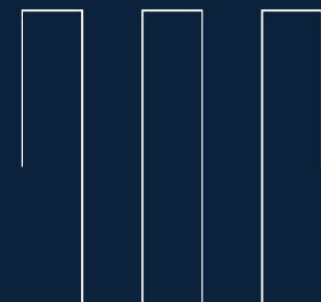
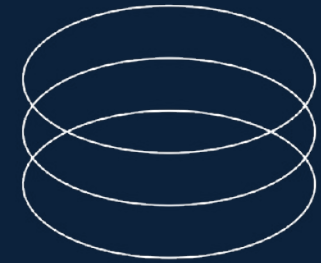
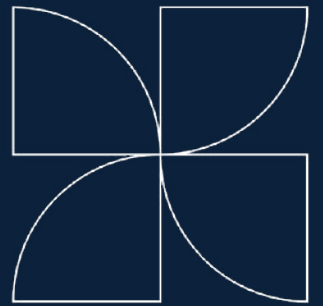
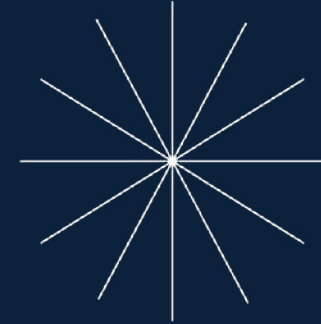


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G-Cloud 15 Service Definition Document

*Artificial intelligence and
data*



Contents

(01) Core competencies

(02) Services definition

(03) Overview of Tangent

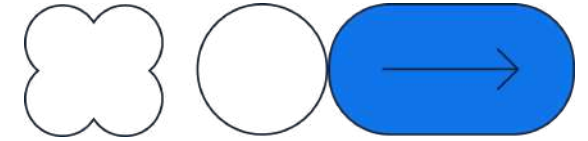
(04) Our awards

(05) Government frameworks

(06) Social value

Core competencies

The Tangent teams and capabilities are closely aligned and are structured across five key areas – reflecting how our clients often operate, with teams spanning multiple capabilities.



Digital transformation and change

- Digital and AI strategy
- Research & insights
- Digital change management
- Digital operating model strategy
- Roadmap planning and & prioritisation



Digital product and experience design

- Experience strategy
- UX design
- Brand & interface design
- Prototyping & vision setting
- Design systems
- Analytics & optimisation



Digital engineering

- MarTech & engineering strategy
- Agile software development
- Infrastructure strategy & build
- Platform & solution architecture
- Quality assurance



Artificial intelligence and data

- Generative AI
- AI application design
- Data engineering
- AI product engineering

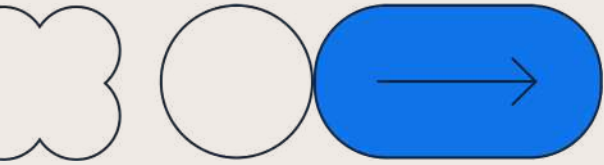


Managed service

- Digital platform management
- Infrastructure management
- Platform optimisation

AI team competency

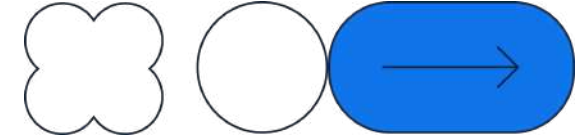
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Services definition

AI Capability overview

Explore our comprehensive services designed to drive cost reduction and increase profitability, enhancing your business efficiency and customer engagement.



AI Consultancy

AI consultancy involves bringing advanced AI capabilities and perspectives to businesses, identifying key areas where AI can add significant value. Consultants focus on pinpointing specific products, proofs of concept (POCs), and solutions that can benefit from AI implementation. Additionally, they educate clients on the rapidly evolving market, ensuring they stay ahead of technological advancements and remain competitive.

Conversational Interfaces

Our Conversational Interfaces service combines Natural Language Processing (NLP) and Voice Recognition to craft intuitive digital assistants. We focus on avatar design, tone of voice, and conversation graphs to enhance user interaction and streamline communication, ideal for businesses aiming to boost engagement.

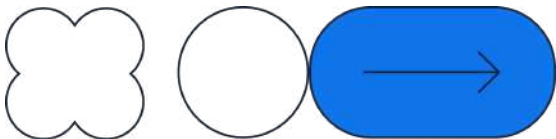
Process Automation

Our Process Automation service streamlines manual and inefficient processes through Robotic Process Automation (RPA) and advanced technologies. We focus on optimizing workflow efficiency, reducing operational costs, and improving accuracy. This comprehensive service ensures your business processes are automated, efficient, and aligned with your strategic goals.

Data

Our Data Services provide essential solutions for data cleansing, insights, and measurement to enhance customer experiences and improve operations. We ensure data accuracy and reliability, deliver deep insights for informed decision-making, and our new Customer Experience (CX) services optimize interactions and outcomes, keeping your business ahead.

