

G-Cloud 15

End-to-End AI

Service Definition

Datasparq End-to-End AI

Datasparq's End-to-End AI service supports organisations to transform the way they work through the design, delivery and embedding of AI-enabled capability. It provides a full lifecycle service, from early opportunity identification through to live operation, adoption and benefits realisation. The service brings together strategy, product design, data engineering, data science, MLOps, user experience and change capability into a single, joined-up delivery model, capable of unlocking scaled improvements underpinned by AI.

Many organisations recognise the potential of AI but struggle to move beyond pilots or isolated solutions. Common barriers include unclear prioritisation, fragmented delivery across multiple suppliers, solutions that are not aligned to user needs, and a lack of focus on adoption and measurable benefits. Datasparq addresses these challenges by taking a user-centred, product-led approach that combines technical delivery with organisational change and clear benefits tracking.

The service is designed to support enterprise-scale AI-enabled change, coordinating multiple initiatives or use cases where appropriate. At the same time, it can be applied incrementally, starting with focused opportunities and scaling over time as confidence, capability and value are established.

Our offering is underpinned by ethical, transparent and accountable approaches to AI, with governance, assurance and human oversight designed in from the outset.

What the service covers

Datasparq's End-to-End AI service covers the full lifecycle of AI-enabled transformation, tailored to organisational context and maturity. This typically includes:

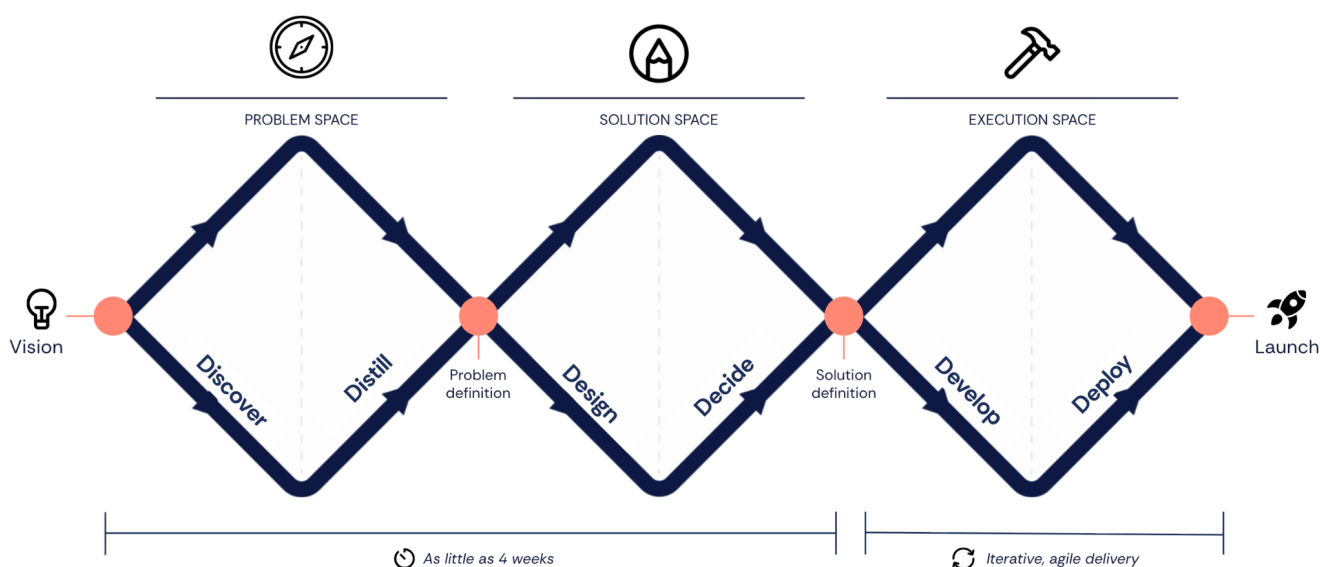
- Assessment of current organisational AI maturity, impact and effectiveness of existing solutions and initiatives and AI-readiness of current processes and ways of working
- Identification and prioritisation of AI opportunities aligned to organisational goals and user needs
- Definition and development of solution roadmaps and investment / business cases for senior sponsorship
- Discovery activities to understand users, processes, data availability and constraints
- Design of AI-enabled products, services and workflows using user-centred and design-led methods
- Data engineering and integration to make data available, reliable and usable for AI solutions
- Development of data science, machine learning and generative AI capabilities appropriate to the use case
- Design and build of user interfaces and tools that embed AI at the point of need
- Implementation of DevOps, MLOps, LLMOps and operational controls to support reliable deployment and ongoing improvement
- Coordination and delivery of multiple AI-enabled initiatives within a single programme or portfolio, where appropriate

- Assurance, testing and validation to ensure solutions are safe, transparent and fit for purpose
- Deployment into live environments, including integration with existing systems and services
- Change management, training and enablement to support adoption and effective use
- Benefits definition, tracking and evaluation to demonstrate return on investment
- Transition to managed service support where required

The service draws on relevant AI approaches as required, including predictive models, optimisation, decision support and generative AI, selected based on the problem being addressed rather than a single technology preference.

How Datasparq works

Datasparq works as an integrated, multidisciplinary team alongside clients, combining strategic, technical and delivery expertise. Our approach is iterative and adaptive, recognising that AI-enabled solutions evolve as understanding deepens and user needs become clearer.



Key principles of our approach include:

- **User-centred delivery**, ensuring AI solutions are designed around real user needs and operational contexts
- **Product-based thinking**, treating AI solutions as evolving products rather than one-off technical builds
- **Design-led methods**, using discovery, prototyping and testing to reduce risk and focus effort where it delivers value
- **End-to-end accountability**, with a single team responsible from opportunity identification through to live operation

- **Ethical and responsible AI**, with transparency, fairness and human oversight embedded into design and delivery
- **Benefits-led delivery**, maintaining a continuous focus on measurable outcomes and return on investment

Datasparq is experienced in delivering AI-enabled change across individual use cases, grouped initiatives or wider organisational programmes, adapting delivery structure and governance to suit the scale, risk and complexity of the work. We recognise that every organisation is at a different stage of their AI journey and so Datasparq offers a flexible approach that ranges from outsource delivery, where we operate independently to deliver required outcomes, through to integrated, collaborative augmentation, where we co-deliver solutions alongside your internal technical teams, filling critical gaps or capacity constraints.

Delivery is typically aligned to agile principles and can support phased approaches, aligned to the GDS Service Standard, such as Discovery, Alpha and Beta, while remaining pragmatic and proportionate.

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 Datasparq's End-to-End AI service typically achieve:

- Clear prioritisation of AI initiatives based on user need, feasibility and value, and a practical roadmap to execute the initiatives and deliver change
- AI solutions that are embedded into real workflows rather than operating as standalone tools
- Improved efficiency and productivity through appropriate automation and decision support
- Better user and citizen experiences enabled by intuitive, AI-enabled services
- Scalable and maintainable AI capabilities supported by robust data and operational foundations
- AI-enabled improvements delivered consistently across teams or services, with the ability to scale successful approaches across the organisation where appropriate
- Increased confidence in the ethical, transparent and responsible use of AI
- Improved adoption and sustained use through effective change and enablement
- Clear evidence of benefits realised and value delivered over time

The End-to-End AI service enables organisations to move from isolated experimentation to sustained, outcome-focused use of AI that supports better services and decision-making at scale.

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.