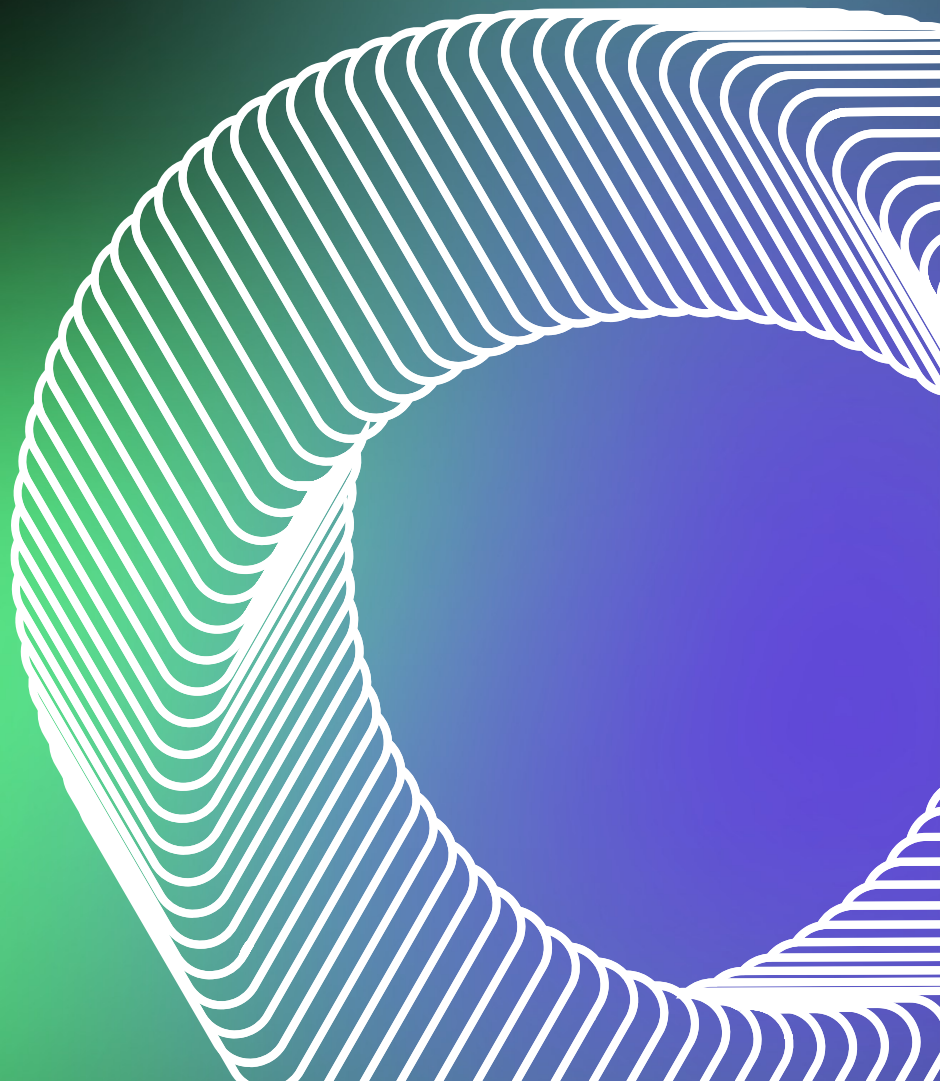




SERVICE DEFINITION DOCUMENT

*AI Cloud Transformation
& Planning Services*

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1. Purpose of this Document

This document provides comprehensive information about Cranmore Consulting's AI-Enabled Digital Transformation & Strategy Services and defines how these strategic consultancy services are delivered to UK public sector organisations.

This Service Definition is required as part of Cranmore's listing on the G-Cloud 15 framework and conforms to the requirements specified in the Crown Commercial Service's guidance on service definition documents.

These services are designed for central government departments, local authorities, NHS organisations, and other public bodies seeking strategic guidance and implementation support for Artificial Intelligence transformation initiatives, including agentic AI workflows, machine learning automations, and data-driven decision-making capabilities.

