

SERVICES

DIGITAL PRODUCT DEVELOPMENT



# Digital Product Development.

**aiimi**

## HOW WE HELP

Say goodbye to outdated systems, rigid tools, and manual processes, with user-centric digital products built to meet your organisation's unique challenges.

Too many organisations are stuck using analogue processes, legacy systems, or off-the-shelf products that are no longer fit for purpose – and were never quite right in the first place. They're slow, vulnerable, inaccessible, costly, and can't integrate with the tools you rely on. Manual workarounds to fill the gaps only waste time, introduce errors, and frustrate users.

Aiimi designs and builds custom digital products (web, mobile, platforms) to the exact needs of your business and users – no more bloated features or missing functionality. Rooted in user insight, secure and accessible, and able to connect seamlessly to your existing systems, with the scalability and flexibility to grow with your business.

Our digital products deliver measurable outcomes through agile delivery and modern engineering.



## HOW WE HELP

# End-to-end solutions designed for your users.

Automate and simplify technical processes with new ways of thinking, create unrivalled user experiences, and increase the value of core business processes. Our consultants work closely with your SMEs to create a powerful team of Developers, User Researchers, Design Experts, Product Owners, and Scrum Masters. We don't just build software; we partner with you throughout the full product lifecycle, to create digital products tailored to defined, researched, and validated use cases.



## Research & Discovery.

Stakeholder interviews.  
Process mapping. Design sprints and dashes.  
Understanding pain points, user and business needs.



## UX/UI Design.

Personas and user stories.  
User flows and wireframes.  
Prototypes for testing. High-fidelity UI and component libraries.



## Software Development.

Full-stack development (front- and backend). Secure internal platforms, public web apps and mobile app. Built using modern frameworks and languages. API integrations, database connectivity, and more.



## Quality Assurance

Functional and performance testing. Accessibility and usability reviews. Bug identification and resolution. Ensuring alignment with your original goals.

DIGITAL PRODUCT DEVELOPMENT

# Features & Benefits.

Our expert services are designed to deliver maximum benefit with a flexible approach – here's what you can expect.

## SERVICE FEATURES



- End-to-end product lifecycle (discovery to run) with agile methods
- Human-centred design and WCAG accessibility, supported by UX research and testing
- Secure, compliant architectures in line with DevSecOps, CI/CD (Continuous Integration / Continuous Delivery), and observability
- API integrations, data connectivity, and platform engineering patterns
- Service management and knowledge transfer
- Capabilities in .Net, Java, and Power Platform
- Digital product strategy, vision and roadmap development
- Continuous improvement of digital products (CI/CD)
- Agile, Government Digital Service (GDS) compliant development services, with expertise in GOV.UK FrontEnd

## SERVICE BENEFITS



- Intuitive, inclusive experiences that increase adoption
- Rapid delivery and continuous improvement using agile and DevSecOps
- Reduced risk and easier compliance via secure patterns and testing
- Future-proof scalability with modern platform engineering



CASE STUDY

DATA ENGINEERING



# Building a unified digital Event Management Platform with built-in AI and data analytics.

- Anglian Water faced operational challenges in managing Interruption to Supply (I2S) events. Aiimi developed a comprehensive Event Management Platform (EMP) to help address this, delivering a unified, digital solution to provide a single source of truth for stakeholders.
- The platform incorporated AI capabilities to accelerate analysis and summarisation of event data, enabling Anglian Water to reduce incident durations.
- By replacing manual workflows with structured digital processes, the platform has contributed to measurable improvements in regulatory compliance and risk reduction, while also elevating customer service standards.
- The EMP has over 1000 users; when surveyed, 90% confirmed it improved their workload, made their lives easier, and made events more visible.



CASE STUDY

DIGITAL PRODUCT DEV 

# Developing a data-driven platform with visual dashboards and real-time reports.

“

We were keen to find a delivery partner with a collaborative approach and knowledge-sharing ethos, so Golding Homes could become self-sufficient long term.

EMMA BIRDSEY, HEAD OF BUSINESS INTELLIGENCE AND SYSTEMS, GOLDING HOMES

## ABOUT US

# We are Aiimi.

Transform how your people work with data, through Aiimi's software platform, data and digital products, and consulting services.

