



SMART: AI TRANSFORMATION – HIGHER EDUCATION

SERVICE DEFINITION DOCUMENT

G-Cloud 15 Framework | Lot 2b: Cloud Software

SERVICE OVERVIEW

Complete SMART: AI platform bundle for university transformation. Includes Front Door Ultra, Staff Copilot Ultra, Data Ultra, and Agentic Suite with all digital channels. Unified OLM governance covering student services, academic support, and administration. Excludes physical AI hardware. Single subscription for institution-wide AI capability.

Ideal for a university seeking institution-wide AI transformation across student services, academic departments, and professional services with unified governance and analytics.

WHAT'S INCLUDED

The AI Transformation Bundle provides comprehensive coverage across all four SMART: platform pillars (priced according to products taken and institution size):

SMART: Front Door Ultra

Complete student-facing AI with all digital channels included:

- Web chat with multi-turn conversation and knowledge access
- Phone channel with voice AI and warm transfer
- Email channel with classification and draft responses
- SMS channel with two-way messaging
- Mobile app channel with native experience
- Live chat channel with real-time agent assist
- All specialist service areas included

SMART: Staff Copilot Ultra

Complete internal staff productivity AI with all channels included:

- SMART Staff UX web interface
- SMART: Workspaces for collaboration
- Phone (Staff Voice) channel
- SMART Notes (Web & Mobile) for meeting capture
- All specialist copilots included

SMART: Data Ultra

Complete data-centric planning and action capability:

- Full data visibility and prioritisation
- Automated alerts and AI recommendations
- AI-driven outbound engagement (calls, email, SMS)
- Autonomous action execution with approval controls
- Cross-service analytics and reporting

SMART: Agentic Suite

Complete agent creation and integration capability:

- Agent Creation Tools (Specialist tier) - no-code, low-code, and pro-code
- Evergreen Agent Library subscription
- System & Integration Agents (Ultra tier)

SMART: Platform Core

Foundation platform included with bundle:

- OLM (Orchestration Layer Manager) - multi-LLM routing and cost optimisation
- Analytics Engine - usage tracking and performance monitoring
- Governance Framework - policy management and ethical controls
- Agentic Dome - security and governance for all AI agents
- Dashboards - platform reporting across all pillars

WHAT'S EXCLUDED

Physical AI hardware is not included in the AI Transformation Bundle. The following products can be procured separately if required:

- SMART Reception - Kiosk
- SMART Reception - Display Robot
- SMART Reception - Humanoid
- SMART Glasses - Standard
- SMART Glasses - Professional
- SMART Spaces - Room
- SMART Spaces - Building
- SMART Robot - Service
- SMART Robot - Humanoid

KEY FEATURES

- All Front Door Ultra with Web, Phone, Email, SMS, Mobile
- All Staff Copilot Ultra for academic and professional staff
- All Data Ultra with recruitment, retention, research analytics
- Complete Agentic Suite with HE agents for SITS, Banner, Canvas
- Unified OLM governance ensuring consistent student and staff experience
- Clearing and recruitment campaign capabilities handling peak demand
- Cross-service analytics connecting enquiry, enrolment, and success
- Integration framework connecting student records, VLE, and library
- Research support capabilities including grant tracking and outputs
- Priority support with dedicated HE-experienced account management

KEY BENEFITS

- Delivers complete university AI transformation through single procurement
- Improves student experience across all service touchpoints consistently
- Reduces administrative burden enabling staff focus on high-value work
- Supports recruitment targets with AI-enhanced prospect engagement
- Improves retention through early identification of at-risk students
- Enhances research productivity with AI-assisted administration
- Provides unified analytics supporting strategic planning decisions
- Reduces total cost versus procuring individual AI solutions
- Accelerates digital transformation with pre-integrated platform
- Demonstrates innovation leadership attracting students and staff

TYPICAL SERVICES COVERED

Admissions, enrolment, student support, accommodation, research administration, clearing, recruitment, registry, finance, HR.

KEY SYSTEM INTEGRATIONS

The bundle includes System & Integration Agents (Ultra tier) providing connectivity to sector-specific systems including: SITS, Banner, Tribal, Canvas, Blackboard, Moodle, UCAS, SLC, Talis, library systems.

SECURITY & GOVERNANCE

Agentic Dome

All AI agents operate within Agentic Dome, the platform's security and governance layer. This ensures consistent policy enforcement, action boundaries, and audit trails across all agents regardless of how they were created or where they are deployed.

OLM Governance

The Orchestration Layer Manager (OLM) provides unified governance across all platform pillars, ensuring consistent AI behaviour, cost controls, and model selection aligned to organisational policies.

Compliance

- WCAG 2.2 AA accessibility compliance
- GDPR compliant data handling
- UK data residency
- Comprehensive audit trails
- Configurable data retention policies

IMPLEMENTATION

Implementation follows ICS.AI's proven methodology for public sector AI deployment. A typical transformation programme includes:

- **Discovery & Planning** - Requirements gathering, integration mapping, governance setup
- **Platform Configuration** - OLM setup, knowledge ingestion, agent configuration
- **Integration Development** - System agent configuration, data connections
- **Testing & Validation** - UAT, performance testing, governance validation
- **Go-Live & Adoption** - Phased rollout, training, change management
- **Continuous Improvement** - Analytics review, optimisation, feature adoption

Professional services for implementation are available separately under Lot 3 - Cloud Support.

USER SUPPORT

The response time is 24 hours, depending on the contract signed by the client and applies during working hours from Monday to Friday. The Support levels are as follows:

Level	Description	Response
Level 1: Urgent	System not responding or critical function loss that affects all users.	24hr fix/workaround
Level 2: High	A function loss that causes significant disruption to business and users.	Priority response
Level 3: Normal	Function loss that affects some users but will not stop them from being able to do other tasks.	Standard response
Level 4: Low	A cosmetic issue or a minor function loss that affects some users.	Scheduled response

This service, up to an agreed number of hours per month, is included in the cost of the License for the SMART: Platform. Additional support hours can be purchased if required.

DISCLAIMER

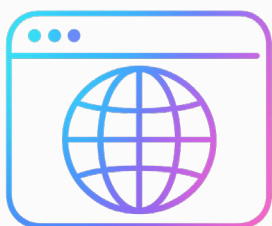
This service description was prepared for G-Cloud 15 and will remain on the Digital Marketplace for the duration of the framework period (up to 24 months). As AI technology and our platform capabilities evolve rapidly, specific features, integrations, or functionality described in this document may have changed since publication.

Before purchase, we recommend contacting ICS.AI to confirm current capabilities and any new features that may have been added since this description was published.

CONTACT

VISIT OUR WEBSITE

Learn more about ICS.AI, our services, and how we support the UK public sector with responsible AI



<https://www.ics.ai/>

EMAIL US

Contact our team with questions about our services, G-Cloud offerings, or to start a conversation



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BOOK A MEETING

Schedule a call with our team to discuss your requirements or learn more about our services



[book a meeting](#)