

Arto

Cloud Software

Service Definition

Document for G-Cloud 15

January 2026



Cloud Software	1
Service Definition Document for G-Cloud 15	1
January 2026	1
1. Overview of Arto	3
1.1. Introduction	3
1.2. History	3
2. Existing Customers	4
3. Why Arto?	5
3.1. Culture	5
3.2. Vision	6
4. Product Overview and Features	6
5. Service Overview	7
6. Onboarding	8
6.1. Introduction	8
7. Security and Accreditations	10
7.1. Security	10
7.2. ISO 27001:2013	11
7.3. ISO 9001:2015	11
7.4. ISO 14001:2015	11
7.5. Cyber Security Essentials Plus	12
7.6. Disability Confident	12
8. Business Continuity and Disaster Recovery	13
9. Health and Safety Policy Statement	13
10. Equal Opportunities Policy Statement	14

1. Overview of Arto

1.1. Introduction

Arto is powered by Invotra and therefore you will read multiple references to Invotra throughout this document.

Invotra is a leading SaaS provider of digital workplace solutions and specialises in serving central and local government.

Each day, Invotra supplies its services to hundreds of thousands of UK Civil Servants, providing more modern, innovative ways of working within their organisations.

Our cloud-based software solutions connect professionals to the information they need with features, apps and integrations that make work more engaging, focused and productive.

Invotra is a British SME, with offices in Woking and Dublin.

Arto is a plug-and-play AI assistant that helps organisations give people instant, accurate answers from their own knowledge, documents, and content. It connects to existing tools like Microsoft 365, websites, and internal systems, turning scattered information into a single, easy-to-use AI interface for employees, customers, or website visitors. Designed to be simple to deploy and manage, Arto reduces repeated questions, speeds up onboarding and decision-making, and helps teams work more efficiently without needing any AI expertise.

1.2. History

With a background as CMS specialists (specifically Drupal), back in 2009, we were approached and tasked with working on the data.gov.uk project for the Cabinet Office.

As a result of that project's success, the UK's Home Office challenged our team to build a SaaS Content Management System that was both flexible and cost-effective. This became our intranet product as we know it today.

Invotra now serves hundreds of thousands of UK civil servants, having a variety of public sector organisations on its books including central and local.

2. Who we've worked with



Invotra has been on the UK Government's G-Cloud Digital Marketplace framework from the very beginning in 2012.

Starting initially with consultant work for the Cabinet Office, Invotra has gone on to develop a strong partnership with the UK Government.

Invotra overcomes a wide variety of challenges and meets many different requirements for individual professionals, through to enterprise level user bases exceeding 100,000+.

In early 2020, Invotra was also named as the Top Ranked Intranet Provider for the NHS London Procurement Partnership on the Information Management and Technology Framework.

We understand that large complex organisations consist of many teams, departments and third party suppliers who work together to deliver on business objectives. Invotra is committed to working with all customers' third party suppliers to drive the best outcomes.

We regularly look to promote great things that customers are doing through case studies, applications for awards, show and tells to other customers, and invitations to showcase implementations of our applications to the Invotra Team.

We expect and celebrate customers challenging us and problem solving is at the heart of what we do for our customers at Invotra.

3. Why Arto?

3.1. Culture

Invotra is fully committed to encouraging equality and diversity among our workforce, and eliminating discrimination. We are a meritocratic organisation. We value talent irrespective of its origin. Our aim is to be truly representative of all sections of society, and for our customers and for each employee to feel respected, be wholly merit driven and able to give their best.

We are a member of the Disability Confident Scheme and work towards reducing the disability employment gap. We also offer work experience to SEN students at a local school.

Our hugely successful apprenticeship programme, which has been recognised by winning multiple high calibre awards, allows us to develop a diverse, sustainable organisation that has an amazing culture and is truly embedded within the business, with all employees constantly learning and evolving. We are proud to say that 44% of our staff are either current or past apprentices, and 40% of the Invotra board members started as apprentices.

3.2. Vision

At Invotra, we are dedicated to serving those who serve the public by delivering secure, efficient, and adaptable digital workplace solutions tailored to the unique needs of civil service. Our commitment is to enhance service delivery and foster superior outcomes for the country.

With a rich heritage in intranet solutions and as a versatile SaaS applications provider, we empower organisations to transform their digital environments with our comprehensive suite of products, driving productivity and engagement across government sectors.

Our agile development model is at the heart of our innovation. It enables us to swiftly incorporate customer feedback into our continuous release cycle, ensuring our solutions not only meet but anticipate the evolving demands of a changing workforce. Each update brings enhancements and new features, directly influenced by the users who know best, our clients.

We provide a platform where customers can actively participate in shaping our tools. Ideas and feature requests are encouraged, carefully evaluated by our product team, and potentially integrated into our development roadmap.

Our flexible SaaS model has consistently resolved challenges within large government departments. As the public sector undergoes significant changes in workforce structures and expectations, Invotra remains a steadfast partner, continually evolving to address these new challenges head-on.

