



G-Cloud 15 Service Definition Document

AI Large Language Model for automation in
public sector operational environments



AI Large Language Model SaaS



simoda

Service Overview

Simoda and Reach Studios deliver a cutting-edge AI LLM solution as a SaaS platform, enabling secure, scalable, and intelligent automation for public sector and NHS organisations. It enhances decision-making, streamlines workflows, and supports compliance through advanced natural language processing, ensuring efficiency and innovation in complex operational environments.

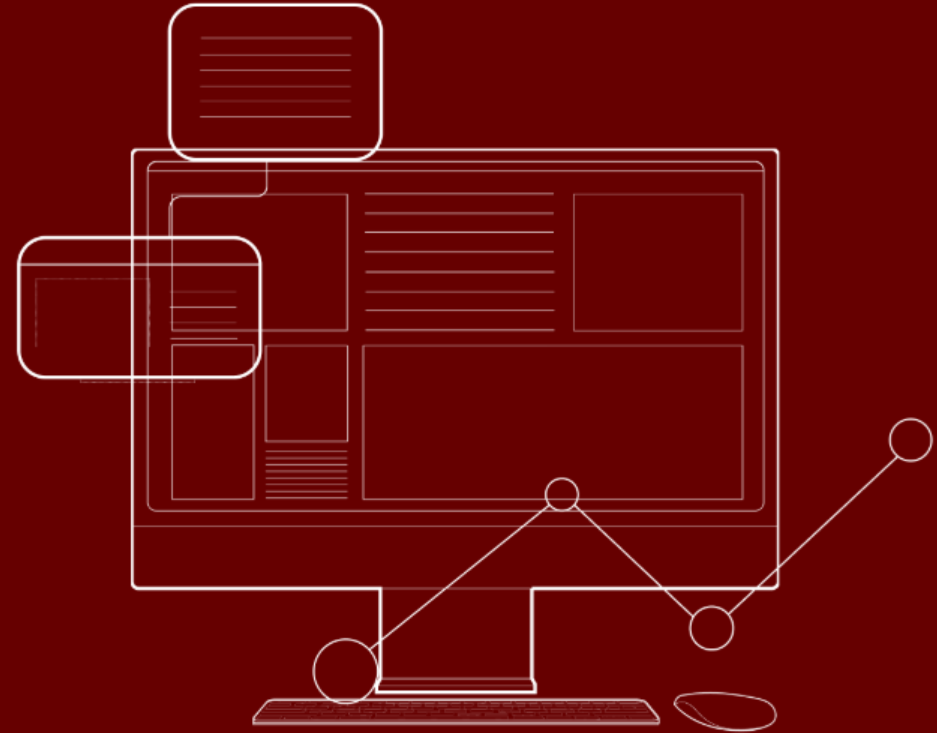
For customers in:

- Central Government
- Local Authorities
- NHS
- Education
- Housing Associations
- Charities

Business Outcomes: Simplify IT, enhance security, reduce costs, and support sustainability goals.

Service Overview

Simoda and Reach Studios integrate AI into your existing platforms, apps, and line of business systems to streamline operations and eliminate manual workflows. From CRM enrichment to automated content, we help teams save time while boosting accuracy and performance.



Pricing & Cost Model

Pricing is transparent and based on customer preference. All prices exclude VAT.

Volume discounts may be available for our services offered under the G-Cloud 15 Framework and will be assessed on a case-by-case basis. Any such discounts will depend on the scope and scale of the call-off contract and are not guaranteed. All pricing and discounts will be agreed at the point of call-off in line with framework terms.

	Strategy	Change	Development	Delivery	Skills	Engagement
Follow			£425	£425		
Assist			£550	£550		£550
Apply	£725	£725	£725	£725	£725	£725
Enable	£850	£850	£850	£850	£850	£850
Ensure	£950	£950	£950	£950	£950	£950
Influence	£1,150	£1,150	£1,150	£1,150	£1,150	£1,150
Inspire	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500

Terms and Conditions

When contracting for software provision, vendors may require an End User Licence Agreement (EULA) be signed by the customer to ensure fair usage and IPR rights. This will be discussed as part of contracting.

For Simoda as main contractor, we will adhere to the Call Off Terms as appropriate. For general Terms, see the Terms and Conditions document uploaded to the service as part of the G-Cloud offering.

**Who Are
Simoda?**



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The Senior Leadership Team



Daniel Bumby, Managing Director



Kate Hill, Commercial Director



Lee Wragg, Technology Solutions
Director

Other Key Contacts

Antonia Martin – Commercial Manager and Head of Public Sector

Steve Pownall – Sales Manager

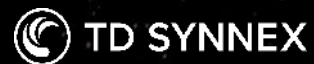
Our Values

- Challenge the Norm
- Technology 1st
- Service Excellence
- Continuous Improvement
- Sustainable Future

Quality Standards



Award Winning



simoda

+ Opportunities for Underrepresented Groups

Inclusive recruitment for NEETs, women in tech, and disadvantaged groups; offer T-Level placements and supported internships.

