

848

848 Insightful Business – Data Science & Intelligent Automation

Part of

The Insightful Business

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Service Overview and Context

What Our Customers Experience

Organisations accumulate data across disconnected systems, legacy applications, unstructured sources, and manual processes. Reporting grows inconsistent, analytics become siloed, and decisions rely on incomplete or out-of-date information. Teams struggle to trust their data, stakeholders lack clear visibility, and leaders find it difficult to anticipate issues or understand the real impact of change. As operational environments evolve, these gaps grow wider, increasing uncertainty and reducing the organisation's ability to make timely and evidence-based decisions.

Without a structured approach, organisations invest in tools and dashboards that fail to address underlying data issues. Effort becomes fragmented, quality varies across teams, and insights remain shallow or reactive. To improve performance, organisations require clear data foundations, well-governed processes, reliable integration, and the capability to generate meaningful insight from operational activity.

Our Framework for Clarity and Improvement

848's Intelligent Business Framework provides the structure organisations use to connect strategic outcomes with the foundations that support them. It defines how core capability is developed, governed, and improved across domains, ensuring that every service is aligned to the organisation's wider objectives.

Within this model, the Framework ensures every Insightful Business Service Stream aligns to strategic outcomes. By connecting data foundations with governance, engineering, analytics, and intelligent automation, it gives organisations a coherent approach for strengthening insight capability. This clarity allows leaders to trust their information, anticipate challenges, and plan with confidence.

The Insightful Business Outcome Area

The Insightful Business strengthens an organisation's ability to make informed, timely, and confident decisions. It focuses on improving visibility of operations, ensuring data is managed responsibly, and enabling teams to interpret information in a way that supports strategic and operational objectives.

This outcome area brings structure to how organisations collect, govern, process, and analyse data. It establishes consistent foundations, integrates data across systems, improves quality, and provides the analytical tools and capabilities needed for meaningful insight. By strengthening these capabilities, the Insightful Business helps organisations understand performance, identify risks early, and shape decisions that support sustainable improvement.

Services within The Insightful Business create the visibility, analytical capability, and decision-making confidence that underpin modern digital operations. They ensure the organisation uses data deliberately, manages it responsibly, and applies it to create value across all other Outcome Areas.

848 Insightful Business – Data Science & Intelligent Automation

The Data Science & Intelligent Automation Service Stream enables the organisation to progress from insight to prediction and automated action. It addresses the challenge faced by many organisations that have established reporting capability but lack the skills, structures, and platforms required to apply machine learning, generative AI, and intelligent automation responsibly and at scale.

This service provides the foundations, governance alignment, and practical enablement needed to experiment safely, build predictive models, integrate AI into business processes, and automate decision pathways using governed data.

By supporting the adoption of advanced analytical capabilities, the service reinforces The Insightful Business and strengthens The Intelligent Business by enabling teams to anticipate change, respond proactively, and improve service delivery through augmented intelligence.

Purpose of This Document

This document describes the Data Science & Intelligent Automation Service Stream and sets out how it supports the development of predictive, AI-assisted, and automated capabilities within the organisation.

It explains the purpose of the service, the operational problems it responds to, and how it aligns to The Intelligent Business Framework. The document guides the reader through the service purpose, user-centred benefits, delivery methodology, and scope boundaries, ensuring clarity about how these capabilities will be introduced safely and effectively.

Each Service Element within this stream is described in detail, providing clear responsibilities, constraints, and success measures to support procurement, planning, and delivery assurance.

The Intelligent Business Framework

Modern organisations depend on technology that support clear outcomes: reliable operations, effective protection, efficient processes, informed decisions, and the ability to adapt. Achieving these outcomes requires more than individual systems or isolated projects. It demands a structured approach that links technology, governance, and operational practice to the results the organisation is working toward.

The Intelligent Business Framework provides this structure. It is the model 848 uses to organise, deliver, and improve services in a way that aligns directly to business need. Rather than presenting a catalogue of independent services, the Framework shows how each area of capability connects to a defined aspect of organisational performance. This gives customers a consistent way to understand what each service is designed to achieve and how it contributes to wider improvement.

The Framework also brings coherence across the 848 portfolio. It defines the outcome areas that modern organisations typically strengthen and introduces a common language for discussing priorities, risks, and investment decisions. This supports focused planning and ensures work progresses in a coordinated and integrated manner, regardless of where an organisation chooses to begin.

Introduction to 848's Intelligent Business Framework

An Intelligent Business is an organisation that develops and operates its technology, processes, and governance in a way that directly supports its core outcomes. It uses platforms, data, security controls, and ways of working to maintain resilience, reduce risk, improve performance, and adapt to change in a controlled and predictable manner.

In an Intelligent Business, technology is not implemented as a set of isolated systems. It functions as an integrated part of how work is carried out, how decisions are made, and how the organisation meets its obligations. Stability, protection, efficiency, insight, and innovation are treated as connected aspects of the operating model rather than separate technical concerns.

An Intelligent Business has clear visibility of its environment, understands how its services and processes interact, and makes decisions based on evidence, risk, and organisational impact. It can respond effectively to new demands, maintain operational continuity as conditions change, and introduce new capability without undermining what is already in place.

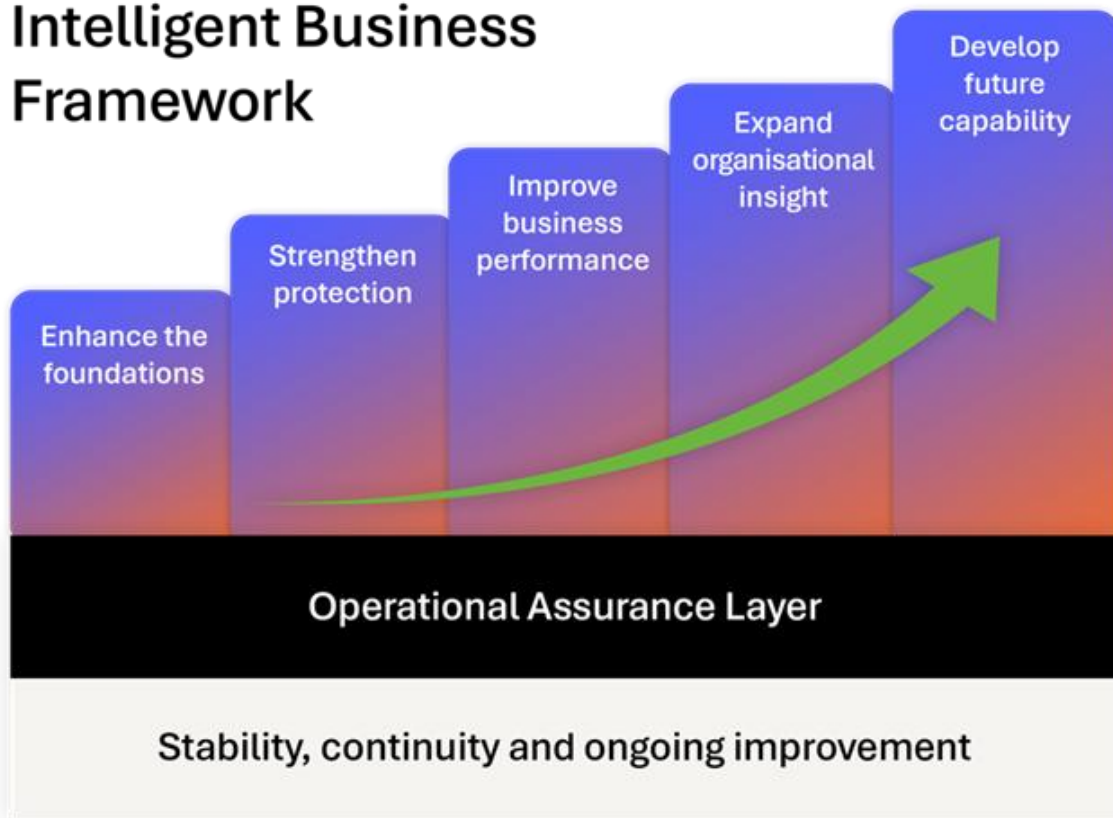
Ultimately, an Intelligent Business uses technology, governance, and operational practice to support reliable, secure, and continually improving performance. It focuses on outcomes, aligns effort to organisational need, and ensures that improvements contribute to long-term capability rather than short-term fixes.

The Intelligent Business Framework is the structure 848 uses to help organisations develop the capabilities required to operate in this way. It translates these characteristics into clear areas of focus, showing how different types of work contribute to stability, protection, efficiency, insight, and future capability. By organising services around these areas, the Framework provides a predictable way to understand what each service achieves and how it supports wider operational goals. This creates a practical link between the outcomes an Intelligent Business depends on and the work required to build and maintain them.

