

XpertRule Intelligent Decisioning by ArvatoConnect G-Cloud 15 (RM1557.15)

Service Definition - ArvatoConnect

Company overview

ArvatoConnect is 100% owned by Bertelsmann SE & Co. KGaA, the ultimate parent company of Bertelsmann Group a global, financially stable company. In 2024 the group's businesses, with over 145k employees, generated revenues of €18.7 billion and €3.2 billion EBITDA globally. Bertelsmann, provide the business with long term stability, investment and also global partnership opportunities. This enables ArvatoConnect to support the UK BPO and Outsourced Services market. Bertelsmann's strategic focus is on a fast-growing and high-earning digital, international and diversified Group portfolio. Businesses in which Bertelsmann invests have long-term stable growth, global reach, sustainable business models, high market-entry barriers and scalability.

Within UK public sector we are recognised for providing high quality, complex and compliance heavy solutions, not only as a current and proven provider within both central and local government, but also as part of all of the key frameworks, the mandated route through which the public sector procures BPO and CRM services.

ArvatoConnect is a clear leader in several vertical markets, supporting a number of the world's leading brands, including the challenging and highly competitive automotive space, where we are engaged delivering FCA regulated services.

Our technology partnerships, combined with our deep domain industry expertise have enabled ArvatoConnect to successfully deliver business transformation and digital enablement for our clients, resulting in improved efficiency, reduced cost to serve and, importantly, improved customer satisfaction.

With an embedded culture of partnership supported by a strong, highly experienced leadership team, ArvatoConnect is recognised as one of the leading outsource providers in the outsourcing market. The scope of our services includes –

- BPO and Shared Services.
- Contact Centre Solutions.
- Customer Experience Management.
- Digital Communication Solutions.
- Automation and AI Consultancy and Implementation.
- Financial Services Management (FCA Accredited).

The UK HQ is situated in Datchet (Windsor) Berkshire with sites in Newcastle, East Yorkshire and Swansea. The Swansea site is our principal BPO and Shared Services facility.

Service Description

Our XpertRule Intelligent Decisioning is a no-code platform that combines AI, automation, and human expertise to optimise business decisions. It enables organisations to capture knowledge, integrate predictive analytics, and automate workflows across front, middle, and back-office operations, improving efficiency, compliance, and customer experience through explainable, auditable decision intelligence.

Service Features

- No-code platform for rapid decision automation and deployment.
- Integrates AI, rules, and predictive analytics for intelligent decisions.
- Supports multi-cloud deployment across AWS, Azure, and Google Cloud.
- Explainable AI for transparency and regulatory compliance assurance.
- Real-time decision orchestration across business workflows and processes.
- Knowledge capture and modelling for complex decision logic.
- Scalable architecture for enterprise-grade performance and reliability.

- API integration with existing systems and third-party applications.
- Personalised decision-making based on dynamic data inputs.
- Built-in audit trails for governance and accountability.

Service Benefits

- Accelerates decision-making through automation and AI-driven insights.
- Reduces operational costs by streamlining complex workflows efficiently.
- Improves compliance with explainable, auditable decision processes.
- Enhances customer experience via personalised, data-driven decisions.
- Boosts agility with rapid deployment and no-code configuration.
- Supports scalability for enterprise-wide digital transformation initiatives.
- Minimises risk through predictive analytics and anomaly detection.
- Integrates seamlessly with existing systems for smooth adoption.
- Empowers business users without heavy reliance on IT teams.
- Drives innovation by combining AI, rules, and human expertise.

Onboarding and Offboarding

ArvatoConnect is your flexible and dependable delivery partner for cloud support projects. Our team work closely with you to deliver initiatives that directly support your transformation goals. We tailor our approach around your organisation's needs, reducing the effort required for mobilisation and ensuring a smooth, efficient start.

From day one of onboarding, our teams focus on establishing a clear and agreed project scope, measurable outcomes, strong governance, defined responsibilities, and the right resources. We also prioritise knowledge transfer so your teams are empowered long after the project is complete.

The typical stages we follow are:

Project Initiation & Discovery

- Initial introductions and review of the project brief
- Define business objectives and the decisions you want to automate.
- Identify stakeholders, regulatory requirements, and measurable success criteria.
- Review existing decision logic, datasets, and integration needs.

Knowledge Capture & Decision Modelling

- Workshops with SMEs to capture rules, policies, exceptions, and decision logic.
- Build decision models using XpertRule's no-code environment.
- Validate decision flows through iterative reviews with business owners.

Data Integration & Predictive Model Alignment

- Connect relevant datasets (internal or external).
- Integrate AI or predictive analytics where needed to augment decision logic.
- Validate data accuracy, explainability requirements, and auditability settings.

Environment Setup & Configuration

Depending on deployment model (AWS, Azure, Google Cloud, or hybrid):

- Configure cloud environment and security settings.
- Set up workspaces, user roles, and access controls.
- Prepare API endpoints for downstream/upstream integrations.

Building & Testing Automated Decision Flows

- Configure rules, thresholds, AI insights, and workflow integrations.

- Test with real scenarios, edge cases, and regulatory constraints.
- Perform explainability and auditability checks.