Our software platform automatically classifies, labels, relocates, and protects your data, opening up access where it's safe and locking it down where it's not, mitigating risk and fixing data quality. Unlike traditional governance tools, Aiimi's platform continuously maps and monitors your data estate for always-on compliance and risk management – and readies your data for safe, scalable AI adoption.

Our consultants bring deep domain expertise in AI, data, and digital transformation – delivered exactly where, when, and how you need it. Whether you want a specialist project squad or ongoing managed services, our people work seamlessly as part of your team, driven by your objectives and committed to your outcomes. We experiment, iterate, and focus on what matters most, to accelerate time to value.

## OUR SOFTWARE

**Aiimi's platform** interconnects valuable information across all enterprise systems for a comprehensive understanding of your data universe and acts as an accelerant to our services.

OUR SOFTWARE



OUR SERVICES

## OUR SERVICES

The Aiimi Services team puts data at the heart of your digital transformation, utilising our platform and sector expertise to drive positive outcomes for your business.

## HOW WE HELP

# Aiimi Digital, Data, and Technology Roles.

- Business architect
- Data architect
- Enterprise architect
- Solution architect
- Technical architect
- Chief technology officer
- Analytics engineer
- Data engineer
- Data scientist
- Machine learning engineer
- Application operations engineer
- Business relationship manager
- Change and release manager

- End user computing engineer
- Infrastructure engineer
- Infrastructure operations engineer
- Problem manager
- Business analyst
- Delivery manager
- Digital portfolio manager
- Product manager
- Programme delivery manager
- Quality assurance testing (QAT) analyst

- Test engineer
- Test manager
- Development operations (DevOps) engineer
- Frontend developer
- Software developer
- Accessibility specialist
- Content designer
- Content strategist
- Graphic designer
- Interaction designer
- Technical writer
- User researcher

# Service Price.

## Day Rates

| SFIA GRADE   | FOLLOW  | ASSIST                           | APPLY    | ENABLE | ENSURE / ADVISE | INITIATE / INFLUENCE        | SET STRATEGY / INSPIRE |
|--------------|---------|----------------------------------|----------|--------|-----------------|-----------------------------|------------------------|
| G-CLOUD ROLE | TRAINEE | ASSOCIATE / JUNIOR (AND TESTERS) | STANDARD | SENIOR | LEAD            | HEAD OF / CHIEF / PRINCIPAL | C-LEVEL                |
| RATE         | £500    | £600                             | £735     | £870   | £955            | £1075                       | £1290                  |

These rates do not supersede Aiimi’s published rates found in the G-Cloud portal

# Notes on Pricing.

|                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                             |                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div></div> <div><p><b>Working Hours.</b></p><p>8 hours per day excluding lunch and travel. We can pro-rate to half (4 hours) or quarter day (2 hours) when required, but only if necessary.</p></div>                                               | <div></div> <div><p><b>Office Hours.</b></p><p>09:00 to 17:30, Monday to Friday.</p></div>                                                                                                                                 | <div></div> <div><p><b>Mileage.</b></p><p>Recharged at 42p per mile.</p></div>           | <div></div> <div><p><b>Time &amp; Materials.</b></p><p>All rates and statements of work are time and materials based, unless otherwise agreed.</p></div> |
| <div></div> <div><p><b>Working Week.</b></p><p>Monday to Friday excluding national holidays, unless otherwise agreed. Work undertaken outside standard working hours or during weekends / national holidays will be charged at rate + 50%.</p></div> | <div></div> <div><p><b>Travel &amp; Subsistence.</b></p><p>Reasonable expenses, including travel and subsistence, are not included in a consultant's day rate. Expenses will be charged at cost to the customer.</p></div> | <div></div> <div><p><b>Professional Indemnity.</b></p><p>Included in day rate.</p></div> | <div></div> <div><p><b>VAT.</b></p><p>Prices are in GBP and exclude VAT.</p></div>                                                                       |

# Thank you.

**aiimi**

WE ARE AIIMI.

POWERING AI  
EVERYWHERE  
AT WORK.

[AIIMI.COM](https://aiimi.com)

