

Process Intelligence - ArvatoConnect's Discovery Engine (ADE) 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

ArvatoConnect's Discovery Engine (ADE) provides a powerful, end-to-end platform for analysing, optimising, and transforming business operations.

ADE is an AI-driven Productivity Intelligence Platform designed to continuously capture and analyse how work is performed across systems, people, and processes. By collecting real-time digital interaction data, applying advanced process mining, and leveraging

AI-powered insights, ADE enables organisations to identify automation opportunities, quantify ROI, and accelerate their digital transformation programmes.

The platform provides a frictionless, touchless approach to operational visibility, delivering an always-on, evidence-based view of workflows. It identifies bottlenecks, compliance gaps, and inefficiencies, and uses agentic and generative AI to suggest — and in some cases execute — improvements to business processes.

ADE's capabilities include automated process discovery, task mining, real-time performance dashboards, productivity analytics, and intelligent recommendations. It offers comprehensive insights across both structured workflows and unstructured user interactions, making it uniquely effective for uncovering optimisation opportunities that traditional process discovery methods overlook.

Through its embedded AI Concierge engine, ADE can use captured workflow patterns to support or automate actions across enterprise systems — for example, analysing activity sequences and autonomously generating or executing process steps within CRM platforms or other business applications.

Service Features

- Continuously collects human-machine interactions without user disruption.
- Real-time process mining and analytics
- Translates daily digital tasks into actionable process insights.
- Prebuilt dashboards deliver live operational visibility and insights.
- Integration with ERP, CRM, and productivity tools
- Compliance dashboards for GDPR and EU AI Act
- AI pinpoints high-value automation potential and calculates ROI.
- Role-based access control and audit logging
- Tracks improvements, measures impact and supports ongoing refinement.
- Detects process variants and compliance deviations across workflows.

Service Benefits

- Automated End-to-End Data Capture
- Provides instant visibility into workflows, bottlenecks, and performance metrics.
- Discovers inefficiencies and compliance gaps across digital workflows automatically.
- Identifies high-value automation tasks with ROI-based recommendations.
- Offers tailored insights for individuals and teams to boost efficiency.
- No interface is required; ADE is installed on user's device.
- Tracks implemented changes and measures impact for ongoing optimisation.
- Delivers holistic insights across people, processes, and technology layers.
- Enhances compliance with regulatory frameworks
- Runs unobtrusively without manual input or workflow interruptions.

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:

Pre-Kick-off Alignment

- Initial introductions and review of the project brief
- Clarification of goals, constraints, timelines, and stakeholders
- Validate regulatory / data-handling requirements (e.g., screenshot enablement or not).
- Agree on success criteria and delivery approach

Technical Readiness & Infrastructure Planning

- Decide deployment model: Cloud-hosted vs self-hosted (on-prem).
- Assess server and infrastructure needs.
- Prepare IT/security approvals (e.g., environment access, SOC approvals, Docker container readiness).

Environment Setup & Installation

- Install ADE server (cloud or on-prem), following the documented requirement that all components run in Docker containers.
- Configure data retention (e.g., screenshot retention settings, storage IOPS).
- Integrate with authentication (SSO/Azure AD, if used).
- Set up the admin console and initial workspaces.

Endpoint Agent Deployment

- Deploy ADE clients to selected user devices
- Verify that digital interaction data (system events, app usage, workflow steps) is captured.
- Confirm that privacy settings match policy

Full Rollout

- Expand endpoint agent deployment across additional teams or departments.
- Enable advanced features (e.g., screenshot-based task mining if required).
- Extend dashboards to team leads, ops managers, and transformation teams.

Knowledge Transfer & Transition Planning

- Platform training for admins, analysts, and business owners.
- Best-practice working sessions on reading dashboards, interpreting task flows, and identifying improvement opportunities.
- Review the KYP.ai Knowledge Base for ongoing updates.

Operationalisation & Continuous Improvement

- Monitor trends and benchmark productivity changes over time.
- Review AI-generated recommendations regularly.
- Validate the effect of implemented changes.
- Update the automation roadmap quarterly.

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 -The entire Software is not working on the Buyer’s production system due to a critical issue.
- P2 - A substantial part of the Software is not working on the Buyer’s production system, and there is no viable workaround.
- P3 - There are one or more issues that are causing inconvenience, but the software is substantially working or a workaround has been provided.
- P4 - There is a minor issue or a suggestion for a change in functionality or appearance of the software

Class	Response Time	Resolution Time
Priority 1	Response within one hour.	Resolution target 4–8 hours
Priority 2	Response within four hours.	Resolution within 1 business day.
Priority 3	Response within one Business Day	Resolution in 3–5 days
Priority 4	Response within 2 Business Days	Resolution in 5–10 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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