The Operating Domains of The Intelligent Business

An Intelligent Business strengthens capability across several interconnected domains that influence how effectively the organisation operates. These domains reflect the areas where stability, protection, performance, insight, and future capability are developed over time. Each domain represents a different aspect of organisational need, and improvements in one area support progress in others. Organisations may focus on any domain depending on their priorities, with no fixed starting point or prescribed order.

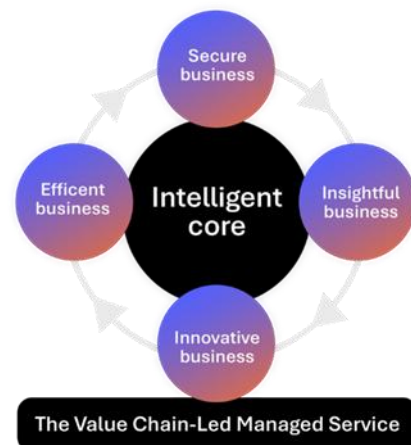
Operating Domains of the Intelligent Business Framework



The Operating Domains describe where organisations strengthen capability, while the Outcome Areas show how the 848 portfolio is structured to support that development. Each Outcome Area represents a defined category of work within the Framework, organising services into clear themes that align to organisational performance. Together, they translate the operating domains into a practical, service-aligned structure that enables consistent planning, delivery, and improvement.

The Six Outcome Areas

The Outcome Areas represent the structured way the Intelligent Business Framework organises capability. Each area describes a distinct aspect of organisational performance and provides the lens through which 848 designs, delivers, and aligns its services. Together, they form a connected model that supports stable, secure, efficient, insightful, and adaptable operations. These areas are not sequential; organisations may focus on any one of them depending on priorities, pressures, or the state of their current environment.



The Intelligent Core

The Intelligent Core provides the technical foundations that support the organisation's ability to operate reliably and scale responsibly. It focuses on the architecture, platforms, and engineering practices that underpin modern digital environments. This includes establishing stable cloud environments, defining coherent enterprise architecture, and applying disciplined platform engineering approaches such as DevOps and SecDevOps.

Strengthening the Intelligent Core ensures that technology aligns to organisational objectives, reduces operational fragility, and creates the structural consistency required for higher-level capability. It enables the organisation to introduce new services, adapt to change, and maintain performance without compromising stability or security.

The Secure Business

The Secure Business focuses on protecting people, data, applications, and operations. It helps organisations understand their risk landscape, implement appropriate safeguards, and maintain resilience as threats and environments evolve. This outcome area ensures that security is embedded into everyday operations rather than treated as a separate or reactive activity.

By strengthening this area, organisations gain clearer visibility of their exposure, greater confidence in their protection measures, and a structured way to govern risk. It supports responsible decision-making and ensures that security contributes directly to safe, predictable, and well-managed operations.

The Efficient Business

The Efficient Business strengthens how work flows across the organisation. It focuses on reducing friction, improving process reliability, and supporting teams to deliver work consistently and effectively. This outcome area addresses the operational constraints that affect performance, from duplicated effort and unclear responsibilities to inconsistent ways of working.

By improving efficiency, organisations reduce operational drag and increase the capacity of teams to deliver value. This supports better utilisation of technology, clearer accountability, and smoother end-to-end processes that contribute to predictable, scalable performance.

The Insightful Business

The Insightful Business enables organisations to make informed, timely, and confident decisions. It focuses on improving visibility of operations, strengthening reporting, and ensuring that data is captured, managed, and interpreted in a way that supports organisational objectives.

Developing this outcome area improves the organisation's ability to understand current performance, identify emerging issues, and assess the impact of change. It provides the foundation for measurement, analysis, and evidence-based planning across all areas of the Intelligent Business.

The Innovative Business

The Innovative Business supports the development of new capability and structured improvement. It enables organisations to explore new approaches, adopt modern tools and methods, and respond effectively to changing needs or opportunities. This outcome area covers areas such as automation, AI adoption, and the creation of new service models or ways of working.

Strengthening this area helps organisations evolve at a controlled pace. It ensures that innovation is introduced safely, aligned to organisational priorities, and built on a stable foundation, without disrupting existing operations or increasing the organisation's level of risk.

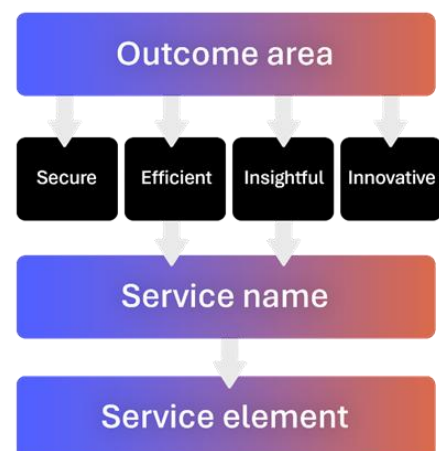
The Value Chain-Led Managed Service

The Value Chain-Led Managed Service provides the operational assurance that underpins every other outcome area. It maintains continuity, stability, and performance by aligning support to the organisation's value chain — the real end-to-end flow of work that keeps the organisation operating.

This outcome area ensures that services are monitored, governed, and improved through a structured, consistent approach. It reduces operational friction, maintains alignment between service delivery and business need, and supports the organisation's ability to sustain improvements made across the other outcome areas.

How Services Align to the Outcome Areas

Each Outcome Area is supported by a set of Service Streams, and each Stream contains the individual Service Elements that make up the work delivered. This structure provides a clear line of sight from each Service Element to the organisational outcome it supports. It ensures that services are delivered consistently, contribute to defined areas of performance, and can be selected according to the organisation's priorities without needing to follow a fixed sequence or maturity path.



The Insightful Business

What The Insightful Business Is

The Insightful Business is the part of the Intelligent Business that ensures the organisation can understand, measure, and interpret what is happening across its operations. It establishes the data foundations, governance structures, engineering models, and analytical capabilities that shape how information flows and how insight is derived.

This outcome area defines how data is captured, integrated, and managed, and sets the standards that maintain its accuracy and reliability. It ensures analytics are based in trusted information, that reporting reflects the true state of operations, and that insights support both immediate decision-making and long-term planning.

The Insightful Business connects strategic intent with operational reality. It gives organisations the ability to see what is driving performance, understand emerging risks, and measure the effect of change through reliable, traceable, and consistent data.

How Work Is Structured Within The Insightful Business

Work within The Insightful Business is organised across five Service Streams that together develop and mature the organisation's data and insight capabilities:

Data Foundation & Architecture

This stream defines the structural models, architectures, and platform foundations that determine how data is stored, organised, and accessed. It establishes the technical principles that support scalable, governed data environments.

Data Integration & Engineering

This stream manages how data is moved, processed, and prepared for use. It ensures data flows reliably across systems, creating consistent and usable datasets that support analytics, reporting, and operational insight.

Data Governance & Quality

This stream defines the controls, responsibilities, policies, and processes that maintain data accuracy, lineage, and trust. It establishes the organisational structures that support responsible and compliant data use.

Analytics & Insight Enablement

This stream enables the organisation to interpret its data through reporting, dashboards, analysis models, and decision-support capabilities. It ensures insights are meaningful, timely, and aligned to organisational need.

Data Science & Intelligent Automation

This stream provides advanced analytical capability, including machine learning, predictive modelling, and intelligent process automation. It supports proactive decision-making and the creation of new value through data-driven innovation.

These Service Streams operate as a single model for strengthening insight capability. Each focuses on a specific area of maturity, but all contribute to the organisation's ability to understand performance and make informed decisions with confidence.

What The Insightful Business Helps Organisations Achieve

The Insightful Business enables organisations to work with clarity, accuracy, and foresight. By strengthening this outcome area, organisations gain:

- Reliable and trusted data that supports evidence-based decision-making.
- Clear visibility of operational performance, risks, and dependencies.
- Improved measurement and reporting that aligns to strategic and operational objectives.
- Faster identification of issues, trends, and emerging challenges.
- The ability to predict outcomes and understand the impact of change.
- Confidence that insights are accurate, timely, and grounded in data that is well-governed and consistent.
- A structured foundation for advanced analytics, automation, and intelligent capability.

With these improvements, organisations move from reactive reporting to proactive, insight-led management. They make decisions supported by evidence, reduce uncertainty, and build the capability to plan and respond with greater confidence.

How This Outcome Area Supports The Intelligent Business

The Insightful Business enables the Intelligent Business to operate with clarity and purpose. It strengthens every other Outcome Area by providing the visibility required to understand performance, measure progress, and assess risk.

- The **Intelligent Core** relies on trusted data to inform architectural and engineering decisions.
- The **Secure Business** requires accurate information to manage risk, monitor exposure, and maintain compliance.
- The **Efficient Business** depends on reliable insight to identify bottlenecks, measure flow, and improve processes.
- The **Innovative Business** uses data to test ideas, validate change, and scale new capability responsibly.
- The **Value Chain-led Managed Service** depends on insight to maintain operational continuity and improve service performance.