4. Product Overview and Features

Arto, powered by Invotra, is a plug-and-play AI assistant that gives people instant, accurate answers from your organisation's existing knowledge, documents, and content. It is easy to deploy, simple to use, and can be tailored to your organisation's needs — helping teams reduce repeated questions, work more efficiently, and access the right information at the right time, without needing any AI expertise.

Features include but are not limited to:

- AI assistant trained on your organisation's documents, policies, and content
- Integration with Microsoft 365, SharePoint, Google Drive, websites, and more
- Natural language Q&A so users can ask questions in plain English
- Centralised knowledge ingestion from multiple sources
- Web-embedded AI assistant for customer and prospect queries
- Internal AI assistant for employees and teams
- Fast, low-effort setup with minimal configuration
- Secure access controls aligned to your existing permissions
- Conversation-based interface designed for non-technical users
- Continuous improvement as content is updated and expanded

Key benefits:

- Create a single, AI-powered source of truth for your organisation
- Give staff, customers, or visitors instant answers without searching
- Reduce time lost to repeated questions and interruptions
- Speed up onboarding for new employees and partners
- Improve decision-making with consistent, trusted information
- Deploy AI without complexity, cost, or specialist skills
- Enhance productivity across teams and departments
- Turn existing content into a valuable, always-available assistant
- Support internal teams and external users with the same platform
- Make organisational knowledge easy to access, use, and trust

5. Service Overview

At Invotra, service is everything. We take great pride in the ways in which we deliver an excellent service to our customers.

As an Arto customer you will have 24/7 access to our dedicated Helpdesk Portal.

The UK Helpdesk is available for UK Public Sector customers between 0900-1700 Monday-Friday, excluding Bank Holidays and national holidays.

Enhanced service packages with SLA are available upon request.

6. Onboarding

6.1. Introduction

We offer two levels of onboarding for Arto.

Full service onboarding (paid-for)

This is a hands-on, stakeholder-led onboarding where we work closely with your team to understand your organisation, use cases, and goals. We engage with key stakeholders, research and define your requirements, gather and analyse your data, build and test your Arto assistant, and support you through deployment and rollout.

Standard service onboarding (included in monthly billing)

This is a streamlined onboarding where you provide your requirements and data, and we build, test, and launch your Arto assistant for you.

We understand not only the complexities associated with organisational knowledge and information management, but also the challenges of onboarding and adopting a new AI-driven tool.

As a modern SaaS application, Arto is designed to allow organisations with the time and internal capability to onboard themselves and roll out across teams or audiences. We provide remote support as required, alongside in-product guidance and support to help you get value from Arto as quickly and smoothly as possible.

For larger or more complex onboarding projects, and working alongside our partner network where appropriate, we can deliver a more comprehensive, stakeholder-driven onboarding process designed to maximise impact and adoption. A detailed onboarding proposal can be provided on request.

Onboarding Process

Invotra has extensive experience delivering successful, cost-effective onboarding projects for organisations of all sizes.

Arto is designed to automate as much of the onboarding workload as possible, with in-application guidance and intuitive interfaces to support user education and adoption.

Our Arto onboarding projects are typically structured into the following phases:

Setup & Requirements

- Engage with core project team
- Identify key pain points and priority use cases
- Document goals and success criteria for Arto
- Identify audiences (internal users, customers, website visitors, etc.)

Identification

- Identify scope of content and data sources for ingestion
- Identify key documents, policies, and knowledge bases
- Identify key workflows and user journeys
- Document key milestones and timelines
- Review internal resources required

Solution Design

- Review all documentation, data sources, and structures
- Design the desired future state for knowledge access
- Define high-level question-and-answer flows
- Define trusted answers and source prioritisation
- Draft project and rollout plan
- Define desired rollout approach (phased, pilot, full launch)

Build

- Configure Arto assistant(s)
- Connect and ingest approved data sources
- Define communication and feedback channels
- Content preparation and refinement where required
- Core team review and testing

Rollout

- Deliver training and enablement sessions where required
- Review & Iterate
- Core team retrospective
- Review usage, engagement, and performance metrics
- Refine data sources, answers, and configuration
- Ongoing optimisation to improve accuracy and adoption

7. Security and Accreditations

7.1. Security

At Invotra, we take security seriously. Our secure software is enhanced by our committed approach to information security and governance.

Our customers expect the very best from us and we never fail to deliver. All members of staff have an ongoing commitment to ensure that, as an organisation, we adhere to industry best practice and international standards.

From developing the code that underpins our products, all the way through to implementing best practices when designing and building the infrastructure which hosts the platform, security is always at the forefront of our minds and is reviewed and approved at multiple stages throughout all of our processes, internally and externally.

In addition to this, we use independent penetration testers for the product to ensure total visibility of security. Every aspect of the environment is constantly reviewed and updated in order to mitigate any possibility of future vulnerabilities.

