

DeeperThanBlue Service Definitions



DEEPERTHANBLUE
DIGITAL TRANSFORMATION SPECIALISTS

G-Cloud 15

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We help organisations and brands undertake digital transformations through: Generative AI & Automation, Application Modernisation and Development, Data Integration, Customer Experience, Composable eCommerce, and providing Insights from Analytics using modern Cloud technology.

Through partnerships with leading technology solution suppliers and Open-Source, we deliver transformational experiences across many types of businesses.

Company Values



What we do

Managed Services & Support

Cloud

AI & Process
Automation

Application
Development

Insight

We equip your business for the future, today.

By analysing all areas of your organisation, we gather **essential insight** to **underpin innovation** across your business.

We develop your digital proposition to help you **excel online and offline**.

Vendor partnerships and OpenSource

eCommerce



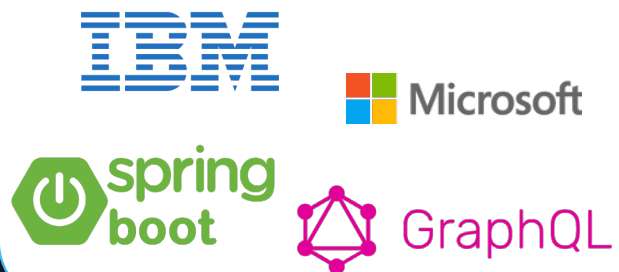
Cloud



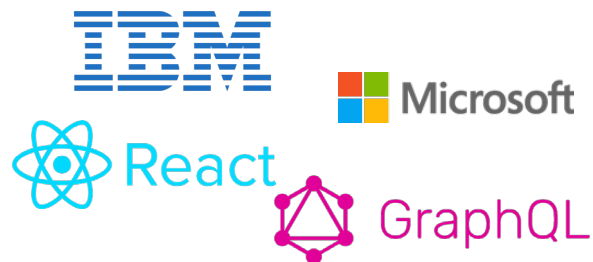
AI & Automation



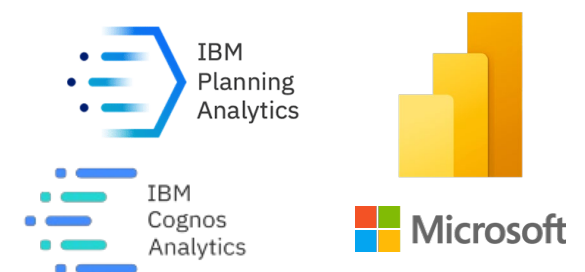
Integration



AppDev / AppMod



Analytics



Artificial Intelligence Solutions

Consultancy, Design, Delivery and Support

Service Definition



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AI Solutions: Service Overview



DeeperThanBlue helps public sector organisations design, build, and deploy practical, secure, and production-ready AI solutions that automate processes, improve efficiency, enhance service delivery, and unlock deeper insights from data.

We provide expert consultancy and hands-on engineering to move organisations beyond experimentation and Proof-of-Concepts, enabling them to scale-out and realise measurable value from AI and intelligent automation.

Our services cover the full AI lifecycle, from discovery and data readiness assessments to model development, workflow automation, system integration, and ongoing optimisation. We specialise in applying AI to automate complex processes, support evidence-based decision-making, and surface hidden patterns through advanced analytics and machine learning.

With a focus on safety, governance, and responsible AI, we ensure that every solution is secure, transparent, and aligned to UK government standards. Our mission is to help organisations modernise how they operate using scalable, future-proof AI capabilities that deliver meaningful outcomes from day one.

AI Solutions: Service Features



Our comprehensive AI lifecycle ensures your data foundation is strong and your models are scalable:

- **AI Opportunity Assessment:** Identifying high-value AI use cases by assessing business problems and data viability.
 - **Advanced Model Engineering:** Selection, fine-tuning, and optimisation of Foundation Models/LLMs using Prompt Engineering and RAG configuration.
 - **Data Platform Modernisation:** Establishing scalable data foundations and integrated technology solutions to access and consolidate data.
 - **MLOps & Model Management:** Automating model monitoring, retraining, and maintenance to ensure continuous quality and relevance.
 - **Responsible AI Governance:** Implementing frameworks for ethical AI, transparency, and bias detection to meet NCSC guidelines.
 - **Predictive Analytics:** Forecasting future trends, demand, and outcomes to optimise resource allocation.
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AI Solutions: Service Benefits