By aligning data, analytics, governance, and intelligent capability to the organisation's operating model, the Insightful Business ensures that decisions at every level are informed, traceable, and grounded in reality. It strengthens the organisation's ability to plan effectively, adapt confidently, and maintain control as conditions evolve.

848 Insightful Business – Data Science & Intelligent Automation

848 INSIGHTFUL BUSINESS PORTFOLIO

DATA FOUNDATION & ARCHITECTURE	DATA INTEGRATION & ENGINEERING	DATA GOVERNANCE & QUALITY	ANALYTICS & INSIGHT ENABLEMENT	DATA SCIENCE & INTELLIGENT AUTOMATION
Data Strategy and Roadmap Design	Data Integration Strategy and Roadmap	Data Governance Framework Design	Analytics Strategy and Roadmap Design	AI Readiness and Use Case Assessment
Data Estate Modernisation Assessment	Data Pipeline Readiness Assessment	Data Stewardship Model Development	KPI Framework and Metrics Definition	Fabric Data Science Environment Enablement
Data Architecture Governance Framework	Source-to-Target Mapping and Design	Data Policy and Standards Definition	Analytics Use Case Discovery Workshop	MLOps Framework Implementation
Cloud Data Platform Implementation (Azure/Fabric)	Fabric Data Factory Pipeline Deployment	Microsoft Purview Governance Deployment	Power BI Enterprise Deployment	Predictive and Advanced Analytics Model Development
Hybrid Data Architecture Design	Synapse Data Engineering Implementation	Data Quality Management Implementation	Fabric Lakehouse Analytics Implementation	Generative AI and Copilot Integration
Reference Data Management Setup	Dataflow Gen2 Transformation Enablement	Data Compliance and Privacy Automation	Semantic Data Model Design	Model Deployment and Monitoring Service
Metadata and Data Catalogue Enablement	API and Connector Integration Services	Data Lineage and Classification Enablement	Executive Dashboard and Performance Reporting	Embedded Analytics in Business Applications
Master Data Management (MDM) Deployment	ETL/ELT Orchestration Framework Setup	Data Quality Monitoring and Reporting	Self-Service Analytics Enablement	Decision Workflow Automation (Power Automate)
Data Storage and Performance Optimisation	Data Pipeline Automation and Scheduling	Governance Maturity Assessment and Roadmap	Data Literacy and Adoption Programme	Fabric Data Activator Enablement
Data Platform Health and Compliance Review	Pipeline Monitoring and Performance Optimisation	Data Issue Management and Resolution Service	Analytics Performance Optimisation and Governance	

Alignment to The Intelligent Business

The Data Science & Intelligent Automation Service Stream strengthens The Intelligent Business by enabling the organisation to anticipate change, automate routine activity, and support decisions with predictive and AI-assisted capability. It extends the organisation's analytical maturity beyond descriptive insight, ensuring that advanced analytical methods are used responsibly and in ways that improve service delivery, operational efficiency, and user experience.

This service stream supports reliable value flow by ensuring that predictive models, automations, and AI-enabled processes are built on governed data, established definitions, and consistent analytical practices. It reduces the burden on staff by automating repeatable tasks and augmenting decision-making processes with timely, evidence-based recommendations. Models and automations are introduced in controlled, transparent ways that maintain accountability and avoid operational risk.

Human-centred design principles are embedded throughout, ensuring that AI and automation enhance decision-making rather than replace it. The service provides users with clear explanations of model behaviour, transparent controls, and confidence in the outputs produced. It supports clarity, repeatability, and responsible use of advanced analytics across the organisation and ensures that emerging capabilities are deployed in alignment with ethical, governance, and organisational expectations.

Service Purpose

The purpose of the Data Science & Intelligent Automation Service Stream is to help the organisation use predictive modelling, AI-assisted insight, and automated workflows to improve how decisions are made and how work is carried out.

Many organisations have established reporting capability but lack the skills, processes, and structures required to build and deploy machine learning, generative AI solutions, or automated decision pathways safely and effectively.

This service addresses that gap by providing the organisation with practical methods for identifying suitable use cases, building explainable models, enabling automation, and integrating these capabilities into day-to-day operations.

It improves the organisation's capability by giving teams the tools, patterns, and support they need to apply data science and automation responsibly. The outcome is a more proactive, efficient, and insight-driven organisation where users are supported by predictive insight and repetitive activity is reduced through intelligent automation.

What This Service Provides

The Data Science & Intelligent Automation Service Stream provides people across the organisation with the capability to move from insight to prediction and governed action. It enables teams to apply predictive modelling, AI-assisted analysis, and intelligent automation in ways that are transparent, explainable, and aligned to organisational governance. The service supports improved decision-making, reduced manual effort, and responsible adoption of advanced analytical capability.

Role Group	What They Gain	Why They Matter
Executive Teams & Senior Leaders	Predictive and AI-assisted insight that supports forward-looking decisions. Greater confidence that advanced analytics is governed, explainable, and aligned to organisational priorities. Improved visibility of emerging risks, trends, and opportunities.	They rely on foresight and evidence to guide strategic direction and organisational planning.
Business Domain Leaders and Process Stakeholders	Predictive indicators and automated insights aligned to real operational decisions. Earlier visibility of risks, demand changes, or performance issues. Confidence that AI-supported outputs can be trusted and interpreted correctly.	They apply insight directly to managing services, processes, and outcomes.
Analysts and Emerging Data Scientists	Structured patterns for experimentation, modelling, and validation. Governed environments that support safe exploration and learning. Clear pathways from analysis to predictive and automated solutions.	They design and develop the analytical logic that underpins predictive and AI-enabled capability.

Operational Managers and Service Leads	Predictive insight and automated signals that support timely action. Reduced reliance on reactive reporting and manual monitoring. Greater clarity on how AI outputs should inform decisions.	They use insight to manage performance, respond to change, and maintain service reliability.
Frontline and Operational Teams	Automated workflows that reduce repetitive manual tasks. Clear, timely prompts that support consistent decision-making. Simple, reliable tools that augment day-to-day work.	They apply insight and automation directly within operational activity.
Automation Builders and Technical Teams	Clear patterns and governance-aligned methods for deploying models and automations. Structured approaches to integrating predictive and generative components safely. Reduced ambiguity around ethical, operational, and approval requirements.	They implement and operate the technical components that enable intelligent automation.
Data Governance, Risk, and Compliance Functions	Visibility into how models and automations are developed, validated, and monitored. Assurance that AI solutions meet governance, ethical, and accountability expectations. Clear traceability across the full model and automation lifecycle.	They ensure advanced analytics and automation are introduced responsibly and safely.

How This Service Is Delivered

The Data Science & Intelligent Automation Service Stream is delivered through a structured, repeatable methodology that ensures predictive models, AI-assisted capability, and intelligent automation are introduced safely, responsibly, and with clear operational value. The approach embeds governance, explainability, and capability uplift at every stage and applies to all Service Elements within the stream.

Method Component	Stage 1: Understand the Problem and Decision Context	Stage 2: Explore and Experiment Responsibly	Stage 3: Develop Models and Intelligent Logic	Stage 4: Validate and Assure with Users	Stage 5: Deploy with Governance Controls
Stage Description	Establishes the operational problem, decision pathway, and data context to be supported.	Explores data and tests early concepts in a controlled, governed environment.	Develops predictive models, AI-assisted logic, or automations using structured methods.	Tests solutions with users to ensure safety, interpretability, and relevance.	Deploys approved solutions into operation with governance and oversight controls.
Purpose of the Stage	To ensure work is focused on valuable, feasible, and appropriate use cases.	To validate that advanced analytics can produce meaningful outputs responsibly.	To produce reliable, governed solutions ready for operational validation.	To ensure outputs are safe, trusted, and usable in real-world conditions.	To introduce advanced analytics into operations in a controlled and traceable way.
Activities Included	Clarifying decisions, users, and outcomes. Mapping processes, constraints, and risks. Assessing data readiness and suitability. Identifying governance and interpretability needs.	Data exploration and feature shaping. Prototype modelling or automation experiments. Testing interpretability, fairness, and assumptions. Defining progression criteria.	Model training, tuning, and evaluation. Designing automation logic and workflows. Embedding explainability and ethical controls. Preparing artefacts for deployment.	User validation and scenario testing. Bias, drift, and fairness assessments. Pilot or controlled release testing. Refinement based on feedback.	Deployment through approved pipelines. Applying versioning, approvals, and audit controls. Enabling monitoring and performance tracking. Producing operational guidance.
What This Provides	A clear, well-defined use case aligned to organisational priorities.	Evidence that advanced analytics is viable and appropriate.	Governed predictive or automated solutions	Confidence that solutions are safe,	Trusted deployment of AI-enabled capability with oversight.

			ready for operational use.	interpretable, and effective.	
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Service-Level Benefits

The key business-level benefits of the service are:

- Enables predictive insight to support earlier, more informed decisions.
- Reduces manual effort through governed intelligent automation.
- Ensures all AI solutions meet ethical and responsible use standards.
- Strengthens organisational readiness for advanced analytics adoption.
- Provides consistent, governed methods for model development.
- Enhances operational efficiency through automated decision pathways.
- Increases confidence in AI-supported processes and recommendations.
- Builds internal capability for safe data science experimentation.
- Supports responsible, transparent use of advanced analytics.
- Accelerates innovation by identifying automatable opportunities safely.