7.2. ISO 27001:2013

We obtained the ISO 27001:2013 accreditation in 2016 to provide our customers the assurance that we adhere to the International Organization for Standardisation criteria for protecting information.

All areas of Invotra meet the requirements and we continue to have an ongoing commitment to information security.

Every year, we are internally and externally scrutinised against 35 security categories and 114 controls.

7.3. ISO 9001:2015

We obtained our ISO 9001:2015 accreditation in 2023 in order to provide our customers the assurance that we adhere to the International Organization for Standardisation criteria for quality management.

All areas of Invotra meet the requirements and we continue to have an ongoing commitment to quality management.

Every year, we are internally and externally scrutinised against 10 quality categories and 56 sub-clauses.

7.4. ISO 14001:2015

We obtained our ISO 14001:2015 accreditation in 2023 in order to provide our customers the assurance that we adhere to the International Organization for Standardisation criteria for environmental management.

All areas of Invotra meet the requirements and we continue to have an ongoing commitment to environmental management.

Every year, we are internally and externally scrutinised against 10 quality categories and 41 sub-clauses.

7.5. Cyber Security Essentials Plus

In addition to the ISO 27001:2013 certification, we undertook the Cyber Security Essentials plus certification.

The UK government scheme, supported by the NCSC (National Cyber Security Centre), sets out five basic security controls to protect organisations from around 80% of common cyber-attacks.

This certification provides assurance to our customers that Invotra's defences will protect against the vast majority of cyber attacks, keeping them and their information safe.

7.6. Disability Confident

We are proud to be a part of the UK Government's Disability Confident scheme. We believe that by being part of a range of employers who are committed to this scheme, we can help lead the way in equality for people with disabilities. We are helping to drive change through behaviours and cultures around employment and have already begun to reap the benefits of inclusive recruitment practices.

By being part of the Disability Confident scheme we can:

- Draw from the widest possible pool of talent
- Secure high quality staff who are skilled, loyal and hard working
- Improve employee morale and commitment by demonstrating that we treat all employees fairly



8. Business Continuity and Disaster Recovery

Invotra has fully tested and ratified Business Continuity and Disaster Recovery plans which ensure, not only basic service, but full operations of the organisation as a whole can continue should the need to activate the plans arise.

All systems and processes are driven from highly-resilient and distributed cloud-based services and all roles are able to operate remotely from any location.

Continual review and improvement of the plans are embedded within the operations of the organisation which is led by the CEO and Board of Directors.

9. Health and Safety Policy Statement

Invotra's statement of policy is:

- To provide adequate control of the health and safety risks arising from our work activities.
- To consult with our employees on matters affecting their health and safety.
- To provide and maintain safe equipment.
- To provide information and supervision for employees.
- To ensure all employees are competent to do their tasks, and to give them adequate training.

- To prevent accidents and cases of work-related ill health.
- Implement emergency procedures, including safe evacuation of premises in case of fire or other significant events.
- To maintain safe and healthy working conditions.
- To review and revise this policy as necessary at regular intervals.

10. Equal Opportunities Policy Statement

Invotra is committed to encouraging equality and diversity among our workforce, and eliminating discrimination as well as being committed to equal opportunities in employment and service delivery. We are committed against unlawful discrimination of customers or the public.

Our hugely successful apprenticeship programme, which has been recognised by winning multiple high calibre awards, allows us to develop a diverse, sustainable organisation that has an amazing culture and is truly embedded within the business, with all employees constantly learning and evolving.

In addition to our membership of the Disability Confident Scheme we work towards reducing the disability employment gap. As part of this we offer work experience to SEN students at a local school.

Invotra is fully committed to encouraging equality and diversity among our workforce, and eliminating discrimination. We are a meritocratic organisation. We value talent irrespective of its origin. The aim is to be truly representative of all sections of society, and for our customers and for each employee to feel respected, be wholly merit driven and able to give their best.

Invotra is committed to:

- Encouraging equality and diversity in the workplace as it is good practice and makes good business sense.
- Creating a working environment free of bullying, harassment, victimisation, and unlawful discrimination as well as promoting dignity and respect for all, and where individual differences and contributions of all staff are recognised and valued.
- Opposing and avoiding all forms of unlawful discrimination.

- Ensuring that no job applicant or employee receives less favourable treatment on the grounds of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion, or is disadvantaged by conditions or requirements that cannot be shown to be justifiable.
- The positive promotion of equality of opportunity in all aspects of employment.

This commitment includes training managers, and all other employees about their rights and responsibilities under the equality guideline.

Invotra believe that by encouraging equality, diversity and inclusion it can help:

- Make Invotra more successful.
- Keep our employees happy and motivated.
- Prevent serious or legal issues arising, such as bullying, harassment and discrimination.
- Better serve a diverse range of customers.
- Improve ideas and problem-solving.
- Attract and keep good staff.