Integration with Business Systems

- Connect XpertRule to CRM, case management, back-office, or workflow systems via APIs.
- Validate real-time decision orchestration across processes.

User Training & Knowledge Transfer

- Admin and analyst training on the no-code platform.
- Governance and best-practice sessions covering:
 - rules maintenance
 - audit controls
 - model monitoring
 - version control

Deployment & Go-Live

- Move decision flows into production.
- Monitor early usage and performance.
- Tune rules or models based on initial insights.

Continuous Improvement & Governance

- Ongoing optimization of decision logic.
- Quarterly roadmap reviews.
- Integration of new datasets or automation opportunities.

Offboarding and Exit Planning

ArvatoConnect ensures a smooth, risk-free transition at the end of your project. From the outset, we work with you to define a clear offboarding approach that protects continuity and empowers your team. This includes an agreed plan for knowledge transfer, plus a comprehensive handover pack covering delivery outcomes, full project documentation, and guidance for future phases.

Our structured exit planning process includes a full risk review and a detailed action plan with clearly assigned responsibilities. This reduces the risk of service disruption, provides absolute clarity on who does what, and ensures a confident, well-managed transition at every stage.

Service Management

ArvatoConnect provides Support Services between the hours of 9am and 5pm on Working Days ("Hours of Service").

We also provide an email address to enable the Customer to report Issues. Email is available 24 x 7 x 365 (although the Service is only available during the Hours of Service).

Service Levels

The Service Level Agreement priorities are:

- P1 -Represents a complete loss of service or a significant feature that is completely unavailable.
- P2 - Includes intermittent issues and reduced quality of service
- P3 - Includes product questions, feature requests and development issues.
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Class	Response Time Standard	Response Time Premium
Priority 1	One business day	2 business hours
Priority 2	Two business days	4 business hours
Priority 3	Three business days	1 business day

Response times for non-production issues will be 3 working days:

Information Security

ArvatoConnect delivers Intelligent Automation services in a way that aligns fully with UK public-sector security, governance and regulatory expectations. Our security model prioritises the protection, confidentiality and integrity of government data, ensuring compliance with all relevant national frameworks, including those required by central government departments, local authorities, and arms-length bodies

Certifications and Assurance

Our services operate within a robust Information Security Management System that is certified to ISO/IEC 27001:2022, providing a formally audited framework for managing and protecting sensitive public-sector information. ArvatoConnect also holds:

- Cyber Essentials & Cyber Essentials Plus — required for handling UK public-sector data securely.
- PCI DSS – applied only where needed (e.g., revenue and benefits, payments) but governed under the same security controls across our operations.
- ISO 9001:2015 – ensuring consistent quality processes across all engagements.
- TISAX and BSI Customer Service Kitemark (applied where relevant), with the same underlying security governance applied across all client work.
- We also undergo regular IT Health Checks (ITHCs) and vulnerability scanning, supporting wider UK government expectations for annual assurance activity.
- We are regulated by the FCA for our work with an automotive financial Services client, however, where we are certified or regulated in one client area only, we always apply the same principles across our entire business.

We are progressing additional public-sector-relevant certifications including:

- ISO 14001:2015 - Environmental Management
- BSI Kitemark for Inclusive Service
- ISO/IEC 27017:2015 - Information Technology - Cloud Security
- ISO/IEC 42001:2023 - Information Technology - Artificial Intelligence

Security Controls for Public Sector Data

Our security model ensures that all Intelligent Automation solutions meet the stringent requirements typically set by government buyers, including:

- Strong access control and identity management aligned to least-privilege principles
- Full audit trails of digital worker activity
- Segregation of development, test and production environments
- UK-based service delivery and data handling (unless otherwise approved by the buyer)
- Alignment with the security requirements set out in the Government Security Classifications (GSC)
- Compliance with relevant departmental and local-authority security policies
- Annual policy reviews and threat-monitoring via our Security Operations Centre (SOC)

Public-Sector-Aligned Incident & Risk Management

ArvatoConnect maintains mature incident-response processes that support public-sector transparency obligations, including early reporting, impact assessment and documented response procedures. All incidents are managed through our ISO 27001-aligned ISMS, and our teams conduct audits, spot checks, and mandatory annual staff training to maintain ongoing security maturity.

Business Continuity

Our Business Continuity Management System (BCMS) complies with ISO 22301 and is aligned with public-sector continuity expectations, ensuring government services remain operational during disruptions. Each operational site, function and client account has a dedicated Business Continuity Plan (BCP) and Incident Response Plan (IRP), designed to support the specific regulatory and operational needs of public-sector bodies. This includes:

- Validated recovery procedures
- Annual testing
- Multi-site redundancy
- Cross-trained personnel
- Secure access to systems and knowledge bases
- Communications plans suited to public-sector escalation structures

These measures collectively ensure that our Intelligent Automation services remain secure, resilient and fully compliant with the standards expected across central government, local authorities, and regulated public-sector organisations.

Service Pricing

The Skills for the Information Age (SFIA) Definitions and rate card will be used to determine the project cost based on its agreed scope. The SFIA Definitions and rate card document is available within the pricing document section.

Further Information

For further information about this or any of our G-Cloud services, please contact us:

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