Service Scope

In-Scope Summary

The Data Science & Intelligent Automation Service Stream covers the development, validation, and deployment of predictive models, generative AI solutions, and intelligent automations that operate within governed, explainable, and ethically responsible boundaries. The service includes structured methods for exploring use cases, developing models, validating outputs with users, embedding governance controls, and supporting capability uplift across technical and non-technical teams.

A mandatory component of the service ensures that all AI-enabled solutions comply with ethical expectations, responsible innovation practices, transparency requirements, human-in-the-loop controls, and organisational governance standards.

AI Ethics, Assurance, and Responsible Use

This Service Stream explicitly includes:

- **Assessment of ethical considerations for each AI use case:** Fairness, proportionality, necessity, user impact.
- **Human-in-the-loop decision requirements and operational safeguards:** Ensuring predictive outputs and automated actions never operate autonomously unless approved.
- **Explainability and transparency controls:** Including confidence indicators, behavioural descriptions, and understandable model outputs.
- **Bias identification and mitigation processes:** Using appropriate diagnostic methods depending on dataset and model type.

- **Risk assessment and controls for AI and automation:** Aligned to organisational governance, regulatory requirements, and emerging AI assurance frameworks.
- **Documentation of assumptions, risks, and limitations:** Ensuring clarity for operational users and governance teams.
- **Ethical review before deployment:** Ensuring only safe, appropriate, and proportionate AI solutions progress to operational use.
- **Monitoring for drift, unintended impacts, and performance degradation:** With clear escalation routes where AI behaviour deviates from expectations.

Theme	Description
AI Ethics and Responsible Use	Ethical assessment, transparency controls, human oversight, bias checks, deployment safeguards.
Data Science Enablement	Exploration, experimentation, model development, validation, and deployment.
Intelligent Automation	Workflow automation using governed triggers, conditions, and decision pathways.
Predictive Insight Development	Creation of models supporting forecasting, classification, and risk identification.
Generative AI Use-Case Enablement	Safe application of language models and generative capabilities within governance boundaries.
Model Validation and Explainability	Testing, interpretability, fairness checks, and user validation.
Operational Integration	Introducing predictive or automated components into workflows with controlled release.
AI Monitoring and Drift Review	Reviewing model behaviour post-deployment and recommending refinements.
Capability and Skills Uplift	Supporting analysts, managers, and operational teams in working with AI and automation.
Governance Alignment	Ensuring solutions comply with organisational AI governance structures.

Out-of-Scope Summary

This service does not include any activities that introduce unacceptable ethical, legal, operational, or governance risk. It excludes the development of autonomous systems, high-risk AI applications beyond organisational maturity, or any solution that bypasses human decision-making or compulsory assurance processes. It also excludes platform engineering, data pipeline development, or any activity that replaces organisational governance functions.

Theme	Description
Autonomous AI Decisioning	No AI system operates without human oversight or approval.
High-Risk Algorithmic Decision Systems	No biometric models, surveillance AI, identity inference, or regulatory high-risk systems.

Workforce Replacement Automations	No automation that removes roles, restructures teams, or impacts staffing.
Ungoverned Generative AI	No use of LLMs without governance, guardrails, or review.
Ethical or Governance Bypass	No deployment of models without fairness checks, risk review, or transparency controls.
Data Engineering or Platform Build	No ingestion pipelines, transformation jobs, lakehouse design, or infrastructure engineering.
Model Maintenance as Managed Service	No long-term monitoring or operational support beyond defined stages.
Cybersecurity or Identity Engineering	No configuration of security tools, access models, or enterprise identity systems.
Full Business Process Reengineering	No transformation of end-to-end processes beyond required workflow integration.
Experimental or Untraceable AI	No black-box models without explainability or accountability.

Service Element: AI Readiness and Use Case Assessment

Description

The AI Readiness and Use Case Assessment service evaluates the organisation's maturity, capability, and governance to determine how artificial intelligence can be introduced safely and effectively.

It identifies practical, high-value opportunities for predictive modelling, generative AI, and intelligent automation, while ensuring alignment with ethical, operational, and governance requirements.

The service provides a structured assessment of feasibility, risk, and organisational readiness, producing a prioritised roadmap that guides responsible AI adoption. It ensures decisions about where to apply AI are grounded in evidence and aligned to organisational priorities.

Deliverables

Deliverable	Description
AI Readiness Assessment	Review of maturity across data, governance, skills, and processes.
Stakeholder Discovery Findings	Summary of challenges, priorities, and AI expectations across business areas.
Ethical and Risk Screening for Use Cases	Evaluation of fairness, transparency, oversight, and proportionality requirements.
Use Case Catalogue	Longlist of potential predictive, generative, or automation opportunities.
Use Case Feasibility Assessment	Review of data suitability, risk, constraints, and expected value.
Prioritised AI Roadmap	Phased, actionable roadmap sequenced by readiness, risk, and value.
Capability and Governance Gap Analysis	Identification of maturity gaps and recommended preparatory actions.
Responsible AI Considerations Summary	Ethical review and required safeguards for shortlisted opportunities.
Recommendations Report	Practical guidance on next steps for safe AI enablement.
Knowledge Transfer Session	Walkthrough of assessment findings, roadmap, and decision rationale.

Dependencies

Delivery of this Service Element requires:

- Availability of organisational stakeholders for interviews and workshops.

- Access to strategy documents, performance objectives, and analytical assets.
- Visibility of existing governance structures and ethical requirements.
- Access to information about data sources and quality constraints.
- Alignment with organisational priorities and risk appetite.

Constraints

This Service Element is subject to the following constraints:

- Readiness findings depend on access to accurate information and stakeholders' availability.
- Data limitations may restrict feasibility of certain AI opportunities.
- Ethical or operational risks may prevent some use cases from being prioritised.
- The roadmap does not guarantee delivery; it outlines recommended sequencing only.
- The service does not provide deeper technical assessment of underlying infrastructure.

Benefits

This Service Element strengthens The Intelligent Business by ensuring AI adoption is grounded in responsible, evidence-based decision-making. It identifies realistic opportunities where AI can improve outcomes without compromising ethics, governance, or operational safety.

By providing a structured roadmap, the service reduces uncertainty, focuses resources on viable initiatives, and gives leaders clarity on how AI can support service improvement. It ensures future AI projects align with organisational priorities, governance expectations, and the Insight-led operating model.

848 Responsibilities

Under this Service Element, 848 will:

- Conduct the AI readiness assessment across people, process, data, and governance.
- Facilitate stakeholder workshops and interviews to understand priorities and challenges.
- Evaluate AI opportunities for feasibility, value, and ethical suitability.
- Develop the AI roadmap and supporting analysis.
- Document all findings, risks, and recommendations.
- Deliver knowledge transfer to stakeholders and decision-makers.

Customer Responsibilities

The customer must:

- Provide access to stakeholders and relevant business documents.
- Validate organisational priorities and risk considerations.

- Confirm governance expectations and ethical requirements.
- Review and approve proposed use cases and prioritisation criteria.
- Endorse the final roadmap and next-step recommendations.

Assumptions

This Service Element is delivered on the basis that:

- AI governance principles exist or are in development.
- Stakeholders are available for interviews and discovery sessions.
- Access to required data sources and documentation is provided.
- The organisation intends to adopt AI through a governed, phased approach.
- AI readiness is assessed strictly within the organisation's risk appetite.

Exclusions

This Service Element does not include:

- Development or deployment of AI models or automations.
- Technical configuration of Fabric, Azure ML, or Power Platform.
- Data engineering, ingestion, or transformation work.
- Creation of AI governance or ethical policies.
- Training or upskilling programmes for AI capability.
- Long-term AI portfolio management or monitoring.
- Legal or regulatory compliance assessments.

Success Measures

This Service Element is successfully delivered when:

- AI readiness findings are documented and validated.
- A prioritised, practical roadmap is approved by leadership.
- Ethical considerations are clearly understood for each shortlisted use case.
- Feasible opportunities with clear value and manageable risk are identified.
- Capability gaps and preparatory requirements are understood.
- Knowledge transfer session is completed.
- Customer confirms readiness to progress to next-phase activities.

Service Element: Fabric Data Science Environment Enablement

Description

The Fabric Data Science Environment Enablement service configures Microsoft Fabric to provide a governed, collaborative environment for data science experimentation and model lifecycle management.