2. Service Description

2.1 Overview

Cranmore's AI-Enabled Digital Transformation & Strategy Services provide outcome-focused consultancy, strategic planning, analysis, design, deployment, and ongoing support for Artificial Intelligence implementation across public sector organisations. Our services enable organisations to harness AI and machine learning capabilities strategically, delivering measurable improvements in operational efficiency, citizen services, and organisational performance.

Drawing on proven approaches across health, local government, and central government, Cranmore provides strategic roadmaps tailored to each organisation's digital maturity, regulatory constraints, and transformation objectives. Our advanced technological expertise spans diverse AI scenarios including predictive analytics, intelligent process automation, natural language processing, intelligent document processing, and emerging agentic AI capabilities.

These services encompass the complete AI transformation lifecycle from initial vision and business case development through implementation, user adoption, and continuous improvement. Cranmore ensures strategic alignment between AI initiatives and broader organisational objectives, quantifying long-term value and return on investment while managing technical, ethical, and regulatory considerations specific to public sector AI deployment.

2.2 Service Components

AI transformation services include:

- **AI Strategy and Vision Development** – Collaborative workshops identifying organisation's digital vision, AI goals, and strategic priorities aligned with public sector missions and citizen outcomes. Development of comprehensive AI strategy documents defining implementation approach, governance framework, and success criteria
- **AI Maturity Assessment** – Evaluation of current organisational AI capabilities, data readiness, technical infrastructure, skills, and cultural preparedness. Gap analysis identifying prerequisites for successful AI implementation and roadmap for capability development
- **Use Case Identification and Prioritisation** – Systematic analysis of business processes identifying high-value AI automation opportunities. Business case development quantifying expected benefits, costs, risks, and implementation complexity. Prioritisation framework ensuring focus on initiatives delivering maximum organisational value
- **AI Implementation Roadmap** – Strategic roadmap defining phased AI deployment approach, dependencies, resource requirements, and timelines. Roadmap balances quick wins

demonstrating value with longer-term transformational initiatives, managing organisational change capacity

- **Machine Learning Solution Design** – Technical architecture and solution design for machine learning models, including data pipelines, model training infrastructure, deployment patterns, and monitoring frameworks. Selection of appropriate ML techniques (supervised learning, unsupervised learning, reinforcement learning) based on use case requirements
- **Agentic AI Workflows** – Design and implementation of autonomous AI agents capable of complex multi-step reasoning, decision-making, and task execution. Agentic systems leverage large language models and other AI capabilities to automate sophisticated knowledge work previously requiring human judgment
- **Intelligent Process Automation** – Identification and automation of business processes using AI and machine learning capabilities. Integration of AI-powered document understanding, natural language processing, computer vision, and predictive analytics into operational workflows
- **Data Strategy and Governance** – Development of data strategy ensuring high-quality training data availability. Data governance framework addressing data privacy, security, ethical AI principles, and regulatory compliance (UK GDPR, Equality Act, public sector transparency requirements)
- **AI Ethics and Responsible AI Framework** – Establishment of ethical AI principles, bias mitigation strategies, explainability requirements, and human oversight mechanisms. Framework ensures AI deployments align with public sector values including fairness, transparency, accountability, and citizen trust
- **Predictive Analytics Implementation** – Development of predictive models enabling data-driven forecasting, risk assessment, and proactive decision-making. Applications include demand forecasting, risk stratification, resource optimization, and early intervention identification
- **Real-Time Data Processing** – Architecture and implementation of real-time AI systems processing streaming data for immediate insights and automated responses. Applications include fraud detection, anomaly identification, and operational monitoring
- **AI-Powered Decision Support Systems** – Development of systems augmenting human decision-making with AI-generated insights, recommendations, and risk assessments. Systems enhance professional judgment while maintaining human accountability for final decisions
- **Change Management and User Adoption** – Comprehensive training programs, user adoption strategies, and change management support ensuring workforce readiness for AI-augmented operations.
- **Continuous Improvement and Model Monitoring** – Ongoing monitoring of AI system performance, model accuracy, and business value realisation. Continuous improvement processes retraining models, refining algorithms, and expanding AI deployment scope based on operational experience