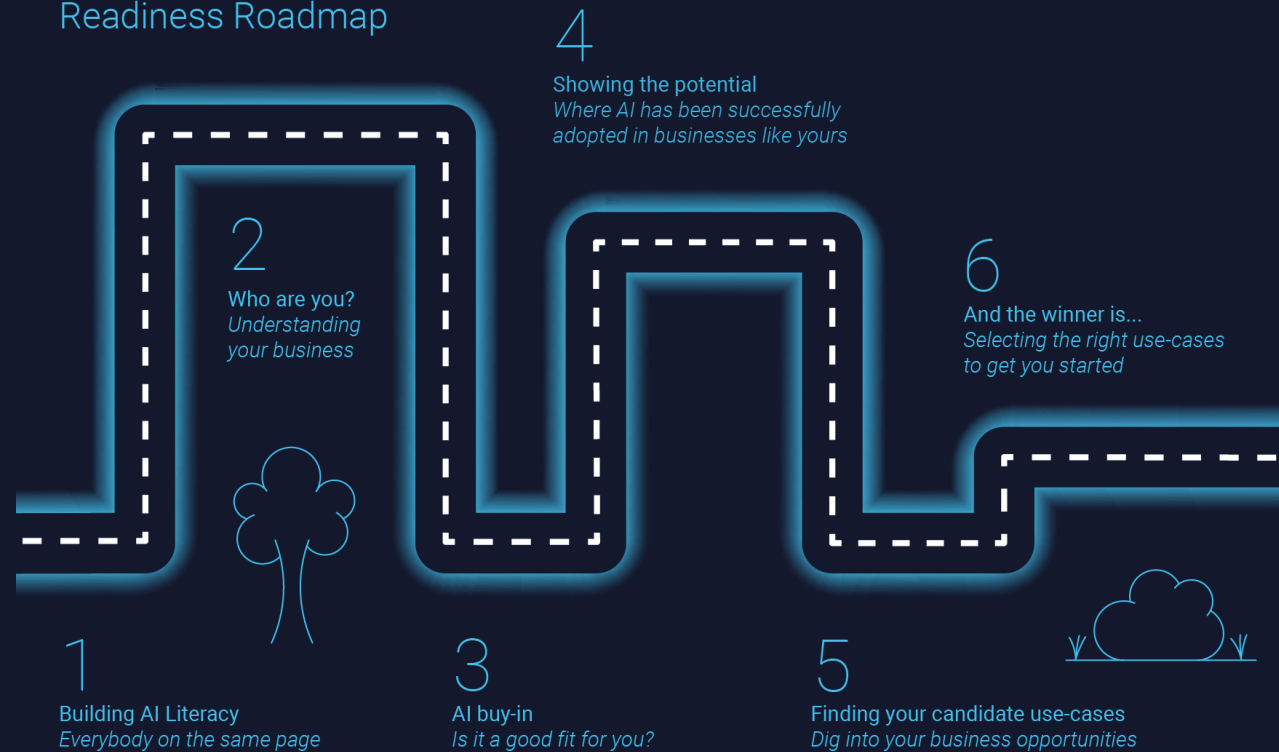
- **Operational Efficiency:** Saving time and costs through the automation of repetitive, mundane high-volume tasks.
 - **Enhanced Citizen Experience:** Delivering human-like interactions via AI-driven assistants and chatbots for 24/7 support.
 - **Evidence-Based Policy:** Analysing large datasets to provide actionable insights and recommendations for policymaking.
 - **Reduced Delivery Risk:** Utilising an "Agile with Control" framework to ensure projects are delivered on time and within budget.
 - **Seamless Integration:** Unifying people, processes, and data through integration into existing enterprise applications.
 - **Knowledge Transfer:** We upskill and mentor your internal teams through hands-on coaching and collaborative development to ensure long-term self-sufficiency.
 - **Flexible Support Tiers:** Access to different support levels, including 24/7/365 telephone support and service desk portal with rapid response times for critical incidents.
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Getting Clients ready for AI

Our Approach

- Help build AI literacy with your teams
- Understand your business - knowledge, skills, processes and systems
- Determine where can AI fit in your business processes
- Prove AI is relevant through social proof
- Identify the best use case candidates for a pilot
- Prove and scale the solution to production

Generative AI Readiness Roadmap



AI Implementation Methodology – Development to Launch



Onboarding & Adoption

Building AI Applications is only one side of the coin, without bringing the team along AI adoption can suffer like any other technical transformation project.

At DeeperThanBlue we help organisations understand how to on-board their teams and provide a learning and development pathway to ensure successful adoption through training and education.



Service Delivery & Implementation



Stage 1: Discovery & Assessment

This initial stage focuses on Cloud Readiness and business alignment. It involves a "Readiness Review" to assess maturity and a "Discovery" phase to define user journeys, KPIs, and potential constraints

The goal is to gather essential insights to underpin innovation and understand the client's business goals

Stage 2: Strategy & Design

In this stage, the team defines overall technology blueprints and Solution Architectures. Key activities include:

- Implementation Workshops: Collaborating to agree on roles, responsibilities (RACI analysis), and project scope
- Landing Zone Design: Establishing secure cloud foundations with embedded security guardrails,.

