



G-Cloud 15

Lot 3 – Cloud Support Services (Additional Services)

Avanade Data & AI Strategy Consulting



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1. Service Overview

Avanade's Data & AI Strategy Consulting helps organizations unlock the value of their data by delivering a practical, actionable strategy and roadmap.

The service is designed to address the challenges of modern data and AI adoption, including generative AI, by focusing on business value, governance, and sustainable transformation.

Avanade's approach combines hands-on experience with executive-level engagement, supporting clients from initial strategy definition through to embedding and sustaining data-driven capabilities across people, processes, and technology.

The service emphasises effective management of data and AI assets, operationalizing platforms, improving data literacy, and enabling innovation, all underpinned by robust governance and a clear focus on measurable outcomes.

2. Service Scope & Constraints

Data is the lifeblood of every modern organisation, driving a wide and growing range of capabilities from interactive dashboards to complex digital twins, AI predictive models and now, Generative AI. If harnessed correctly, these capabilities can deliver a step-change in business performance, but unlocking their true value is not easy and investments frequently lose momentum as costs escalate. AI in particular creates challenges for public sector governance structures because its implementation is, by nature, based on iteration and individual experimentation – not easily translated into a formal public sector business case.

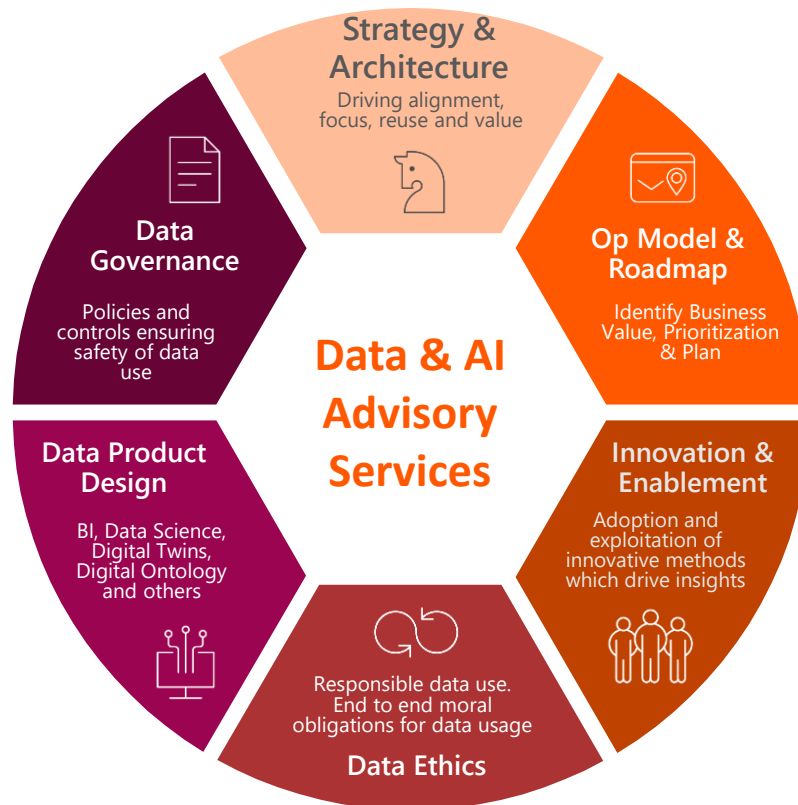
The process of developing and embedding modern data products like generative AI may differ from that of conventional analytics products, but at their heart they are still data products and the fundamental principles still apply. A clearly defined, practical data & AI strategy, roadmap and governance approach are key to unlocking the value from data & AI whilst effectively managing the associated risks and freeing up teams to focus on the meaning rather than the mechanics of data analysis. A sound Data & AI Strategy is akin to an operating system – a collection of interconnected functional components – that enables you to better use your data. Building a data & AI strategy is an incremental process, focused on business value and not just a standalone statement of intent.

By taking a system approach, Avanade delivers practical data & AI strategy which is strongly founded in hands-on experience, then stays with you as the journey unfolds. providing:

- Effective management of data & AI assets within the organisation;
- Effective platforms to operationalise the use of data & AI;
- Improved data literacy, maturity and capability;

Avanade has extensive experience in working at the executive level with Public Sector organisations to help them define and deliver data strategies that add value to the enterprise.

Our Data Strategy services offer a practical pathway, from initial strategy definition and alignment, through the whole lifecycle of embedding and sustaining the strategy across the whole business, encompassing people, processes and technology.



Avanade's Data & AI Strategy approach is based on six key areas:

- **Defining the Strategy:** drawing upon insight from our research partners at MIT's Centre for Information Systems Research, we help clients to crystallise how they will drive value from their data by striking the right balance between broadening, deepening and strengthening their digital offering landscape.
- **Designing the Operating Model:** identifying how to organise the people, processes, technology and, ultimately, the pipeline of user-facing data & AI products and services that will power a successful and sustainable data analytics capability.
- **Embedding Data & AI Governance:** defining and embedding the policies, standards and mechanisms that make catalogue assets discoverable, improve their reliability and underpin vital safeguarding, ethics, responsibility, sustainability and trust.
- **Driving Innovation and Enablement:** ensuring that data & AI culture reaches every corner of the organisation, enabling and empowering people to innovate and engage at whatever level is individually right for them - ranging from user communities and Citizen Developer enablement to specific "Innovation Catapult" services.
- **Data & AI Product Design:** helping organisations to navigate the complex and constantly shifting landscape of data & AI technologies to produce valuable products and services at pace and scale. We have a solid track record delivering everything from dashboards, PowerApps, Copilot and data science products to more advanced capabilities such as predictive digital twins and bespoke AI.
- **Unlocking DataOps Delivery:** building an efficient, flexible and scalable 'engine room' that can turn ideas into working solutions with pace, scale and reliability, unlocking further valuable opportunities each time it does so.