2.3 Service Benefits

Organisations engaging Cranmore for AI transformation realise substantial strategic advantages:

- **Strategic Advantage Through Data-Driven Decisions** – AI-powered analytics and predictive models enable evidence-based decision-making, moving organisations from reactive to proactive operational models. Strategic advantage over organisations relying solely on historical data and intuition
- **Significant Cost Reduction** – Process automation and operational optimisation deliver significant cost advantages in targeted areas. AI identifies inefficiencies difficult to detect

through traditional analysis, creating long-term value and freeing resources for strategic priorities

- **Enhanced Citizen Engagement** – AI-powered citizen services (chatbots, intelligent routing, personalised communications) improve accessibility, responsiveness, and satisfaction. High availability and instant responses transform citizen experience while reducing demand on contact centres
- **Improved Organisational Performance** – AI-driven insights optimise resource allocation, workforce planning, and service delivery.
- **Adaptability to Changing Conditions** – AI systems continuously learn from new data, automatically adapting to changing patterns, emerging risks, and evolving requirements. Organisations become more resilient and responsive to unexpected challenges
- **Risk Mitigation and Future-Proofing** – Strategic AI roadmap provides robust insights targeting long-term investment, avoiding technological dead-ends and ensuring compatibility with evolving AI landscape. Ethical AI framework mitigates reputational, legal, and operational risks
- **Enhanced Data Security and Compliance** – AI-powered security monitoring, anomaly detection, and automated compliance checking strengthen data protection. Real-time threat detection and response capabilities exceed manual monitoring
- **Real-Time Insights Enabling Quick Response** – Streaming data analysis and real-time dashboards provide immediate visibility of operational issues, emerging trends, and performance deviations. Enables rapid intervention preventing problems from escalating
- **Boosted ROI Through Process Optimisation** – Systematic process optimisation guided by AI analytics delivers sustained productivity improvements.
- **Innovation Culture** – AI transformation fosters innovation mindset, encouraging experimentation, data-driven thinking, and continuous improvement. Organisations develop competitive advantage through advanced AI capabilities
- **Expert Guidance and Knowledge Transfer** – Cranmore's proven approaches, lessons learned, and technical expertise accelerate AI maturity. Comprehensive training and knowledge transfer build internal AI capabilities ensuring long-term sustainability

3. Delivery Approach

3.1 Discovery

Cranmore strongly recommends AI transformation projects commence with comprehensive Discovery Phase encompassing:

- Stakeholder engagement identifying strategic objectives and success criteria
- AI maturity assessment evaluating data, infrastructure, skills, and cultural readiness
- Use case identification workshops with business process owners
- Data quality and availability assessment
- Technical feasibility analysis and architecture recommendations
- Ethical AI considerations and risk assessment
- Prioritised AI implementation roadmap with business cases
- Evidence based project scope and indicative costs

Discovery deliverables provide strategic foundation ensuring AI investments align with organisational priorities and deliver measurable value.

3.2 Agile Implementation

AI solution implementation follows Agile methodology enabling iterative development, rapid feedback, and continuous refinement:

- **Two-week sprints** – Each sprint delivers functional releases, which are testable and demonstrable to stakeholders, building confidence and enabling course correction
- **Iterative model development** – Continuous evaluation against business objectives and refinement based on stakeholder feedback
- **Proof of concept validation** – Early proof of concept demonstrations validate technical feasibility and business value before significant investment in full-scale deployment
- **Continuous stakeholder engagement** – Regular sprint reviews maintain stakeholder alignment, address concerns, and incorporate emerging requirements
- **Ethical AI review** – Ongoing review of AI system fairness, bias, explainability, and alignment with responsible AI principles

3.3 User Acceptance and Validation

Comprehensive user acceptance testing validates AI systems meet business requirements, perform accurately, and integrate seamlessly with operational workflows. UAT includes functional testing, model accuracy validation against real-world data, bias and fairness testing, user experience evaluation, integration testing with existing systems, and performance testing under realistic loads.