It establishes the workspace structures, permissions, and tooling required for analysts and data scientists to explore data, run experiments, track models, and collaborate safely. The service aligns the Fabric environment to organisational governance, security, and ethical expectations, ensuring that data science activity takes place within a controlled and transparent framework.

This foundation enables teams to develop predictive and AI-assisted solutions responsibly, using consistent tools and working practices across the organisation.

Deliverables

Deliverable	Description
Environment Configuration Blueprint	Defined workspace structure, access model, and governance alignment.
Fabric Data Science Workspace Setup	Creation of governed collaborative areas for experimentation and development.
Notebook and Experimentation Enablement	Configuration of notebooks, compute, and experiment tracking capabilities.
Model Registry and Versioning Setup	Enablement of model versioning structures for controlled progression.
Data Access Configuration	Role-based access to approved analytical datasets within Fabric.
Collaboration Standards	Agreed patterns for shared development, documentation, and experiment tracking.
Ethical Use Alignment Review	Confirmation that environment controls support responsible AI expectations.
Usage and Working Practices Guide	Practical guidance for analysts and data scientists on environment use.
Environment Governance Summary	Documentation of permissions, auditability, and oversight mechanisms.
Knowledge Transfer Session	Walkthrough of workspace structure, tooling, and lifecycle controls.

Dependencies

Delivery of this Service Element requires:

- Fabric capacities, workspaces, and licensing already provisioned.

- Access to governed analytical datasets within the Fabric environment.
- Established AI governance principles and ethical requirements.
- Entra ID roles and groups available for access configuration.
- Engagement from analysts, data scientists, and governance leads.

Constraints

This Service Element is subject to the following constraints:

- The service cannot enable data science experimentation without existing datasets.
- Governance and ethical alignment require clear customer-defined principles.
- Compute availability is dependent on existing Fabric capacity constraints.
- The service does not create MLOps pipelines or automate deployments.
- Model development and experimentation beyond initial enablement are out of scope.

Benefits

This Service Element strengthens The Intelligent Business by providing a secure, governed foundation for data science activity. It ensures experimentation and model management take place within a transparent, ethical environment that supports traceability, collaboration, and alignment to organisational standards.

By enabling responsible experimentation and structured model development, the service accelerates the organisation's ability to explore predictive and AI-assisted opportunities while maintaining confidence in how these activities are controlled and monitored.

848 Responsibilities

Under this Service Element, 848 will:

- Configure the Fabric Data Science environment to support collaborative experimentation.
- Establish workspace structures and access models aligned to governance.
- Enable notebooks, experiment tracking, and model versioning capabilities.
- Document working practices and support responsible experimentation.
- Validate alignment with ethical and AI governance requirements.
- Deliver knowledge transfer to analysts and technical teams.

Customer Responsibilities

The customer must:

- Provide Fabric capacities, workspaces, and licensing.
- Confirm access permissions, roles, and governance boundaries.

- Ensure AI governance principles are defined and available.
- Approve workspace structure and access configuration.
- Supply datasets suitable for experimentation.
- Participate in environment validation and knowledge transfer.

Assumptions

This Service Element is delivered on the basis that:

- Microsoft Fabric is already deployed with required capacities.
- Analytical datasets are accessible through governed pathways.
- Governance teams can validate ethical controls and permissions.
- Users have baseline familiarity with data science tooling.
- The organisation intends to build internal capability for model development.

Exclusions

This Service Element does not include:

- Model development, training, tuning, or deployment.
- Data ingestion, transformation, or engineering work.
- MLOps automation, CI/CD pipelines, or production orchestration.
- Creation of governance or ethics policy frameworks.
- Ongoing management or monitoring of the Fabric environment.
- Infrastructure, identity, or network configuration.
- Development of predictive or generative AI solutions.
- Formal training programmes for data science skills.

Success Measures

This Service Element is successfully delivered when:

- The Fabric environment is configured, validated, and operational for data science use.
- Governance and ethical alignment are confirmed.
- Users can access notebooks, experiment tracking, and model registry capabilities.
- Collaboration and working practices are documented and approved.
- Knowledge transfer is complete and understood.
- Customer confirms readiness to begin data science experimentation.

Service Element: MLOps Framework Implementation

Description

The MLOps Framework Implementation service establishes the automated pipelines, governance controls, and lifecycle processes needed to manage machine learning models responsibly and consistently.

It provides the organisation with structured, repeatable methods for training, validating, packaging, deploying, and monitoring models using approved data, tools, and ethical standards. The service ensures all model deployments follow controlled approval pathways, maintain version traceability, and support ongoing oversight through monitoring and drift detection.

This framework enables the organisation to scale data science activity safely, reducing operational risk and improving confidence in how advanced analytical solutions move from experimentation into production environments.

Deliverables

Deliverable	Description
MLOps Framework Blueprint	Defined lifecycle approach for model development, deployment, and monitoring.
Automated Training Pipelines	Pipelines for reproducible and controlled model training processes.
Model Validation Workflow	Structured validation steps including fairness checks and explainability artefacts.
Model Packaging and Versioning	Processes for model registration, storage, and version control.
Deployment Pipeline	Automated workflow for controlled model release into approved environments.
Governance and Approval Workflow	Defined gates, human-in-the-loop checks, and ethical oversight.
Monitoring and Drift Detection Setup	Performance tracking, anomaly detection, and alerting mechanisms.
Model Retirement and Rollback Procedures	Controlled processes for removing or replacing models.
Documentation Pack	End-to-end framework documentation, controls, and operational guidance.
Knowledge Transfer Session	Walkthrough of pipelines, workflows, and governance controls.

Dependencies

Delivery of this Service Element requires:

- Existing Fabric or Azure ML environment with required licensing.
- Access to governed datasets and semantic structures for model training.

- Organisational AI governance principles, ethical guidelines, and approval rules.
- CI/CD tooling (e.g., Azure DevOps, GitHub Actions) available for pipeline integration.
- Entra ID roles and permissions for pipeline, storage, and registry access.

Constraints

This Service Element is subject to the following constraints:

- Framework performance is dependent on model quality and dataset stability.
- Ethical and governance requirements must be defined by the customer before implementation.
- Infrastructure, compute, and storage capacity constraints may limit pipeline automation.
- Continuous model monitoring is outside scope and must be managed by customer teams.
- MLOps tooling must already exist; procurement is not included.

Benefits

This Service Element strengthens The Intelligent Business by ensuring that predictive models are developed, deployed, and monitored through safe, transparent, and repeatable processes. It reduces operational risk by embedding ethical checks, human approval points, and governance alignment into the lifecycle of every model.

By automating key steps across the ML lifecycle, the service increases reliability, accelerates delivery, and provides confidence that advanced analytical solutions are being introduced responsibly and sustainably.

848 Responsibilities

Under this Service Element, 848 will:

- Design and implement the MLOps framework and lifecycle blueprint.
- Configure automated pipelines for training, validation, deployment, and monitoring.
- Establish governance gates, oversight controls, and approval workflows.
- Document end-to-end processes, standards, and operational responsibilities.
- Validate pipeline operation with analysts, data scientists, and governance leads.
- Deliver knowledge transfer to relevant technical and governance teams.
- Ensure alignment with The Insightful Business and The Intelligent Business Framework.

Customer Responsibilities

The customer must:

- Provide access to data, environments, and CI/CD tooling.

- Validate governance, ethical, and approval requirements.
- Supply model examples or lifecycle scenarios for framework testing.
- Approve the final MLOps pipeline design and operational model.
- Manage ongoing monitoring and maintenance after implementation.
- Ensure appropriate roles and permissions are granted for pipeline automation.

Assumptions

This Service Element is delivered on the basis that:

- AI governance principles, risk controls, and ethical requirements are defined.
- A Fabric or Azure ML environment is already in place.
- CI/CD tooling and version control repositories are available.
- Established datasets are accessible for validation scenarios.
- Customer teams will own and manage pipeline operation after delivery.

Exclusions

This Service Element does not include:

- Model development, training, tuning, or feature engineering.
- Data engineering, ingestion pipelines, or lakehouse build.
- Ongoing model monitoring, drift management, or 24/7 operational support.
- Security engineering, infrastructure configuration, or capacity provisioning.
- AI governance framework creation or policy writing.
- Automated deployment of models without human oversight.
- Dashboard development or analytical product delivery.
- Managed service for MLOps or model operations.

Success Measures

This Service Element is successfully delivered when:

- Automated training, validation, and deployment pipelines are operational.
- Governance gates and approval routes function as defined.
- Model registry and versioning structures are validated.
- Monitoring and drift detection mechanisms are in place.
- Documentation and operational guidance are approved.
- Knowledge transfer is completed and understood.

- Customer confirms readiness to use the framework for future models.

Service Element: Predictive and Advanced Analytics Model Development

Description

The Predictive and Advanced Analytics Model Development service builds, validates, and deploys machine learning models that support forecasting, optimisation, classification, and decision-making.