+ Support for SMEs & Local Supply Chains

Engage SMEs and local suppliers; advertise subcontracting opportunities openly; prioritise regional partners.

+ High-Quality Jobs

Create new cloud, cyber, and tech roles in Sheffield and the North; offer apprenticeships and early-career opportunities.

+ Youth & Future Workforce

Partner with schools and colleges; deliver digital careers workshops; provide mentoring and placements for young people.

Social Value

+ Measurable Impact

Commit to reporting on jobs created, skills delivered, SME spend, carbon reduction, and diversity metrics for every contract.

+ Environmental Sustainability

Operate to a published Carbon Reduction Plan; reduce emissions via cloud optimisation and remote-first delivery; support greener IT for customers.

+ Digital Skills Development

Provide staff with industry-recognised certifications; deliver workshops, mentoring, and "Tech Discovery Days" for public sector and local schools.

+ Fair Work & Inclusion

Pay above National Living Wage, ensure clear terms, and promote diversity, equality, and wellbeing.

+ Wellbeing & Productivity

Provide mental health and wellbeing support; promote flexible working and healthy practices; encourage volunteering for NHS and community initiatives.

Simoda's Public Sector Capability Statement

Simoda is a UK-based technology services provider specialising in secure cloud platforms, managed services, digital transformation and modern workplace enablement. We help public organisations modernise their IT estate, improve resilience, reduce technology risk and increase service quality.

We work with NHS, education, local government, and regulated organisations through our partner ecosystem and have delivered cloud modernisation, cybersecurity, ERP, CRM, and digital optimisation projects across the UK.

Simoda holds ISO 27001, ISO 9001, ISO 14001 and Cyber Essentials Plus. We supply secure, fully managed services delivered against the NCSC Cloud Security Principles and aligned to the UK Technology Code of Practice.

Where required, we work with accredited cloud hosting, SaaS and implementation partners under a subcontract model while retaining full accountability for service quality, security and commercial outcomes.

For sensitive programmes, we can provide SC-cleared personnel and work with partners certified to ISO 20000, ISO 27017, and SOC 2.

We are headquartered in Sheffield and deliver services across the UK, using cloud-first, security-first and sustainability-conscious delivery models.

Simoda's Compliance Statement

Simoda demonstrates full compliance with G-Cloud 15 framework requirements and industry standards. Our certifications and practices ensure quality, security, and sustainability across all services.

Certifications & Standards

ISO 9001: Quality Management System – Ensures consistent delivery and continuous improvement.

ISO 14001: Environmental Management – Supports sustainability and carbon reduction goals.

ISO 27001: Information Security Management – Guarantees robust data protection and risk management.

Cyber Essentials Plus: Certified for baseline cybersecurity controls, protecting against common threats.

Service Management: Aligned to ITIL best practices and PRINCE2 methodologies for structured, reliable delivery.

Technology Solutions



End User Compute

Devices
VDI
DaaS
Autopilot



Communications

UCaaS
CCaaS
Mobiles
Connectivity
SDWAN / SASE



Cloud

Public
Private
Hybrid
Simoda Cloud
Microsoft Stack
Google Workspace



Infrastructure

Servers
Storage
Network
Virtualisation
Back up & DR
Data Centre & Colo



Cyber Security

End Point Protection
Email Security
Web Security
MDR
Security Awareness
Security Operations



Data Intelligence

Data Management
A.I.
Data Analytics
Intelligent Automation
Robotics



Network Solutions

Edge/Wireless
Data Cabling
CCTV
Door Access
Audio Visual
Video Conferencing

A.I Solutions



A.I. PC



Sentiment Analysis A.I. Transcription



Copilot for 365 A.IaaS



HPE & Nvidia Private Cloud A.I.



Real time detection



Legal A.I. Power Platform



A.I. CCTV

Technology Services



Design & Architecture



Configure & Install



Migrate & Optimise



Support & Manage

Business Outcomes



Increase Performance



Reduce IT Costs



Meet Sustainability Targets



Mitigate Risks



Generate Revenue



Achieve Compliance

How We Work With You

01 / Discover, Understand

We take the time to understand you & your organisation's issues, challenges & objectives.

Discovery meetings
Free Services
Assessment tools

02 / Collaborate Together

Collaboration is a critical part of our value because of our technology 1st strategy.

Technology Consultants
Solutions Specialists
Technical Consultants

03 / Advise, Recommend, Design

Our team of specialists are on hand to advise, recommend & design solutions to meet your needs.

Solution Design
Eco System Partners
Technical Design

04 / Deliver, Support, Manage

We provide our customers with products, solutions & services the way that suits you.

Install, Config, Deployment
Managed Support
Reviews & Road Mapping

Business Outcomes



Increase Performance



Reduce IT Costs



Meet Sustainability Targets



Mitigate Risks



Generate Revenue



Achieve Compliance

Our Customers





Thank you

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The 'simoda' logo is located in the bottom right corner. It consists of the word 'simoda' in a lowercase, white, sans-serif font. The background of the entire slide is a high-contrast, red-tinted image of an astronaut in a spacesuit, with the helmet's visor reflecting a complex, industrial-looking structure.