3.4 Deployment and Hypercare

AI solution deployment managed through phased approach minimising organisational disruption:

- Pilot deployment to limited user group validating production readiness
- Comprehensive training for end users and AI system administrators
- Phased rollout managing organisational change and building confidence
- Hypercare support including daily monitoring, rapid issue resolution, and performance tuning
- Knowledge transfer ensuring internal teams can maintain and enhance AI systems

4. Service Constraints

To ensure successful AI transformation outcomes:

- **Business process documentation:** Availability of existing business process documentation supports effective AI opportunity assessment and solution design. Where documentation is limited, Cranmore can support process discovery and mapping activities.
- **Use case prioritisation:** AI transformation is most effective where the Buyer can prioritise automation and AI use cases based on business value, feasibility, and organisational readiness, supported by Discovery activities where required.
- **Integration dependencies:** AI solution integration is dependent on the availability, accessibility, and quality of relevant systems, interfaces, APIs, and data sources within the Buyer's technical environment.
- **Training data quality:** The effectiveness of machine learning approaches is influenced by the quality, completeness, and representativeness of available data. Data readiness is assessed as part of Discovery and solution design.
- **Automated decision oversight:** Ongoing governance and oversight of automated or AI-supported decisions typically remains with the Buyer to ensure continued alignment with policy, regulatory, and ethical requirements.
- **Process change accommodation:** Changes to underlying business processes, data structures, or operating models may require updates to AI models, automation configurations, or solution design.

- **Stakeholder availability:** Successful delivery is supported by Buyer availability for workshops, requirements definition, validation, user acceptance activities, and timely decision-making.

5. Ongoing Support

5.1 Support Services

Cranmore provides comprehensive AI solution support:

- **Technical Account Manager** – Single point of contact for relationship management, strategic guidance, and escalations
- **Support Desk** – Enhanced support models, including extended-hours or 24/7 support, may be available where agreed as part of the call-off
- **Email and Ticketing** – Incidents raised via dedicated Atlassian helpdesk (support@cranmoreconsulting.com) with 2-5 hour response during business hours (Monday-Friday)
- **Web Chat Support** – Available 9am-5pm UK time, Monday-Friday at additional cost where required
- **Hypercare Floorwalking** – Post-deployment on-site presence supporting users, addressing issues immediately, and ensuring smooth transition to AI-augmented operations
- **Continuous Improvement** – Ongoing monitoring of AI system performance with recommendations for model retraining, algorithm refinement, and deployment expansion

5.2 Support Response Levels

Incident response based on business impact:

- **Priority 1 (Major Impact):** 15 minutes response, 6 hours resolution target
- **Priority 2 (High Impact):** 1 hour response, 8 hours (one working day) resolution target
- **Priority 3 (Moderate Impact):** 4 hours response, 3 working days resolution target
- **Priority 4 (Minor Impact):** 1 day response, 10 working days resolution target

6. Security and Compliance

6.1 Security Accreditations

Cranmore maintains:

- **ISO 27001** – International standard for information security management
- **Cyber Essentials Plus** – Independently verified cyber security controls
- **Security Clearance (SC)** – Key personnel hold UK Security Check clearance enabling work with OFFICIAL and OFFICIAL-SENSITIVE data

6.2 AI-Specific Security

AI implementations incorporate security measures including model security (protecting ML models from adversarial attacks, data poisoning, and intellectual property theft), training data protection (encryption and access controls), secure API endpoints, audit logging of AI decisions, and continuous monitoring for anomalous AI system behaviour indicating potential security compromise.

7. Pricing

AI transformation services are priced based on project scope, complexity, and duration:

- **Discovery Phase:** (Priced depending on scope)
- **Implementation Projects:** Fixed price determined following Discovery
- **Time and Materials:** Available for ongoing support, continuous improvement, and incremental enhancements
- **Payment Terms:** Discovery invoiced upon completion; implementation projects invoiced monthly in arrears; payment due within 30 days

See pricing documents for more information.

8. Contact Information

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