The service follows a governed, transparent approach to model development, ensuring that all models are explainable, ethically appropriate, and aligned with organisational governance. It includes feature engineering, training, evaluation, user validation, and controlled deployment through approved MLOps pathways.

The service strengthens analytical capability by providing high-quality predictive insight while maintaining essential safeguards around fairness, oversight, and responsible use.

Deliverables

Deliverable	Description
Problem Definition and Requirements Summary	Agreed objectives, decision pathway, and modelling criteria.
Data Exploration and Feature Engineering Output	Documented dataset preparation and feature selection.
Model Training and Evaluation Package	Trained models, performance metrics, and evaluation evidence.
Explainability and Transparency Artefacts	Model behaviour summaries, confidence indicators, and rationale outputs.
Fairness and Risk Assessment	Review of bias, proportionality, and ethical suitability.
User Validation Findings	Feedback from operational users on interpretability and usefulness.
Deployment-Ready Model Package	Structured artefacts prepared for release via MLOps pipelines.
Operational Integration Guidance	Instructions for using model outputs within workflows.

Model Documentation Pack	Full record of assumptions, logic, data used, risks, and limitations.
Knowledge Transfer Session	Support for analysts and managers on interpreting and using model outputs.

Dependencies

Delivery of this Service Element requires:

- Access to governed datasets suitable for training and evaluation.
- Availability of Microsoft Fabric, Azure Machine Learning, or equivalent modelling environment.
- Predefined MLOps framework for deployment pathways.
- Clear governance and ethical approval processes.
- Engagement from operational users to validate interpretability and relevance.

Constraints

This Service Element is subject to the following constraints:

- Model feasibility is limited by data completeness, quality, and bias.
- Ethical, legal, or governance requirements may restrict model scope or use.
- Highly complex models may be unsuitable if explainability is required.
- Deployment cannot proceed without governance approval.
- Long-term model monitoring is outside the scope of this service.

Benefits

This Service Element strengthens The Intelligent Business by providing reliable predictive insight that enhances decision-making and improves service responsiveness. It introduces governed, transparent models that support early warning, risk detection, demand forecasting, and resource optimisation.

By embedding explainability and ethical safeguards, the service ensures that advanced analytics can be trusted and used with confidence. It increases analytical maturity, supports proactive planning, and ensures that predictive solutions are deployed responsibly, safely, and in alignment with organisational priorities.

848 Responsibilities

Under this Service Element, 848 will:

- Define modelling requirements and success criteria.
- Conduct data exploration, feature engineering, and model training.

- Evaluate models using transparent, governed methods.
- Perform fairness and risk assessments for each approved use case.
- Validate model behaviour with operational teams.
- Prepare deployment-ready artefacts and documentation.
- Support controlled deployment using the MLOps framework.
- Deliver knowledge transfer on model interpretation and use.

Customer Responsibilities

The customer must:

- Provide access to required datasets and business experts.
- Confirm governance, ethical expectations, and approval criteria.
- Participate in validation sessions and provide feedback.
- Approve final model scope, behaviour, and deployment readiness.
- Embed model outputs into operational processes where appropriate.
- Manage ongoing model monitoring after deployment.

Assumptions

This Service Element is delivered on the basis that:

- Data is available, governed, and suitable for modelling.
- Ethical review and approval processes are already defined.
- The organisation has an operational MLOps framework in place.
- Relevant users can participate in validation and interpretability sessions.
- Advanced analytics will be used to augment—not replace—human decision-making.

Exclusions

This Service Element does not include:

- Data ingestion, transformation, or engineering.
- Long-term model monitoring, drift detection, or performance management.
- MLOps framework creation or CI/CD pipeline setup.
- Automation workflows or decision automation (covered in other elements).
- Generative AI model training or fine-tuning.
- Creation of governance or ethics policies.
- Redesign of operational processes or workforce roles.

- Dashboard or report development.

Success Measures

This Service Element is successfully delivered when:

- Models meet defined performance, fairness, and interpretability criteria.
- Operational users validate the relevance and usefulness of outputs.
- Governance approval is secured for deployment.
- Deployment-ready artefacts are completed and aligned to MLOps requirements.
- Documentation is approved and meets ethical and governance expectations.
- Knowledge transfer is successfully delivered.
- Customer confirms readiness to incorporate model outputs into decisions.

Service Element: Generative AI and Copilot Integration

Description

The Generative AI and Copilot Integration service embeds Microsoft Copilot and natural-language capabilities into analytical and productivity workflows, enabling users to explore data, generate insights, and interpret information through conversational interaction.

The service configures Copilot within approved Microsoft environments, aligns its use to organisational governance and ethical standards, and provides users with safe, structured methods for AI-assisted data exploration. It strengthens analytical capability by enabling faster insight generation while ensuring all outputs remain explainable, governed, and subject to human oversight.

Deliverables

Deliverable	Description
Copilot Integration Blueprint	Defined approach for embedding Copilot into analytics workflows.
Environment Configuration	Setup of Copilot capabilities within Fabric, Power BI, or M365 (as permitted).
Role-Based Access Alignment	Permissions aligned to governance and data access boundaries.
Prompting and Safety Guidelines	Guidance for responsible prompting and generative interaction.
Generative Insight Templates	Structured examples for safe exploration of datasets and models.
AI Output Validation Guidance	Instructions for interpreting and verifying Copilot-generated content.
Ethical Use and Boundaries Summary	Defined controls and limitations for governed generative AI use.
Adoption and Usage Guide	Practical instructions for staff using Copilot for analytics tasks.
Integration Use Case Examples	Illustrative scenarios showing appropriate Copilot usage.
Knowledge Transfer Session	Walkthrough of configuration, safety controls, and user guidance.

Dependencies

Delivery of this Service Element requires:

- Microsoft licences enabling Copilot functionality within the customer's tenant.
- Governance and ethical requirements for generative AI usage.
- Configured Power BI, Fabric, or Microsoft 365 environments.
- Access to governed datasets for natural-language exploration.
- Engagement from analysts and business users to validate integration scenarios.

Constraints

This Service Element is subject to the following constraints:

- Copilot capabilities depend on Microsoft platform availability and licensing.
- Natural-language outputs must be validated by humans and cannot be used autonomously.
- Data access limitations apply—Copilot cannot surface restricted datasets.
- Ethical and governance controls must be predefined by the customer.
- This service does not introduce functionality not already supported by Microsoft.

Benefits

This Service Element strengthens The Intelligent Business by enabling staff to access insights more quickly and intuitively through natural-language interaction. It increases the accessibility of analytics, allowing users with varying levels of technical skill to explore data safely and responsibly.

By embedding generative AI within governed environments, the service supports faster decision-making, enhances understanding of complex information, and maintains confidence in the ethical and controlled use of AI-assisted capabilities.

848 Responsibilities

Under this Service Element, 848 will:

- Configure Copilot capabilities within permitted Microsoft environments.
- Align Copilot usage with governance, ethical standards, and security rules.
- Provide prompting guidance and safe usage patterns.
- Develop generative insight examples and templates.
- Validate access alignment and Copilot behaviour.
- Produce documentation for adoption and safe usage.
- Deliver knowledge transfer to analysts, business users, and governance teams.

Customer Responsibilities

The customer must:

- Provide access to Microsoft environments where Copilot will be used.
- Confirm governance expectations and ethical requirements for generative AI.
- Ensure appropriate licensing for all Copilot features.
- Approve usage scenarios, boundaries, and safe interaction rules.
- Participate in validation and adoption activities.
- Maintain governance oversight for ongoing Copilot usage.

Assumptions

This Service Element is delivered on the basis that:

- Copilot features are available and licensed within the customer's Microsoft tenant.
- Data is governed, accessible, and structured in semantic or analytical models.
- Governance, data protection, and ethical constraints are clearly defined.
- Users understand their responsibilities when interacting with AI outputs.
- Generative AI will augment—not replace—human interpretation and decision-making.

Exclusions

This Service Element does not include:

- Custom LLM development, training, or fine-tuning.
- Integration of third-party generative AI tools or platforms.
- Data ingestion, transformation, or semantic model development.
- Predictive model building or advanced analytics development.
- Copilot licensing, procurement, or tenant-wide configuration.
- Automation of business processes using generative outputs.
- Ongoing monitoring or managed support for Copilot usage.
- Creation of organisational AI governance frameworks or ethical policy.
- Development of dashboards, reports, or analytical products.

Success Measures

This Service Element is successfully delivered when:

- Copilot is configured and validated within approved environments.
- Users can safely explore data using natural-language interactions.

- Access and governance boundaries function as expected.
- Ethical and responsible usage rules are documented and approved.
- Generative insight examples are understood and adopted.
- Knowledge transfer has been delivered successfully.
- Customer confirms readiness to use Copilot for AI-assisted exploration.

