



# G - Cloud 15

Applied AI

Lot 2b - Service Definitions

We set Faculty up  
10 years ago  
because we thought  
that AI would be  
the most important  
technology of our  
time.

Our sole purpose is to help our  
clients adopt it successfully

That's all we've ever done.

No chasing hype cycles. Just AI.

We take it very seriously.

And we've done a lot of it!



Ten years of Faculty

>400

AI product builds

>60

AI strategies signed off

>500

PhD Scientists supported into  
applied AI careers in industry

For ...

>300

clients, in

>20

countries

By our team of ...

>400

AI specialists, with

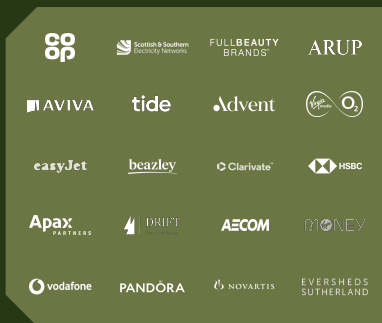
>100

STEM PhDs between them

# Ten years of frontline impact

We care deeply about the impact of our work.

We feel privileged to have supported some of the most important organisations in the world, to grapple with the big challenges of our age.



## Delivering commercial returns

We have a track record of delivering sustained returns from AI, right across the economy. From banks, insurers, airlines and retailers, to law firms, energy and pharma companies.



## Supporting critical public services

We built the award winning NHS Covid-19 Early Warning System. We are the AI partner to UK armed forces, national security services, and the national grid.

OpenAI

ANTHROPIC

AISI | AI SECURITY INSTITUTE

## Making foundation models safe

We are safety partner to frontier labs like OpenAI and Anthropic, and red team their most advanced models to keep them safe.



# The best AI team you can appoint

You get the best results when you find people who have deep technical ability and a problem solving mindset, and you focus them on important problems.

We built Faculty to do just that.

Faculty is a go-to career choice for elite talent in the UK. 10% of the UK Science and Maths PhD population apply to our talent programme each year.

Our client teams combine the full mix of data scientists, engineers strategists, designers, user researchers and others you need to run AI programmes that succeed.

They bring a technical depth and a breadth of expertise that is unrivalled by other services firms.



Faculty have  
the strongest  
Data Scientists  
out there”



ROLLS-ROYCE



Faculty’s technical  
prowess is 40  
steps ahead of  
anyone else we’ve  
come across”

NHS





# Everything you need to get results from AI

We've learned a lot about what it takes to implement AI successfully over the years.

Often from bitter experience - we've lived through our fair share of stalled PoCs in the past.

So we only work with best practice methodologies, to make sure things are done to the highest standard.

And we have designed a service proposition that covers all the bases to support you from first thoughts, through to critical business systems powered by AI.



## Develop a robust AI strategy

Identify how to use AI to accelerate your strategy, and put the plan in place to execute on that.



## Implement AI into your core processes

Enhance your processes with AI systems that are high-performing and safe.



## Ensure your AI systems are safe

Verify that where AI is used in your organisation it is trustworthy, safe, transparent and firmly under your control.



## Build the AI Capability of your team

Ensure that teams at every level of your organisation have the knowledge and skills they need to thrive in the AI era.

# But don't take our word for it...

Some of our customers are at the start of their AI journey. Others are amongst the most sophisticated AI organisations on the planet. We love working with them all. They love working with us too.



"Faculty have cared about AI safety for a long time and so they've been a natural and wonderful partner for us to work with. We really appreciate their efforts contributing to red teaming, which will ultimately help us ensure that our latest and greatest models are designed to work for the wide benefit of humanity."

Sam Altman,  
CEO



"The Faculty team were high-calibre, engaged, and flexible. They understood what the use case was that we were looking to develop, and worked with us to continually improve it. It was a distinctive contribution that was not made by anybody else to that particular problem that we needed to resolve."

Sir Simon Stevens,  
former CEO



"The whole process of working with Faculty is more than just the project. I feel there's something else there, an 'X-factor' that Faculty brought to this that's bigger than just the outcome."

Ben Medland,  
Founder & CEO



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"Faculty have been instrumental in helping us think about data and AI and where it can be used to transform lives, not just of the people we care for, but also of those delivering care."

