



Artificial Intelligence (AI) and Machine Learning (ML) Strategy

Service Definition Document | G-Cloud 15 | Lot 3

morson PRAXIS

Artificial Intelligence (AI) and Machine Learning (ML) Strategy

Through strategy-led digital transformation, Morson Praxis helps public sector organisations to accelerate benefits realisation, reimagine operations, enable scalable innovation and build resilience for the future. We ensure that every technological investment, from large-scale enterprise transformation to focused project delivery, creates sustainable, meaningful change.

Service Definition for Artificial Intelligence (AI) and Machine Learning (ML) Strategy

Morson Praxis's AI & Machine Learning Strategy service supports organisations in defining how AI and machine learning can be used responsibly and effectively to support automated, integrated, digital and cloud-based services across early discovery and pre-delivery stages. The service is typically used at an early stage of AI adoption, or where organisations need to clarify priorities, feasibility, and risk before progressing into delivery.

The service focuses on identifying valuable AI opportunities, assessing organisational and data readiness, and defining clear, risk-aware and operationally realistic pathways for adoption that align with organisational objectives, data maturity, automation capability, and cloud environments.

1. What the service includes

The service typically includes:

- AI and machine learning strategy aligned to organisational objectives
- Identification and prioritisation of AI and ML use cases
- Assessment of data, technology, and organisational readiness
- AI value, feasibility, and risk assessment
- Definition of phased AI adoption and delivery pathways
- High-level AI operating model and capability design
- Technology-agnostic AI platform, integration, and tooling considerations
- Ethical, regulatory, and policy context assessment
- Alignment with data, digital, automation, and cloud strategies

2. What the service does not include

The service does not include:

- AI or machine learning model development
- Data science experimentation or proof-of-concept delivery
- Deployment of generative AI or intelligent automation solutions
- AI platform build or technical implementation
- Ongoing AI model monitoring or operations
- Regulatory approval or legal certification activities

These activities are outside the scope of this service and, where required, may be delivered through separate services procured under the appropriate G-Cloud 15 Lots or through alternative procurement routes.

3. How the service is delivered

The service is delivered through a structured and collaborative approach, combining analysis, stakeholder engagement, and facilitated workshops. Activities are typically phased to allow use cases and recommendations to be developed iteratively and validated against organisational priorities and constraints.

Delivery is tailored to organisational maturity and aligned with existing governance, assurance, and delivery processes, ensuring recommendations are practical, prioritised, and suitable for progression into delivery.

4. Roles and responsibilities

Morson Praxis is responsible for:

- Leading AI strategy and readiness assessment activities
- Facilitating use-case identification and prioritisation
- Developing strategic recommendations and adoption pathways
- Providing independent advice on AI feasibility and risk

The Buyer is responsible for:

- Providing access to relevant stakeholders and documentation
- Confirming organisational objectives, constraints, and priorities
- Approving strategic AI direction and recommendations
- Owning decisions on progression into delivery and operation

5. Service outputs and deliverables

Typical outputs may include:

- AI and machine learning strategy documentation
- Prioritised AI use-case assessment and roadmap
- Readiness and capability assessment
- AI operating model and role definitions
- Risk, ethical, and compliance considerations
- Recommendations for progression into governance and delivery

Deliverables are tailored to Buyer needs and agreed at the outset.

6. Dependencies and prerequisites

Effective delivery of this service typically depends on:

- Clarity of organisational objectives and challenges
- Access to data, digital, and business stakeholders
- Availability of existing strategies and documentation
- Executive sponsorship for AI decision-making

7. Alignment with G-Cloud 15 Lot 3

This service aligns with G-Cloud 15 Lot 3 by supporting:

- Cloud migration planning and AI readiness
- Strategic preparation for AI-enabled, automated, and integrated cloud-based services
- Risk-aware adoption of AI within digital programmes
- Setup for downstream AI governance and delivery

It provides the strategic foundation for responsible AI adoption in cloud environments.