Service Element: Model Deployment and Monitoring Service

Description

The Model Deployment and Monitoring Service operationalises approved machine learning models using governed, controlled, and repeatable processes. It deploys models through the established MLOps framework, ensuring version control, traceability, and adherence to ethical and governance requirements.

The service configures monitoring for performance, accuracy, drift, and behaviour, enabling the organisation to detect issues early and maintain confidence in model outputs. It also establishes processes for controlled retraining and redeployment, ensuring models remain relevant and reliable over time. This service strengthens operational use of predictive analytics while maintaining essential safeguards, oversight, and transparency.

Deliverables

Deliverable	Description
Deployment Plan	Defined deployment approach aligned with MLOps governance.
Deployment Pipeline Configuration	Setup of automated deployment workflows for approved models.
Version Control and Registry Setup	Registration, versioning, and traceability of deployed models.
Monitoring and Drift Detection Dashboard	Tools and metrics tracking performance, behaviour, and change over time.
Alerting and Threshold Configuration	Set thresholds and alerts for performance degradation and drift.
Controlled Retraining Workflow	Defined approach for retraining models under governance oversight.
Rollback and Retirement Procedures	Processes for safe removal or rollback of deployed models.
Operational Integration Guidance	Instructions for consuming model outputs within operational workflows.
Governance and Ethical Compliance Summary	Confirmation of oversight, fairness checks, and transparency requirements.

Knowledge Transfer Session	Walkthrough of deployment, monitoring, and retraining processes.
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Dependencies

Delivery of this Service Element requires:

- Functional MLOps framework already implemented and approved.
- Access to governed datasets and telemetry for monitoring.
- Permissions for deployment pipelines, registries, and model storage.
- Defined ethical, governance, and approval protocols.
- Engagement from analysts, IT operations, and governance teams.

Constraints

This Service Element is subject to the following constraints:

- Deployment depends on model approval and ethical review.
- Monitoring quality relies on available logs, telemetry, and data refresh cycles.
- Retraining feasibility depends on data availability and governance controls.
- The service is time-bound; no ongoing monitoring or operational management is included.
- The service does not cover rapid iteration cycles for highly experimental models.

Benefits

This Service Element strengthens The Intelligent Business by enabling predictive models to operate reliably and transparently within real-world workflows. It reduces operational risk by embedding monitoring, oversight, and version control into every deployment.

The service enhances decision-making by ensuring model outputs remain accurate, ethical, and explainable over time. By enabling structured retraining and responsible lifecycle management, the organisation can adopt advanced analytics at scale while maintaining confidence in safety, compliance, and governance alignment.

848 Responsibilities

Under this Service Element, 848 will:

- Configure deployment pipelines and lifecycle controls within the MLOps framework.
- Register and version deployed models in approved repositories.
- Enable monitoring, drift detection, and performance-tracking mechanisms.
- Establish retraining workflows and rollback procedures.
- Validate deployment readiness with analysts and governance leads.

- Document all controls, processes, and operational guidance.
- Deliver knowledge transfer on deployment, monitoring, and oversight.

Customer Responsibilities

The customer must:

- Provide access to environments, telemetry, and governance controls.
- Approve model readiness, risk assessments, and deployment decisions.
- Validate monitoring thresholds and alerting expectations.
- Assign ownership for ongoing model oversight post-handover.
- Participate in validation, training, and adoption activities.
- Implement operational processes that consume model outputs.

Assumptions

This Service Element is delivered on the basis that:

- An MLOps framework exists and is operational.
- Governance and ethical requirements are defined and enforced.
- Required telemetry and monitoring tools are available.
- Stakeholders are available for validation and support.
- Models have been fully developed, tested, and approved before deployment.

Exclusions

This Service Element does not include:

- Model development, training, or tuning.
- Continuous or long-term model monitoring as a managed service.
- Data engineering, ingestion, transformation, or schema changes.
- Infrastructure provisioning, identity management, or security configuration.
- Governance framework creation or ethics policy design.
- Business process redesign or operational transformation.
- Integration into external systems not already supported by the organisation.
- Automated, unsupervised model deployment or retraining.

Success Measures

This Service Element is successfully delivered when:

- Models are deployed through controlled, governed pipelines.

- Monitoring dashboards track performance, drift, and behaviour reliably.
- Version control and traceability are in place and validated.
- Retraining, rollback, and retirement processes are documented and approved.
- Ethical and governance checks confirm suitability for operational use.
- Knowledge transfer is completed and understood.
- Customer confirms readiness to manage deployed models.

Service Element: Embedded Analytics in Business Applications

Description

The Embedded Analytics in Business Applications service integrates governed analytical insights, predictive outputs, and AI-assisted decision support directly into enterprise systems such as Dynamics 365, Power Apps, and other Microsoft business applications.

The service ensures users can access relevant, real-time insight within the systems where they work, reducing context switching and strengthening decision-making at the point of use. Embedded insight components follow organisational governance, ethical requirements, row-level security, and approved semantic models.

This enables safe, consistent, and aligned analytical experiences across operational workflows without altering or rebuilding core business applications.

Deliverables

Deliverable	Description
Embedded Analytics Integration Blueprint	Defined approach for embedding insight into Dynamics, Power Apps, or equivalent.
Power BI Embedded Configuration	Setup of governed visual components for real-time insight.
Insight Component Deployment	Placement of dashboards, KPIs, predictions, or alerts inside approved application screens.
Predictive Output Integration	Integration of model outputs (scores, forecasts, indicators) into business applications.
Access and Permission Alignment	Ensures embedding respects security roles and row-level governance.
Ethical Use and Safety Controls	Confirmation that embedded insight meets governance and ethical requirements.
User Interpretation and Decision-Support Guidance	Instructions for applying embedded insights in operational contexts.
Testing and Validation Summary	Verification of usability, performance, and compliance with governance.

Application Integration Documentation	Clear instructions covering configuration, dependencies, and support boundaries.
Knowledge Transfer Session	Walkthrough for analysts, app owners, and operational teams.

Dependencies

Delivery of this Service Element requires:

- Existing Dynamics 365, Power Apps, or other supported enterprise applications.
- Power BI, Fabric, or semantic models already available and governed.
- Defined AI governance and ethical review processes (for predictive integration).
- Microsoft licensing permitting embedded analytics features.
- Access for relevant application owners and system administrators.

Constraints

This Service Element is subject to the following constraints:

- Embedded analytics performance may be constrained by application UI or capacity limits.
- Only governed datasets and approved models may be embedded.
- Row-level security rules must be enforced and may restrict visibility.
- Real-time insight depends on underlying data refresh patterns.
- This service does not modify business application architecture or entities.
- Embedding generative or predictive AI requires ethical approval.

Benefits

This Service Element strengthens The Intelligent Business by placing relevant insight directly into the tools employees use every day. It supports faster, more consistent decisions by ensuring users have access to governed data, predictive indicators, and AI-assisted guidance at the point of action.

Embedding analytics reduces reliance on separate reporting systems, increases trust in insight through consistent definitions, and enhances workflow efficiency. It enables the organisation to operationalise intelligence without re-engineering core business applications.

848 Responsibilities

Under this Service Element, 848 will:

- Define and configure the integration of embedded analytics across chosen applications.

- Embed dashboards, KPIs, predictive outputs, and insight components using supported methods.
- Align integration with governance, access controls, and ethical requirements.
- Test and validate embedded experiences with users and application owners.
- Document all configurations, dependencies, and operational considerations.
- Deliver knowledge transfer to analysts, app owners, and operational teams.

Customer Responsibilities

The customer must:

- Provide access to Dynamics, Power Apps, or other enterprise applications.
- Confirm governance and ethical requirements for embedded AI or predictive outputs.
- Approve the placement and usage of embedded insight elements.
- Ensure application administrators are available for configuration validation.
- Maintain application structures and permissions after handover.
- Support adoption of embedded insights across operational teams.

Assumptions

This Service Element is delivered on the basis that:

- Enterprise systems and data sources are already configured.
- Semantic models, KPI definitions, or predictive outputs exist and are validated.
- Copilot or AI-assisted capabilities (if used) are licensed and enabled.
- Application performance can support embedded analytics components.
- Governance and security constraints are clearly defined by the customer.

Exclusions

This Service Element does not include:

- Design or development of full Dynamics 365 or Power Apps solutions.
- Data engineering, ingestion pipelines, or data model redesign.
- Creation or tuning of machine learning models.
- Business process redesign or operational transformation.
- Automation development (e.g., Power Automate flows).
- Ongoing management of embedded dashboards or predictive outputs.
- Development of AI governance frameworks or policies.

- Integration into unsupported applications or custom enterprise systems.
- Tenant-wide Power BI Embedded architecture.

Success Measures

This Service Element is successfully delivered when:

- Governance-approved insight components are embedded into enterprise applications.
- Predictive or AI-assisted outputs function reliably within the application context.
- Access and permission boundaries are validated and enforced.
- Users can interpret embedded insight correctly and apply it in their workflows.
- Documentation and knowledge transfer are completed.
- Customer confirms embedded analytics is ready for operational use.

