

Service: AWS Automated AI-Powered Well Architected Reviews

Daemon Solutions Service Definition Document

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1. About Daemon

Daemon is a UK-based technology and AI consultancy established in 2007. We specialise in Cloud, Software Engineering, Data, Machine Learning (ML), Artificial Intelligence (AI) and Digital Delivery, helping public and private sector organisations build scalable, secure and high-performing digital services.

We partner closely with our clients to deliver tangible outcomes, accelerate transformation programmes and leave lasting capability within their teams. With approximately 200 consultants across the UK, and a delivery centres in Johannesburg and Cape Town, we provide high-quality engineering, advisory and delivery services with the capacity and depth required for large-scale programmes.

Our capabilities are organised into four Centres of Excellence:

Cloud & Modern Platforms

We design, build and operate secure, scalable cloud environments across AWS, Azure, GCP and hybrid platforms.

AI, ML & Data

We deliver modern data platforms, ML pipelines, LLM/agentic AI solutions and responsible AI governance aligned to public-sector standards.

Software Engineering

We build high-quality digital services, APIs and applications using best-practice DevOps, engineering and platform patterns.

Delivery Excellence

We provide Waterfall and Agile delivery, programme leadership and organisational coaching, ensuring programmes land successfully and sustainably.



2. Why Daemon

Navigate complexity and drive real change

We help organisations simplify complexity and deliver outcomes that endure. We co-create value with our clients, ensuring alignment, ownership and clear paths to delivery.

Engineered for sustainability and long-term value

Our engineering and delivery rigor ensures solutions are secure, resilient and adaptable, built not just for now, but for the needs of tomorrow.

Enable and empower, not entangle

We focus on capability uplift. We embed best practices, transfer knowledge continuously and ensure teams can own and evolve solutions independently.

3. Representative Case Studies

Cloud & Platforms — AWS Landing Zone & Platform Enablement

Daemon designed and delivered a multi-account AWS landing zone for a global workspace provider. Using AWS Organisations, Control Tower, Terraform and best-practice security tooling, we enabled rapid onboarding of workloads and accelerated internal engineering capability.

Machine Learning & AI — AI-Powered Conversational Persona Engine

Daemon partnered with Know-me.ai to build an AI-driven historical chat platform blending LLMs, multimedia, orchestration layers and safety frameworks. We improved latency 3x, enhanced persona accuracy and delivered a production-ready demo using open-source LLMs, ECS, Terraform, Sagemaker and React.

Performance Engineering — Retail Scan & Go Application

We worked with a major UK grocery retailer to optimise the performance of their contactless shopping app. Through automated baseline testing, performance tuning and CI/CD integration, Daemon enabled rollout from a handful of stores to hundreds, supporting critical retail operations. Additional case studies available at: <https://www.dae.mn/resources>

4. Our Values

approachable

We're easy to talk to and work with. We like to stay open-minded: we listen, absorb and consider the ideas, views and knowledge of others.

Integrity

We have a strong sense of fairness and honesty; we do the right thing in a reliable way. But we can – and will – say no when required.

Pragmatic

We approach things sensibly and realistically, with a clear focus on outcomes, goals, and getting things done.

Progressive

We embrace change; there are always things that could be improved. We like to do this collaboratively with our clients and colleagues, we don't do it to them.

Passionate

We always commit with energy, enthusiasm and determination. Call it a 'can do' spirit or simply rolling up our sleeves. We care about what we do.

5. Service Overview

Transformed the traditional Well Architected Review from a time-consuming checklist into an efficient, fact-based engagement. We leverage automation and AI-powered capabilities to perform a pre-discovery analysis of your workloads, using real data insights to identify vulnerabilities and inefficiencies precisely. This low-friction, collaborative approach drastically reduces time from days to hours while providing clear, actionable recommendations to improve your architecture's security, performance, and cost effectiveness for future growth.

An AWS Well-Architected Review is a structured evaluation of your cloud architecture against best practices architectural implementations. It identifies potential risks and weaknesses across six pillars: Operational Excellence, Security, Reliability, Performance Efficiency, Cost Optimisation and Sustainability. The review provides actionable recommendations to improve your systems, ensuring they are secure, resilient, performant, cost-effective and sustainable, ultimately helping you build and operate better solutions in the cloud.

6. Key Features

- **Targeted Workload Scoping:** We work with your stakeholders to identify and categorise workloads in scope

- **Automated AI-Powered Pre-Discovery Scan:** Utilising non-intrusive, automated scanning agents, we perform an immediate deep-dive of your cloud estate. This AI-driven approach replaces lengthy engagements of manual data gathering, rapidly surfacing configuration drift, hidden security vulnerabilities, and cost inefficiencies before the formal review begins.
- **Workload 3D Visualisation:** We provide a unique, 3D Workload Diagram that visualises your cloud architecture and its dependencies. This allows technical and non-technical stakeholders to "see" the environment, making it easier to identify single points of failure, complex networking paths, and potential security bottlenecks.
- **Collaborative Expert Review Session:** We facilitate an in-depth, interactive analysis session between our architects and your technical teams. By combining the data from the AI pre-discovery with human context, we validate findings against the pillars of the Well-Architected Framework and best industry practices.
- **Prioritised Remediation Roadmap:** Rather than a generic list of issues, we provide a structured Remediation Plan. Each risk is categorised by its potential impact and ease of resolution, providing a "backlog" of actionable tasks to drive improvements
- **Post-Remediation Validation:** Following the implementation of improvements, we conduct a follow-up review to verify that all identified risks have been successfully mitigated. This closed-loop process ensures that remediation efforts have achieved the desired technical standards and that no new issues have been introduced.