3. Service Approach & Outcomes

The specific approach involved in a given assignment will be tailored to the needs of the client and will be specified at contract tender.

Avanade's strategy review exercise incorporates the following high-level tasks:



3.1. Define & AI data strategy and vision

- Interview executive business, data and technology sponsors to understand current and future business objectives and priorities and how data can support the delivery of these;
- Interview key business process, data and technology owners to establish how current business decisions are supported by data and if there are any in-flight or planned data improvement projects to support business objectives;
- Hold workshops to discover and explore use-cases that form the basis of the data & AI strategy backlog and road map.

3.2. Current state assessment

- Review the current information architecture, listing current and future data sources, mapping data flows and data repositories, and assessing the current analytics and AI toolsets;
- Assess the current data organisation and capability, including roles and responsibilities, ways of working, availability of skills and decisions rights;
- Assess current data & AI governance areas and frameworks, including data ownership for critical domains, data quality, metadata and master data management, data cataloguing / lineage, ethics and responsibility frameworks and position on sustainability.

3.3. Future state design

- Highlight the business opportunities and costs of not closing current gaps;
- Define the future state data & AI architecture and technology model, simplifying the existing landscape and identifying new technologies whilst aligning the delivery roadmap with business priorities and use cases;
- Define future state capability, target operating model and organisational design, including the approach to change management and to establish centre(s) of excellence and data communities;
- Define KPIs to monitor and measure the performance of the proposed data & AI operating model;
- Define the future state business-as-usual governance model(s).

3.4. Roadmap

- Identify and prioritise a backlog of initiatives that advance business priorities, focus on realisable value and are incentivised for success;
- Align incremental waves of activities, building data & AI products and platforms incrementally to avoid long lead times;

- Outline the business case and cost model;
- Define the benefits realisation plan, aligned with the iterative nature of AI development.

4. Avanade Experience

The following examples demonstrate Avanade's expertise. For further information or specific client references, please feel free to contact us.

4.1. Public Sector

- **Modern Data Platform Transformation:**

Avanade has supported public sector organizations in defining and delivering data strategies that drive measurable value. Engagements typically focus on executive-level alignment, practical roadmaps, and embedding data-driven capabilities across people, processes, and technology. Outcomes include improved data literacy, operationalized platforms, and robust governance for AI and analytics adoption.

- **Generative AI & Governance:**

Projects often address the unique challenges of implementing generative AI in public sector environments, where governance and iterative experimentation must be balanced with formal business case requirements. Avanade's approach emphasizes sustainable transformation and measurable outcomes.

4.2. Financial Services

- **Cloud Migration & Cost Optimization:**

Case studies include large-scale migrations of data platforms to Azure Cloud, resulting in significant cost reductions, improved resilience, and accelerated delivery of new data-driven use cases. These projects highlight Avanade's expertise in platform modernization and business value realization.

- **AI Transformation Studio:**

Avanade has mobilized AI engineering teams to identify use cases, establish governance, and deliver proof-of-concept solutions, enabling financial services clients to scale AI adoption securely and efficiently.

4.3. Professional Services & Recruitment

- **Agentic AI Deployment:**

Avanade has implemented Agentic AI solutions for global recruitment firms, focusing on business value, operational maturity, and ROI. These engagements demonstrate the ability to scale AI solutions and embed them within core business processes.

4.4. Cross-Industry

- **Data & AI Product Delivery:**

Across industries, Avanade has delivered a range of data and AI products, from dashboards and PowerApps to advanced predictive models and digital twins. The approach is always tailored to client needs, with a focus on incremental value delivery, innovation enablement, and strong governance.

- **Innovation & Enablement:**

Avanade's consulting engagements often include building data communities, enabling citizen developers, and supporting innovation through specialized services and accelerators.

Further details of Avanade's experience, client references, and additional case studies are available and can be shared upon request to demonstrate our proven track record and the breadth of our expertise in delivering successful engagements for both sector-specific and cross-industry engagements.

5. Service Pricing

Please refer to the associated Pricing Document relevant to this Service.

6. Contact Information

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7. About Avanade

Avanade, a joint venture between Accenture and Microsoft, is a privately held company was founded in 2000 with the goal of delivering innovative services and solutions to enterprises worldwide using the Microsoft platform. Avanade's main business focus is to purely deliver innovative services and solutions to enterprises worldwide on Microsoft technology. Avanade is a global organisation with over 56,000+ professionals worldwide, serving our clients in major geographic business areas in 26 countries.

This vast network of highly skilled resources is further complemented by our network of delivery centres that we refer to as Advanced Technology Centres (ATCs). This complementary capability provides the agility, cost efficiency and diversity of skills that today's businesses demand. This construct underpins the results we generate for our clients and forms the foundation for our long-term relationships with them.