

G-Cloud 15

AI & Data Strategy

Service Definition

Datasparq AI and Data Strategy Services

Datasparq provides AI and Data Strategy Services that help public sector organisations identify, prioritise and plan investment in data and artificial intelligence in a way that is practical, responsible and grounded in delivery. Our service is designed for central government bodies that need clarity on where AI and data can create value, confidence that proposed investments are viable, and a clear path from strategy to implementation.

Public sector organisations face increasing pressure to improve productivity, service quality and decision making while operating within tight governance, assurance and value for money constraints. Many organisations have pockets of innovation, proofs of concept or exploratory use of AI, but struggle to move from experimentation to sustained impact. Datasparq's role is to help clients move from ideas and ambition to an agreed, prioritised and investable strategy that aligns to organisational objectives and delivery realities.

What the service covers

Datasparq's AI and Data Strategy Services support organisations across the full lifecycle of strategic decision making, from early discovery through to investment planning and mobilisation. Typical areas of focus include:

- Defining a clear data and AI ambition aligned to departmental vision and priorities, policy objectives and service outcomes
- Identifying and prioritising high value AI and data use cases based on feasibility, impact, risk and readiness
- Assessing organisational readiness across data, technology, skills, operating model and governance
- Designing a target state for data and AI, including operating model, technical architecture and assurance approach
- Developing robust business cases, including costs, benefits, risks and return on investment
- Producing a phased roadmap that supports spend control, benefits realisation and delivery confidence

The service is modular and can be tailored to support organisations that are at different stages of maturity, whether they are exploring AI for the first time, reviewing an existing strategy, or preparing to scale successful initiatives.

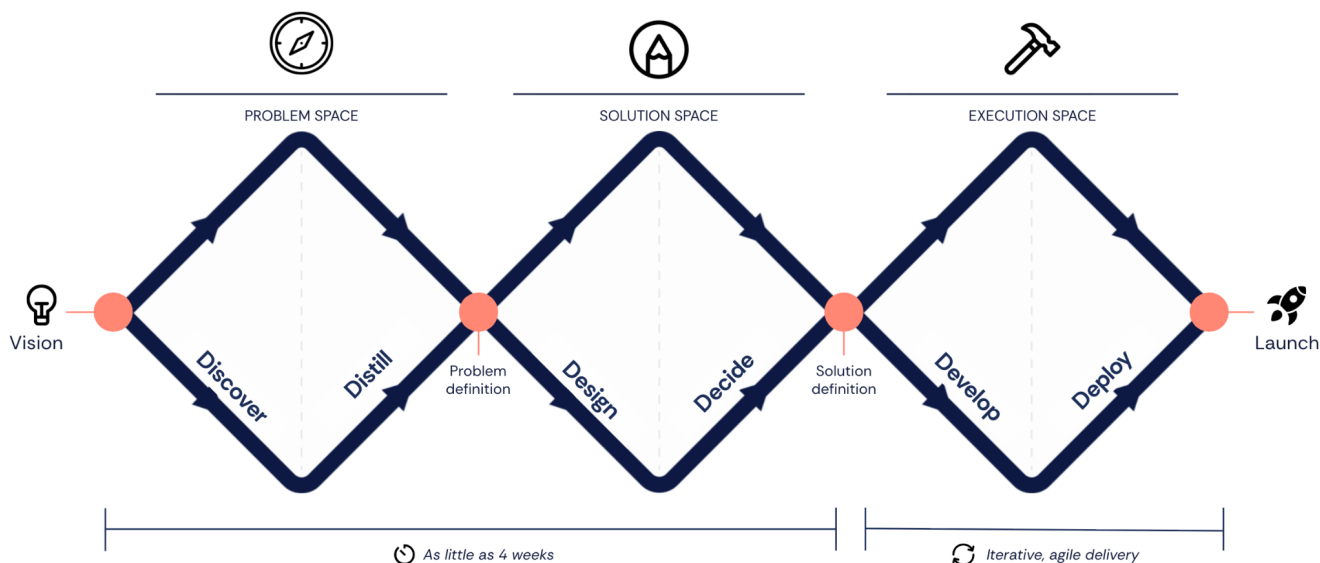
How Datasparq works

Datasparq takes a practitioner led approach that combines strategic thinking with hands on delivery experience. Strategies are developed by teams who have designed, built and embedded AI and data solutions in live operational environments. This ensures recommendations are realistic, actionable and grounded in how organisations actually work.

