement. We adopt an AI operating model and MLOps/LLMOps mindset, ensuring GenAI and agentic capabilities are industrialised in a controlled, secure and repeatable way, with appropriate governance and accountability.
- **Delivery and Operationalisation.** We support the end-to-end delivery of priority use cases — from ideation and prioritisation through design, proof-of-concept (POC), proof-of-value (POV) and minimum viable product (MVP), to full operationalisation and deployment as production-grade business tools. This includes the design and implementation of agentic workflows, human-in-the-loop controls, orchestration, monitoring and continuous optimisation. We help organisations move rapidly from pilots to production while managing risk, compliance, change and adoption.

We are technology-agnostic and deploy both proprietary and public LLM, GenAI and Agentic AI platforms (for example OpenAI, Google Gemini, Anthropic, Azure AI, etc.), selecting the most appropriate tools and architectures based on each client's objectives, data landscape and regulatory constraints.

The types of support we provide include:

- SRO, executive, stakeholder and community engagement, and communications planning
- Defining the GenAI vision, strategy and approach
- Assessing business and service readiness and use case prioritisation and roadmap planning
- Creating the prioritised roadmap and identifying the early, quick wins
- Designing target operating models, including AI governance, MLOps/LLMOps and agent orchestration patterns, and supporting tooling
- Analysing requirements, as-is and to-be processes, and new business capability
- Business case development and benefits identification, justification, mapping, tracking and realisation
- Helping people understand the change cycle: current, transition, future state
- Undertaking training needs analysis TNA, skills gaps, learning development and coaching and mentoring
- Supporting end-to-end workflow design and information analysis
- Defining and developing POC, POV and MVP use cases, including multi-agent and tool-using agents
- Operationalising POCs, POVs, MVPs

- Industrialising the management of GenAI solution development and maintenance (eg MLOps adoption).

Ready-made use cases include:

- Intuitive and deep records/documents/information management solution
- Document Interrogation solutions (eg CV interrogator / Contracts and Obligations interrogator)
- Document vs Requirements initial sift and scoring tool (eg sifting and scoring contracts against set obligations or CVs against job requirements)
- Empowered Chatbot solutions (eg IT Service Desk, Vendor onboarding support, search)
- Creative / drafting tools (eg drafting RFPs)
- Agentic workflow automation, where AI agents autonomously plan, execute and coordinate tasks across systems with human oversight

2 Track Record

We have worked with a range of organisations to help them deliver successful IT-enabled change. This includes:

Public Sector – Complemented GenAI delivery with executive engagement, change management and workforce capability development. Supported adoption through training needs analysis, skills assessment and targeted enablement to ensure sustainable AI value creation..

Pharma Company – Led a full AI and GenAI strategy engagement including executive alignment, AI vision definition, readiness assessment, and prioritisation of AI and GenAI use cases.

Financial Services Organisation – Designed and implemented an enterprise-grade Agentic AI platform to orchestrate multiple GenAI and autonomous agent use cases across retail and corporate banking. The platform enabled governed deployment of AI agents for document-heavy processes (e.g. KYC and credit assessment), intelligent service desk and knowledge assistants, and end-to-end workflow automation, moving priority use cases from POC to production with full compliance, auditability and value tracking.

Legal & Compliance – Designed and operationalised advanced document interrogation and obligation analysis solutions using GenAI and agent-based workflows. Initial POCs were industrialised with human-in-the-loop controls, monitoring and LLMOps to support large-scale production use.

Telco – Implemented a conversational, agent-based assistant embedded into IT and business support workflows. The solution orchestrated triage, knowledge retrieval and resolution processes, transitioning rapidly from MVP to production deployment.

Manufacturing - Defined a target AI operating model, governance framework and LLMOps standards to enable scalable GenAI and Agentic AI delivery. Created repeatable patterns for agent design, deployment, monitoring and continuous optimisation across business functions.

3 Contacts

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4 About us

Who We Are

BIP is a fast growing global management consultancy (backed by CVC Capital Partners), employing over 6,000 professionals across 27 offices in 12 countries.

We operate across Europe, the Americas, and the Middle East; including here in the UK, Italy, France, Germany, Spain, Portugal, Switzerland, Austria, Brazil, Chile, Colombia, the UAE, and the US.

We help organisations tackle complex challenges, outpace their competitors, and build a sustainable future through strategic insight, operational excellence, and technology innovation.

