

GenAI & LLM Solutions

Service Definition

Datasparq GenAI & LLM Solutions

Datasparq's GenAI and LLM Solutions service supports organisations to design, build and deploy practical Generative AI and Agentic solutions that are embedded into real business processes and used effectively by staff and customers. The service focuses on applying large language models (LLMs) in a controlled, secure and user centred way to improve productivity, quality, consistency and decision making.

Rather than treating LLMs as standalone technical components or experimental tools, Datasparq designs end-to-end solutions that combine AI capability with thoughtful product design, clear workflows and intuitive user interfaces. This ensures GenAI capability is available at the point of need and integrated into day-to-day work, rather than hidden behind prompts, scripts or complex technical tooling.

Datasparq works with a range of leading LLM providers and platforms, including OpenAI, Microsoft and Google, and is technology agnostic in its approach. We help organisations select and apply the most appropriate techniques for each use case, balancing capability, cost, security, reliability and ease of adoption.

This service is suitable for organisations looking to move beyond generic AI tooling and develop tailored GenAI solutions that support specific operational, analytical or customer facing needs.

What the service covers

Aligned with the Government Digital Service (GDS) Service Standard, the GenAI and LLM Solutions service can be delivered as a discrete piece of work or across multiple phases, including Discovery, Alpha and Beta, depending on the maturity and complexity of the requirement.

The service typically covers:

- Identification and prioritisation of GenAI use cases aligned to business objectives, operational pain points and user needs
- User research and service design to understand workflows, constraints and opportunities for AI augmentation
- Solution definition, including functional scope, success measures, assurance considerations and delivery approach
- Selection and configuration of LLM and Agent services from providers such as OpenAI, Microsoft and Google
- Application of LLM techniques including prompt engineering, Retrieval Augmented Generation (RAG), Chain of Thought and ReACT to tailor model behaviour to the solution context
- Design and development of user friendly interfaces, including web based tools, embedded workflow components or integrations with existing systems
- Design and implementation of agentic workflows, enabling LLM based agents to automate and coordinate multi-step tasks within defined controls, with human oversight and clear escalation points
- Integration with enterprise data sources, document repositories and operational systems where appropriate

- Implementation of human in the loop controls to manage quality, reliability and ethical risk
- Testing, evaluation and refinement of outputs to ensure accuracy, consistency and usability
Deployment into secure cloud environments aligned with organisational standards
- Knowledge transfer and support to enable safe and effective use and support of the solution

This service focuses on the design and delivery of GenAI powered products and tools. Where required, Datasparq can also support data platform, MLOps or managed service requirements through our separate service offerings.

How Datasparq works

Datasparq applies a design thinking led, agile approach that brings together product design, data science and engineering disciplines. This ensures solutions are grounded in real user needs and operational constraints, while remaining technically robust and scalable.

Our approach aligns with the intent of GDS delivery standards by emphasising early discovery, iterative delivery and user centred design, without imposing unnecessary process overhead.

We typically work through the following stages:

- **Discovery and framing:** Working with stakeholders and users to understand the problem space, define where GenAI adds value and where it does not, and identify risks and constraints
- **Solution design:** Defining the target user experience, system architecture and AI approach, including decisions on LLM usage, grounding strategies and human oversight
- **Iterative build and test:** Developing working prototypes and MVPs in short iterations, testing with users and refining prompts, retrieval logic and interfaces based on feedback
- **Assurance and readiness:** Embedding appropriate controls for security, ethics, reliability and cost management, and preparing the solution for operational use
- **Deployment and transition:** Supporting deployment into live environments and helping teams adopt and use the solution effectively

Throughout delivery, Datasparq maintains a strong focus on explainability, cost control and operational sustainability, ensuring solutions can be supported and evolved over time.

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 and solutions 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 and solutions alone do not deliver outcomes. Successful AI and data initiatives depend on adoption, skills and cultural change. As part of our 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

Buyers using this service typically achieve:

- GenAI solutions that are tailored to specific business processes rather than generic chat interfaces
- Improved efficiency and quality in document heavy, knowledge intensive or decision support workflows
- Opportunities to automate and coordinate complex, multi step tasks using agentic approaches, reducing manual effort while maintaining appropriate controls, transparency and human involvement
- Increased confidence in the safe, ethical and reliable use of LLMs
- Clear understanding of where advanced techniques such as RAG or agent based patterns add value, and where simpler approaches are sufficient
- Higher adoption through intuitive design and integration with existing tools and systems
- Reduced risk associated with unmanaged AI usage by embedding governance and human oversight into solutions
- Practical foundations for scaling GenAI capability across the organisation

This service helps organisations move from experimentation to real, sustainable value from Generative AI.

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.