Our approach typically combines:

- Structured discovery and prioritisation workshops with senior leaders, policy teams, operational users and technical specialists
- Rapid assessment of current data assets, platforms, controls and delivery processes to understand constraints and enablers
- Collaborative development of use case shortlists, value hypotheses and success measures
- Clear articulation of options, trade offs and sequencing to support informed investment decisions

Rather than producing abstract strategy documents, Datasparq focuses on creating outputs that can be used directly to secure approval, funding and sponsorship. This includes prioritised roadmaps, investment cases, delivery approaches and clear definitions of what success looks like.



Where required, Datasparq provides support using NSV SC-cleared personnel, enabling safe operation within sensitive or restricted public sector environments. Security, data protection and responsible use of AI are embedded into day-to-day service operation, aligned with ISO/IEC 27001 controls and government guidance.

Responsible and trustworthy AI

Responsible use of AI is a core part of Datasparq's offering. We support public sector organisations to design AI strategies that are ethical, explainable and aligned to existing data protection, security and assurance frameworks. This includes consideration of:

- Data governance, quality and provenance
- Model transparency, accountability and monitoring
- Human oversight and decision support
- Organisational controls, assurance and risk management

Our work helps organisations move forward with confidence by ensuring that governance and responsibility are designed in from the outset, rather than treated as an afterthought.

Enabling adoption and long term value

Datasparq recognises that strategy alone does not deliver outcomes. Successful AI and data initiatives depend on adoption, skills and cultural change. As part of our strategy engagements, we help organisations plan for:

- Workforce impact and skills development
- Change management and communications
- Measures and metrics to track value and benefits realisation
- Building sustainable in house capability rather than long term dependency

This ensures that AI and data investments translate into improved services, better decisions and lasting organisational capability.

Typical outcomes for buyers

By the end of an AI and Data Strategy engagement with Datasparq, organisations typically have:

- A shared understanding of where AI and data can and should be used
- A prioritised and agreed portfolio of initiatives linked to strategic objectives
- Clear investment cases to support business planning and funding decisions
- A realistic roadmap that balances ambition with delivery confidence
- Greater organisational alignment and confidence to proceed

Datasparq's AI and Data Strategy Services are designed to help central government organisations make informed, defensible and value focused decisions about AI and data investment, and to move forward at pace with clarity and conviction.

Further Service Details

Pricing

This service will be based on the standard Datasparq rate card for consulting services.

Standards and assurance

Datasparq delivers its services in line with recognised UK Government standards and good practice for security, data and digital delivery. We are ISO/IEC 27001 and Cyber Essentials certified and operate in accordance with UK GDPR and the Data Protection Act 2018.

Our services align with relevant government guidance including the NCSC Cloud Security Principles, the Technology Code of Practice, and established approaches to data governance, ethics and responsible use of AI. We apply proportionate security, assurance and risk management controls based on the nature of the service and the data involved.

Datasparq applies a responsible and ethical approach to the use of AI. We work with clients to ensure that algorithms and data driven tools are used fairly, transparently and without bias or prejudice. Where potential ethical risks are identified, we will raise these with the client and support appropriate mitigations to ensure fair treatment of individuals and compliance with relevant standards and guidance.

Service Constraints

Specific service constraints will be agreed at initial engagement, however typically no maintenance or modification to developed solutions shall be undertaken without direct approval from the customer.

If operationally necessary, any scheduled modifications and enhancements to developed solutions will be undertaken outside of typically working hours or in scheduled system downtime.

Service Levels

Specific levels of service and expected performance criteria will form part of the engagement scoping and contractual agreement.

Backup/Restore and Disaster Recovery (DR)

Documents and solutions will be regularly backed up as part of our ISO27001 assured backup and business continuity processes agreed. Disaster recovery options will be considered on a case-by-case basis from the needs of the customer.

Factors to consider include:

- Mission critical severity of the solution
- Previously agreed uptime targets
- Size and geographical location of the user base

Solutions range from automated failover capabilities with redundant systems to take load capacity in the event of total failure, to secure off site data storage that can be utilised to recover manually.

Training

Following initial engagement, training documentation will be provided as per the contract specification. If additional training is identified for system end users this can be delivered through service support delivery offering.

Typical training approaches range from workshops and mentoring at service go-live to longer-term solutions such as an extended on-site presence and support. Training will be developed in conjunction with the customer to achieve a best fit for the required skill levels and audience.

Ordering and invoicing process

Initial ordering of services will be confirmed by contract signature and receipt of confirmed purchase order to Datasparq Limited.

Consumer responsibilities

No specific consumer responsibilities have been identified for this specialised service offering. Customer dependencies and requirements will be discussed on an individual engagement basis and be reflected in contractual agreements.