In the UK, BIP has been recognised by *The Times* and trusted by FTSE 100 companies, government departments, and industry leaders, establishing itself as one to watch in the consulting landscape.

Our Philosophy: Value, People and Technology

At the heart of everything we do lies a powerful combination: **value, people and technology**. These three pillars enable us to deliver meaningful, scalable, and lasting outcomes for our clients.

We are value creators and business integrators, combining strategic insight with implementation excellence to help organisations move the dial at pace.

Our work is powered by deep expertise in digital transformation, AI, cloud, and technology-led change, ensuring every solution drives sustainable progress *and* measurable impact.

Our Approach: Design to Deliver

We are doers and makers, NOT just PowerPoint writers.

Everything we do is designed to deliver real, measurable change within defined timelines. We ideate, test, and learn, working closely with clients and partners in an open, collaborative way to ensure every solution is built to last.

Our goal is not only to deliver outcomes, but to transfer knowledge, and empower clients to continue their transformation independently.

This partnership model offers long-term value and enables us to focus on where we can make the next biggest impact.

Our Expertise

With deep sector experience across:

- Financial Services
- Government & Public Sector
- Defence & Industries
- Energy, Utilities & Resources
- Telecoms & Media
- Retail & Services
- Life Sciences
- Commercial Real Estate

We bring sharp insight, proven delivery experience, and technological edge to every engagement.

The recent integration of Verco and Riskcare into BIP UK further strengthens our offering, adding market-leading expertise in net zero strategy, sustainability advisory, and financial risk technology.

Here to Dare

“Here to dare” is more than a motto, it is our mindset.

We dare to think and act differently, to explore beyond limits, and to create opportunities through bold innovation and collaboration.

We believe in shared journeys, celebrating results, milestones, and even challenges, because true responsibility means growing together.

We imagine a future where business thrives through the synergy of technology, humanity, and sustainability.

The BIP World

BIP is a world of innovators, designers, data engineers, change managers, producers, and marketers, all working together, contaminating each other with ideas, energy, and passion.

We want to leave a mark with what we do and share a journey with every company we work with.

We're 6000 people, 47 nationalities, 12 countries, united by a drive to empower organisations through technology and passion.

Our people, the BIPers, are the heart of our success. They thrive in an environment that encourages self-expression, growth, and balance, inspiring them to engage clients with the values they live by.

5 Other Information

The scope of our G-Cloud Service

The scope of our G-Cloud service is defined in this document and the associated features and benefits. It covers the supply of professional services to support the evaluation, selection and deployment of cloud solutions and services for a range of public sector organisations.

Are we a reseller?

BIP is not a reseller and it is totally independent of all product vendors and solution providers.

Support provided to buyers

When buyers have shortlisted one or more of our services, they may ask clarification questions prior to purchase. This helps them understand, in more detail, if we are the best supplier for them and how they can benefit from our service. We then use our knowledge of the cloud solution marketplace to advise and guide clients through the specification, selection and deployment process.

How users work with this G-Cloud service

Users can use this service to obtain professional advisory support for their GenAI needs. This can be on a short term, long term or ad-hoc basis using either selected specialists or a team approach.

Service onboarding and off-boarding process

When a client buys us using one of our G-cloud services, we typically undertake an initiation process at the start of the service to ensure the client's requirements are fully understood and that they are clear about what we will do, how we will do it and what we will deliver. We will also discuss and agree how any issues will be raised and managed from either side during the service operation.

At the end of the service, we will typically undertake a review with the client to ensure they are happy with what has been delivered and that their expectations have been met. We can also discuss and future support if this is appropriate.

Pricing

We provide services and our day rates are shown in the SFIA rate card for this service.

Service definition and how it will be delivered

The services defined in this document and the associated features and benefits will be delivered by one or more of our consultants with full management support and quality assurance from our public sector portfolio leadership. The service will be delivered from our office, working remotely or at the client's offices, depending on which is most appropriate.

Our security certifications and standards

BIP has the Cyber Essentials Plus Certificate of Assurance which is renewed each year.

Our approach to personnel security

BIP's personnel checking process for new employees includes all components of the employment processes described on Gov.uk, including validating their right to work in the UK.

We cover checking original versions of the necessary documents with the new joiner and making and retaining copies of these documents.

The identity documents and other information gathered are sufficient to enable Government Security checks to be undertaken. BIP maintains an extensive pool of appropriately security cleared consultants.