7. Service Benefits

- **Review by experts:** Reviews are carried out by certified Architects, who have years of experience in designing, implementing, and optimising cloud architectures for many different organisations of all sizes.
- **Optimisation:** Not only are potential issues highlighted, but during the review sessions, possible inefficiencies may be discovered. Fixing these as well as the open issues could result in a more optimised system, with lower costs and improved resilience.
- **Identifying issues:** Identification of potential issues in the design or deployment of the workload. These could include security vulnerabilities, single points of failure, service configuration errors

- **Future-Proofing:** Ensuring you are designed to scale and adapt to your changing needs. As you grow, your workload must be able to handle the increased demand without sacrificing performance or security.
- **Compliance:** Remain compliant with any regulatory requirements that you may have, making any audits less painful in the future.
- **Team upskilling:** Participating in a Well-Architected review is a great learning opportunity for your team members to learn the best way of working from our experienced Architects.

8. Deliverables

- Workload scoping
- Pre-discovery
- Review session with lead architect
- Remediation Plan
- Post-remediation review
- Workload & Security scan reports
- Workload 3D Diagram

9. Service Approach

Daemon's approach for AI-Powered Well-Architected Reviews is based on a structured, four-phased methodology delivered as a fixed-scope engagement to ensure predictable outcomes and manage costs.

Workload Scoping & Tooling

Define the boundaries of the workloads to be reviewed. We deploy non-intrusive, read-only scanning tools to begin the **Pre-Discovery** phase, establishing a data-driven baseline of your cloud **estate** without the need for manual data gathering.

Automated Assessment

Execute an AI-driven deep dive into the environment. The automated scan benchmarks configurations against the pillars of the **Well-Architected Framework**, surfacing hidden risks in security, performance, and cost that are often missed by traditional manual audits.

Collaborative Review & Planning

Conduct an in-depth, expert-led analysis session. We combine the AI-generated findings with human context to create a **Prioritised Remediation Plan**, categorising risks by impact and providing the 3D Workload Diagram to visualise complex dependencies.

Validation & Finalisation

Execute a **Post-Remediation Review** once the identified fixes have been implemented. We validate the resolution of risks, provide final Workload & Security Scan Reports, and deliver an executive summary to confirm the improved maturity and security posture of the environment.

10. Daemon Roles & SFIA Levels

Daemon Role Description	SFIA Level	Responsibilities
Analyst Consultant	SFIA 3	Supports analysis, engineering or delivery activities
Consultant	SFIA 4	Leads components of delivery, ensures quality, advises stakeholders
Senior Consultant	SFIA 5	Leads workstreams, provides architectural guidance, mentors teams
Principal Consultant	SFIA 6	Designs solutions, sets direction, influences technical decisions
Managing Consultant	SFIA 7+	Provides strategic leadership, shapes programmes and outcomes

11. Pricing Model

- Time & Materials (SFIA-aligned day rates)
- Optional fixed-scope packages where applicable
- VAT excluded
- Buyer-approved travel & expenses charged at cost
- No abnormally low pricing, each role is commercially sustainable
- Exact rates are published in the G-Cloud portal, not in this document

12. Onboarding

Typical onboarding includes:

- BPSS clearance/s
- Security Clearance enablement documentation (BPSS/SC/NPPV as required)
- Alignment with Management Office for POISE allocation
- User and team account setup/s

- MazeTime setup and training (where required)
- Kick-off session/s
- Access to environments, repositories and documentation
- Agreement of governance & working cadences
- Set-up of tooling (Jira, Confluence, Slack etc.)
- Mobilisation activities (e.g., Sprint Zero)

13. Customer Responsibilities

Customers typically provide:

- A Product Owner or delivery lead (if not included in service offering)
- Timely access to systems, data and documentation
- Sponsorship for required security clearances
- Participation in ceremonies and workshops
- Prompt feedback on deliverables
- Access to SMEs for domain knowledge

14. Offboarding & Exit Plan

Daemon ensures a smooth transition at engagement end, including:

- Handover documentation
- Architectural and operational artefacts
- Knowledge-transfer sessions
- Removal of access and credentials
- Transition to BAU or another supplier
- Solutions built with open standards, ***no lock-in***

15. Security & Compliance

Daemon adheres to:

- Government Security Classification Policy
- BPSS, SC and NPPV3 clearance processes
- ISO27001-aligned information security practices
- GDPR & Data Protection Act 2018
- NCSC Secure by Design principles
- AWS/Azure/GCP best-practice security frameworks

16. Summary of Daemon G-Cloud 15 Services

Services included within the G-Cloud 15 submission are as follows:

- Escape VMWare Lock-in: Migrate to Cloud
- Strategic Observability
- Cloud Cost Optimisation
- DevOps Transformation
- AWS Automated AI-Powered Well Architected Reviews
- Developer Platforms
- Cloud Automated AI-Powered Well Architected Reviews
- Cloud Ops
- Cloud Migrations
- Cloud Foundations and Landing Zones
- Cloud Readiness Assessments
- Escape VMWare Lock-in: Migrate to Open Source
- Subject Matter Expert (SME) as a Service
- AI-First Software Delivery Adoption and Transformation
- Value Stream Optimisation & Flow Acceleration
- Agile Delivery Capability
- AI Workforce Enablement & Tool Integration
- ML Ops, Model Governance & AI Assurance
- Agentic AI Systems Design & Orchestration
- Real-Time Data & Event-Driven Architecture Services
- Data Quality, Observability & Trust Frameworks
- Data Science, AI & Advanced Analytics
- Data Engineering & Integration Services
- Data Platform Design & Modernisation
- Data Strategy & Governance Consultancy