Service Element: Decision Workflow Automation (Power Automate)

Description

The Decision Workflow Automation service uses Power Automate to build governed, data-driven workflows that trigger actions, notifications, and decision-support steps based on analytical outputs, predictive indicators, and operational rules.

The service creates structured, transparent pathways that help staff respond consistently to defined conditions, while ensuring automation remains aligned to governance, security, and ethical expectations.

It integrates insights directly into everyday processes without redesigning operational systems, enabling quicker responses, reducing manual effort, and strengthening decision quality across the organisation.

Deliverables

Deliverable	Description
Automation Design Specification	Defined logic, triggers, rules, and human-oversight requirements.
Power Automate Flow Development	Build of governed workflows using validated triggers and actions.
Data-Driven Trigger Configuration	Setup of conditions based on KPIs, semantic models, or model outputs.
Approval and Oversight Controls	Human-in-the-loop steps for sensitive or high-impact decisions.
Exception and Escalation Pathways	Routing for outliers, failures, or rule violations.
Environment and Access Alignment	Configuration ensuring flows respect governance and permissions.
Test and Validation Summary	User validation, flow testing, and governance assurance results.
Ethical Use and Safety Review	Confirmation automation complies with responsible AI expectations.
Operational Handover Guide	Documentation covering flow logic, maintenance steps, and ownership.

Knowledge Transfer Session	Walkthrough of automation logic, triggers, and operational use.
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Dependencies

Delivery of this Service Element requires:

- Governed datasets, KPIs, or predictive outputs to act as automation triggers.
- Appropriate Power Automate licensing and environment configuration.
- Access permissions for connectors, Dataverse entities, and application interfaces.
- Customer-defined governance, approval, and risk thresholds.
- Engagement from operational teams to validate workflow behaviour.

Constraints

This Service Element is subject to the following constraints:

- High-impact workflows require human approval steps and cannot operate autonomously.
- Only Microsoft-supported connectors are used; no custom API development.
- Automation performance and frequency are limited by Power Automate capacity.
- Workflows cannot alter business logic within Dynamics or Power Apps.
- Automation is time-bound to delivery; ongoing support is out of scope.

Benefits

This Service Element strengthens The Intelligent Business by embedding intelligence directly into operational processes, enabling timely, consistent, and data-driven actions. It reduces manual effort on predictable decisions, ensures that staff receive clear prompts when action is required, and standardises decision-making pathways across teams.

By aligning automation with governance and ethical controls, the organisation gains reliable, responsible, and repeatable workflows that improve service responsiveness without compromising oversight or accountability.

848 Responsibilities

Under this Service Element, 848 will:

- Design automation logic aligned to governance, ethics, and decision rules.
- Build and configure Power Automate flows using validated triggers and conditions.
- Integrate insights, predictive outputs, and KPIs within workflows.
- Establish approval points, escalations, and exception-handling pathways.
- Test automation with operational teams and refine as needed.

- Document all logic, controls, and operational guidance.
- Deliver knowledge transfer to the customer's technical and operational teams.

Customer Responsibilities

The customer must:

- Provide access to data sources, connectors, and environments.
- Confirm decision rules, governance expectations, and approval boundaries.
- Validate workflow behaviour in test scenarios.
- Approve automation logic before release.
- Assign ownership for ongoing flow monitoring and maintenance.
- Ensure staff understand how to act on automated prompts or tasks.

Assumptions

This Service Element is delivered on the basis that:

- Required datasets, KPIs, or predictive outputs already exist and are governed.
- Governance and ethical requirements for workflow automation are defined.
- Power Automate environments and licences are available.
- Relevant connectors and application interfaces are permitted for use.
- Operational teams can participate in testing and validation.

Exclusions

This Service Element does not include:

- Business process reengineering or operating model redesign.
- Development of Power Apps or Dynamics 365 applications.
- Custom connector development or external API integration.
- Predictive or generative model development.
- Data ingestion, transformation, or data engineering.
- RPA (robotic process automation) or screen-based automation.
- Autonomous decisioning without human oversight.
- Long-term management, monitoring, or break/fix support.
- Creation of organisational workflow or governance frameworks.

Success Measures

This Service Element is successfully delivered when:

- Automation flows function reliably and match defined decision logic.
- Governance, ethical, and approval requirements are met.
- Users validate that workflows support operational decision-making.
- Exception handling and oversight routes operate correctly.
- Documentation and handover are complete.
- Knowledge transfer is delivered and understood.
- Customer confirms readiness to adopt automated workflows.

Service Element: Fabric Data Activator Enablement

Description

The Fabric Data Activator Enablement service configures Microsoft Fabric Data Activator to detect meaningful events, thresholds, or anomalies in real-time data and trigger governed alerts or workflow responses.

This service provides the organisation with the ability to identify and act upon operational signals without relying on manual monitoring. It ensures that event-driven triggers are aligned to governance, ethical expectations, and access controls, and that any automated responses remain safe, transparent, and overseen by human decision-makers.

The service strengthens operational responsiveness by integrating real-time intelligence into everyday workflows while preserving organisational control and accountability.

Deliverables

Deliverable	Description
Real-Time Activation Blueprint	Defined approach for event rules, triggers, and response pathways.
Data Activator Configuration	Setup of Data Activator environment, monitoring rules, and thresholds.
Real-Time Event Definitions	Documented metrics, signals, or conditions to be monitored.
Alerting and Escalation Setup	Configuration of Teams, email, or system notifications for alert delivery.
Workflow Trigger Integration	Optional integration with Power Automate for governed responses.
Ethical and Governance Alignment Review	Confirmation that triggers and responses meet governance requirements.
Exception Handling Rules	Defined actions for unexpected values, failed checks, or data gaps.
Testing and Validation Summary	Verification of rule accuracy and alert responsiveness.
Operational Use Guide	Instructions for responding to alerts and managing event rules.
Knowledge Transfer Session	Walkthrough of event logic, alerts, and integration pathways.

Dependencies

Delivery of this Service Element requires:

- Real-time or frequently refreshed datasets within Fabric.
- Defined thresholds, conditions, or predictive indicators for monitoring.
- Access permissions for Data Activator, Power Automate, and alerting channels.
- Organisational governance and ethical oversight requirements.

- Engagement from operational teams to validate rule behaviour.

Constraints

This Service Element is subject to the following constraints:

- Event detection quality depends on data refresh cadence and stability.
- High-frequency data streams may require optimisation to avoid alert fatigue.
- Predictive signals used as triggers must pass ethical and governance checks.
- Alerts cannot override role-based access or organisational permission controls.
- This service does not include long-term rule management or ongoing monitoring.

Benefits

This Service Element strengthens The Intelligent Business by enabling the organisation to act quickly and consistently when important data events occur. It reduces reliance on manual monitoring, supports proactive intervention, and embeds intelligence directly into operational workflows.

By ensuring all triggers and responses are governed, ethical, and transparent, the service provides confidence that real-time automation is used responsibly and effectively. It enhances responsiveness, reduces risk, and enables teams to focus on higher-value activities.

848 Responsibilities

Under this Service Element, 848 will:

- Configure Fabric Data Activator rules and monitoring logic.
- Establish alerting pathways and optional automation triggers.
- Ensure alignment with governance, ethical standards, and access controls.
- Validate event logic with operational users.
- Document event rules, responsibilities, and operational expectations.
- Deliver knowledge transfer to analysts and operational teams.

Customer Responsibilities

The customer must:

- Provide access to datasets, governance rules, and threshold definitions.
- Confirm risk appetite and ethical boundaries for event triggers.
- Validate alert content, frequency, and escalation routes.
- Approve any integration with Power Automate workflows.
- Assign ownership for rule maintenance and operational oversight.
- Ensure staff understand how to respond to alerts and notifications.

Assumptions

This Service Element is delivered on the basis that:

- Required datasets are already available and governed.
- Real-time or regular refresh mechanisms exist within Fabric.
- Governance and ethical frameworks are defined.
- Users have access to Teams, email, or relevant communication channels.
- Event triggers require human oversight for any high-impact decisions.

Exclusions

This Service Element does not include:

- Creation of data pipelines, engineering work, or transformation logic.
- Development of predictive models or analytical algorithms.
- Business process redesign or operational transformation.
- RPA-style or UI-based automation.
- Long-term monitoring or event-rule management.
- Integration with systems not supported by out-of-the-box connectors.
- Creation of governance or ethical policies.
- High-risk autonomous or unsupervised decisioning mechanisms.

Success Measures

This Service Element is successfully delivered when:

- Real-time event detection rules operate reliably.
- Alerts are triggered accurately and delivered to the right users.
- Governance and ethical alignment is validated.
- Event responses behave as expected during testing.
- Documentation and operational guidance are approved.
- Knowledge transfer is completed and understood.
- Customer confirms readiness to use Data Activator for operational alerting.