8. Exit and transition

The service concludes with documented AI and machine learning strategy outputs, including assessment findings, guiding principles, and recommended next steps aligned to the Buyer's cloud and data environment. All outputs are provided in formats suitable for handover to the Buyer's internal teams or to alternative suppliers.

The service supports informed decision-making on the use of cloud-based AI capabilities while maintaining clear separation from solution delivery and avoiding supplier dependency. Any subsequent services are subject to separate procurement decisions under the appropriate G-Cloud 15 Lots or through other appropriate procurement routes.

Information assurance

Morson Praxis's information assurance capabilities support both our internal requirements for appropriate security controls and those of our Buyers. Our diverse portfolio of projects and customers means that we have extensive experience in working with information and systems at all impact levels (IL 0 to IL 6+). We are a Cyber Essentials Plus certified organisation.

Data restoration/ Service migration

We assist Buyers in the migration of data from legacy solutions to new cloud solutions.

On-boarding and off-boarding processes

Morson Praxis agrees specific on/ off-boarding processes for all work packages. Agreed processes are always tailored to the individual requirements of the engagement in question. Requirements are clearly defined and agreed with the relevant Buyer stakeholders to ensure the effective transition of individuals or teams alongside the management of data, assets, corporate memory and operational integrity.

Combination pricing

Morson Praxis can provide multiple services in scope of G-Cloud 15 Lot 3 Cloud Support Services. Our services can be bought separately or together. Combination pricing is offered accordingly.

Service management

A Service Account Manager is allocated to each Buyer's engagement. This individual is responsible for overseeing the services in scope of the engagement, closely monitoring its progress and managing all risks/ issues to ensure that activities are delivered in accordance with the agreed assignment scope and timeframes. Through structured relationship management, our Account Manager remains in regular contact with the Buyer to ensure their ongoing satisfaction.

Service constraints

Bespoke services, such as those in scope of G-Cloud 15, Lot 3 Cloud Support Services, are not subject to specific service constraints.

Service levels

Morson Praxis recommends that we enter into performance-based Service Level Agreements with all Buyers. The implementation of bespoke service levels represents the positive obligation of both parties to deliver a mutually beneficial partnership which supports end user activities and facilitates effective measurement and monitoring of the assignment. Due to the diversity of services in scope of G-Cloud 15, Lot 3 Cloud Support Services, service levels must be closely tailored to each engagement. Agreed service levels form part of the Call-Off agreement which renders us contractually bound to deliver the agreed service levels.

Knowledge transfer

Wherever possible, Morson Praxis ensures disciplined knowledge and skills transfer from the consultant(s) to the Buyer through structured knowledge capture, documentation standards, and handover planning through all delivery phases. This ensures that learning is transferred to the Buyer as the engagement progresses – ensuring the ongoing efficiency of the assignment and full embedding of the new system/service.

Ordering and invoicing

Morson Praxis is an approved and accredited supplier to multiple CCS frameworks. We are used to working with Buyers to agree tailored ordering and invoicing processes. Payment terms are 30 days from receipt of invoice.

Termination terms

Morson Praxis's standard terms and conditions include clauses which facilitate contract termination by either the consumer or the supplier.

By the consumer	By the supplier
Termination can commence without notice in the event of a Buyer citing dissatisfaction with the service provided and the issue not being rectified within an agreed timeframe, or in the event of a material breach of contract.	In the unlikely event that Morson Praxis was to withdraw from G-Cloud 15, Lot 3 Cloud Support Services, a minimum 30 days' notice would be served. Ongoing assignment commitments would be maintained through to completion in accordance with the terms of the Framework Agreement.

Buyer responsibilities

Buyer responsibilities are closely aligned to the assignment and as such, these must be discussed and agreed with the Buyer prior to the commencement of the assignment. All responsibilities are clearly cited within the Call Off contract.

Service dependencies

Service dependencies are specific to each Call-Off. Such detail must be discussed and agreed with the Buyer prior to the commencement of the engagement.



Contact

Linton Ward – G-Cloud Account Director

Linton.ward@morson-projects.co.uk

+44 (0) 7966 158 482

morson-praxis.com/services/technology-consulting/