AI Capability overview



Explore our comprehensive services designed to drive cost reduction and increase profitability, enhancing your business efficiency and customer engagement.

Content

Audits

Competitor/Brand Analysis

Support & Optimization

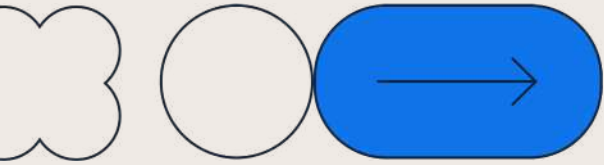
Our Content Creation service offers image and asset generation, summarization, and translation. We create tailored visual content, provide concise summaries of complex information, and ensure accurate translation across languages. This service streamlines your content workflows and broadens your global reach.

Our AI Audit and Optimization service evaluates and enhances existing AI models to boost performance, streamline customer experiences, and ensure security and governance. We focus on improving response times and understanding, aligning CX with your brand's tone, and implementing stringent security measures, including jailbreaking testing. This service ensures your AI operations are efficient, secure, and strategically aligned.

AI competitor/brand analysis leverages AI to automate the assessment of the competitive landscape, generating detailed insight reports. This process helps identify opportunities and gaps in the market. Additionally, the analysis is augmented with human feedback to ensure accuracy and relevance.

Our Inference Support service optimizes AI inference processes, focusing on cost reduction, performance enhancement, and prompt efficiency. We ensure your AI systems operate at peak efficiency while minimizing expenses. Additionally, our service adapts to changing needs and continuously learns from data to deliver faster and more accurate results for your business.

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Overview of Tangent

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We are *Tangent*

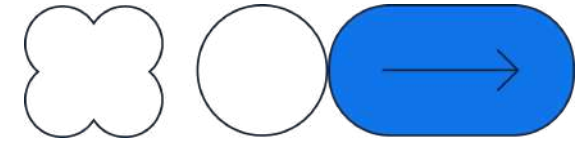
60+ people, *6 global offices*

we help enterprises build future-ready
AI-driven experiences, with a focus on...



PEOPLE ↗ PLANET ↗ PURPOSE

Our clients



Tommy's



TaylorWessing



bodo

sky



Amey

WOLSELEY

Codility

NORTON ROSE FULBRIGHT



What our clients have to say

“We’re impressed at how quickly Tangent are able to respond to our needs. We look forward to continue delivering a new level of service across our digital ecosystem.”

Jennifer May | Chief Customer Officer | REED

Recognition for *our work*

We're very proud of our work and we've won 10 awards and been nominated for over 20! Here are the awards we have won in the last 12 months alone:



Digital Experience
Awards by  Contentsquare

 **BIMA**
Awards
Winner 2023
Digital Product
Development

 **The Drum**
Digital
Transformation

 **CHAMPIONS**
AWARDS 2024
FINALIST
Large Digital Agency
Of The Year

OTHER AWARDS

 **umbraco**
awards
2023
Jury's Choice

 **TECH**
AWARDS 2023
Transformation Through
Tech

 **NTA**
National Technology Awards 2024
Enterprise Tech Project

 **NTA**
National Technology Awards 2024
Energy & Utilities Project Of
The Year

 **BIMA**
Awards
Winner 2023
Digital Product
Development

 **BIMA**
Awards
Winner 2023
Services And Utilities

Government *Frameworks*



Technology Services 4

Tangent supplies a range of technology services, covering service and architecture design, IT support, infrastructure advice, software development and data-led transformation.

Artificial Intelligence CCS

Tangent provides AI discovery, consultancy, and implementation support - designing, deploying and operating AI solutions through end-to-end delivery partnerships, from initial use cases to live products and systems.

Digital Outcomes 7

Tangent provides agile and user-centred design services, providing multidisciplinary teams to support digital programmes across the public sector.

Comms Marketplace

Tangent delivers digital communication services via the Marketplace, helping UK public sector organisations plan, create, and run effective public service campaigns.

Social Value



Helping enterprises build future-ready digital experiences, products, and capabilities with a focus on people, the planet & purpose.

People

We prioritise well-being through flexible work, inclusive policies, and mental health support. We also care deeply about the people we work with and the communities they're part of, giving back through initiatives. Our focus for every project is on people, supporting careers, creating opportunities, and making a lasting impact on lives across the United Kingdom.

Planet

We build with environmental impact in mind, aiming to reduce emissions across all stages of a project. We offer an open-source Cloud Carbon Footprint Calculator to help clients track and lower the carbon impact of digital products. Tangent runs with zero Scope 1 and 2 emissions, monitors Scope 3, we continuously explore new ways to measure and innovate with the planet in mind, across everything from operations to marketing and client delivery.

Purpose

At Tangent, purpose drives everything we do. We are actively pursuing B Corp certification as part of our commitment to delivering meaningful societal impact. We choose to partner with clients who share our values, whether that is improving accessibility, supporting inclusive recruitment, or building stronger communities through initiatives like those with Guide Dogs and UK Power Networks.