Stage 3: Development & Execution

Following an Agile Development approach, the solution is built through iterative cycles or sprints. This phase often utilises:

- Infrastructure as Code (IaC): Automated provisioning using tools like Terraform and Ansible to ensure consistency and secrets management with tools like Vault by Hashi Corp and Microsoft's Azure Key Vault
 - Co-execution: Working side-by-side with stakeholders to deliver benefits early and iterate based on feedback
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Service Delivery & Implementation (continued)



Stage 4: Validation & Onboarding

Before full deployment, the solution undergoes rigorous testing and environment setup

- Proof of Concept (PoC): Validating ideas and architectural patterns before full funding or the "go-ahead"
- Environment Setup: Configuring build/deployment systems and sandbox test environments for a seamless transition

Stage 5: Adoption & Enablement

A critical part of the methodology is fostering Sustainable Capability within the client's team

- Training & Mentoring: Upskilling staff through technical programs, paired programming, and "train-the-trainer" sessions to bridge the digital divide
- Knowledge Transfer: Ensuring client teams are equipped to maintain and evolve solutions through a comprehensive Wiki knowledge base and peer collaboration

Stage 6: Optimisation & Support

The final stage moves beyond deployment to ensure long-term value and reliability

- Proactive Monitoring: Utilising tools like Prometheus and Grafana for real-time health and performance tracking
- Service Improvement: Continuous performance monitoring and "Meet the Experts" sessions to drive ongoing optimisation and service maturity

Testing and QA



We collaborate closely with our clients to test the solution, ensuring that performance and automation meet the expectations outlined in the project design. Throughout the deployment process, testing and approval are integral steps, with input from both the client and engineering teams to uphold the highest standards of delivery. This encompasses thorough performance testing, seamless continuous integration, and smooth delivery into production environments at scale. Our comprehensive QA services encompass a range of activities:

- Peer reviews for each deployment
 - Manual exploratory and cross-browser testing
 - Functional testing based on user story acceptance criteria
 - Regression testing
 - Test Automation
 - Google Lighthouse audits for performance, SEO, and best practices compliance
 - Load and scale testing
 - Monitoring server performance
 - Performance testing using JMeter and Grafana
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Support and Managed Services

DeeperThanBlue provides flexible, enterprise-grade Support and Managed Services with defined service levels tailored to customer needs. Support is available across Standard and Premium tiers, with coverage options ranging from business hours to full 24×7 service.



DTB Service Level Agreements



Role	Business Hours	Extended Business Hours	24 x 5 days	24 x 7 days
Hours	09:00 – 17:00	08:00 – 22:00	00:00 – 23:59	00:00 – 23:59
Days	Monday to Friday ¹	Monday to Friday ¹	Monday to Friday ²	Monday to Sunday ²
Service Level	Standard	Standard	Premium	Premium

¹ Excluding Public Holidays

² Including Public Holidays, except Christmas Day

Severity	Description	Premium Service Level	Standard Service Level
Level 1	Production system down and unavailable	Response within 1 hour	Response within 2 hours
Level 2	Production system error but available	Response within 2 hours	Response within 4 hours
Level 3	Non-critical production / non-production system issue	Response within 4 hours	Response within 16 hours
Level 4	General enquiry / query	Response within 24 hours	Response within 24 hours

Training and Mentoring



DeeperThanBlue's training and mentoring approach centres on building integrated teams and enabling a truly hands-on learning journey for users and client stakeholders. We create an immersive environment that blends peer collaboration, structured training sessions, and informal knowledge-sharing opportunities to ensure learning is continuous, practical, and relevant.

Our core objective is to transfer our expertise in technology, process innovation, and best-practice delivery into our clients' internal teams. Through tailored training programmes, our specialists work side by side with client personnel to build long-term capability and confidence.

In addition to formal training, we provide ongoing mentoring to support the growth and development of individuals and teams. This includes one-to-one coaching, role-specific guidance, and support in adopting new tools, methodologies, and ways of working. Our mentoring approach focuses on nurturing future leaders, strengthening technical and delivery skills, and embedding sustainable, adaptable practices within the organisation.

By combining structured training with continuous mentoring, DeeperThanBlue ensures that client teams are fully equipped to maintain, optimise, and evolve their solutions long after project completion.

Social Value



- DeeperThanBlue will embed the UK Government's Social Value Model into all cloud software and cloud support engagements, using secure, scalable platforms (AWS, Azure, GCP - Google Cloud and IBM Cloud) to help public bodies deliver more reliable digital services for citizens, including vulnerable users, while improving long-term value for money.
 - We will prioritise energy-efficient cloud architectures and, where buyers permit, the use of low-carbon or carbon-neutral data centre regions, designing right-sized, auto-scaling solutions that reduce unnecessary compute and storage consumption and support the Government's net zero and climate resilience objectives.
 - Through our cloud support services, we will strengthen local supply chains by collaborating with UK-based SMEs for specialist components (such as accessibility testing, training, or niche integrations), helping to retain more economic value in the regions we serve while improving the diversity and resilience of public sector digital delivery ecosystems.
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Thank you for the opportunity to present
DeeperThanBlue

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