Ben Maruthappu,  
Founder & CEO



"Faculty were very hands-on, and they just rolled their sleeves up. We felt like one team. And that was really an uplifting capability for us."

Ming Tang,  
Chief Data & Analytics Officer



"Faculty provided the Data Science and ML Engineering expertise to help us move from a standing start to a fully-operational, high-performance AI system in six months."

Alberto Villaverde,  
Former Executive VP of Data



# Our service offerings

We have learnt a lot about what it takes to implement AI successfully.

We have designed a service proposition that covers all the bases to support you from first ideas, through to intelligent technology that enhances the performance of your teams.

## Helping you evolve your capability

- ❖ **We help organisations at every step of their maturity** - from ideation and idea generation, right through to software build, deployment and upkeep.
- ❖ **This means that our strategy guidance is formed from direct experience** of the opportunities and pitfalls of applying AI solutions across a wide range of industries and geographies.
- ❖ **Our technical specialism is complemented by in-house advisory expertise**, ensuring our guidance is accessible and implementable to your audience.

| CUSTOM SOFTWARE DEVELOPMENT                                                                                                             |                                                                                                            |                                                                                                    |                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <b>Infrastructure</b><br><br>Put in place the data and cloud foundations needed to deliver robust, scalable AI solutions in production. | <b>Development</b><br><br>Develop custom AI systems that are high performance and safe from the ground up. | <b>Operations</b><br><br>Maintain deployed AI systems within your tech stack and ops processes.    | <b>Change</b><br><br>Support your teams to adopt AI technology into their daily work |
| Strategy                                                                                                                                |                                                                                                            | Design                                                                                             |                                                                                      |
| Identify how to use AI to accelerate your business strategy, and put the plan in place to execute on that.                              |                                                                                                            | Map user needs and business processes in order to design solutions that enhance their performance. |                                                                                      |



## **G-Cloud 15 Service Category: AI Platforms**

### **Faculty's corresponding services:**

- Artificial Intelligence (AI) End-to-End Software Development
- Artificial Intelligence (AI) Software Development
- Generative AI (GenAI) and Large Language Model (LLM) End-to-End Product Development & Software Services
- Artificial Intelligence (AI) End-to-End Lifecycle management
- Artificial Intelligence (AI) and Machine Learning (ML) Alpha Development
- AI Software Services: Computer Vision and Object Detection
- Cloud Data Science & AI: Open Source Intelligence & Counter Disinformation product development
- Virtual Assistant and Chatbot Creation via Large Language Models (LLMs), Natural Language Processing (NLP) and Generative AI (GenAI)
- Intelligence Support: Automated document generation/search/cross-referencing/reporting/summarisation
- Signal Analysis, Signal Processing, Audio Analysis and Audio Processing
- Written Archive Search and Retrieval Service

## **G-Cloud 15 Service Category:**

Application Platforms

### **Faculty's corresponding services:**

- Artificial Intelligence (AI) Platforms including GenAI/LLMs/Agentics and other Applied AI applications

## **G-Cloud 15 Service Category:**

Analytics and Business Intelligence

### **Faculty's corresponding services:**

- Data Science and Data Analytics
- Artificial Intelligence, Machine Learning & Data Science for Predictive Modelling & Policy Making
- Human-Machine Teaming (HMT) in Control and Command
- Edge AI Model Tailoring and Connected Sensor Systems

## **G-Cloud 15 Service Category:**

Data Management

### **Faculty's corresponding services:**

- Trusted Research Environments, including secure data access and data lake management
- Data Fusion: Managed Data Integration of Multiple Data Sources for Information Accuracy

## **G-Cloud 15 Service Category:**

Application Development

### **Faculty's corresponding services:**

- AI-enabled Application Development eg. End-to-End Next Generation Digital Twins
- Computational Twins

## **G-Cloud 15 Service Category:**

Software Quality and Life Cycle:

### **Faculty's corresponding services:**

- Artificial Intelligence (AI) and Machine Learning (ML) Life cycle (Discovery-Alpha-Beta-Live)

## **G-Cloud 15 Service Category:**

Supply Chain Management

### **Faculty's corresponding services:**

- AI for operations and supply chain management