



Business Intelligence and Advanced Analytics

Service Definition Document | G-Cloud 15 | Lot 3

morson PRAXIS

Business Intelligence and Advanced Analytics

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 Business Intelligence and Advanced Analytics

Morson Praxis's Business Intelligence & Advanced Analytics service supports organisations in improving how data is transformed into insight, performance understanding, and decision support. The service is designed for organisations that have data available but lack clear, trusted, or actionable insight to support operational, tactical, or strategic decisions.

The service focuses on assessing, designing, and shaping business intelligence and advanced analytics capability, including data-to-insight flows, reporting effectiveness, analytical maturity, and decision alignment. It helps organisations move beyond static reporting towards insight that informs action, while remaining independent of specific platforms, tools, or technologies.

The service is typically used during Discovery or pre-delivery phases, or as part of capability uplift, assurance, or reset activity, providing a low-risk entry point into improved analytics and insight adoption.

1. What the service includes

The service typically includes:

- Assessment of current business intelligence and analytics maturity
- Review of reporting, dashboards, and insight consumption effectiveness
- Identification of key decision points and performance questions
- Assessment of data suitability for descriptive, diagnostic, and predictive analytics
- Review of analytical methods, models, and insight practices in use
- Alignment of analytics outputs to business objectives and outcomes
- Identification of gaps in insight, capability, and data usage
- Prioritisation of analytics use cases based on value and feasibility
- Clear recommendations to improve insight quality and adoption

2. What the service does not include

The service does not include:

- Data platform or data warehouse build
- Development of production dashboards or reports
- Implementation or configuration of BI or analytics tools
- Advanced machine learning or AI model development
- Ongoing analytics operations or managed services

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 engagement combining desktop review, stakeholder interviews, and facilitated discovery workshops. Delivery is proportionate to organisational scale and analytical maturity, ensuring findings are practical, prioritised, and decision-focused.

The approach emphasises understanding how insight is used in practice, not just how it is produced. Findings are validated with stakeholders to ensure alignment between analytical outputs, decision-making needs, and organisational priorities.

The service is technology-agnostic and avoids premature commitment to tools or solutions.

4. Roles and responsibilities

Morson Praxis is responsible for:

- Leading business intelligence and analytics assessment activities
- Facilitating discovery and prioritisation workshops
- Developing structured findings, insights, and recommendations
- Providing independent, evidence-based advice

The Buyer is responsible for:

- Providing access to relevant stakeholders and documentation
- Confirming business objectives, priorities, and decision needs
- Reviewing and validating findings and recommendations
- Owning decisions on progression into delivery or tooling

5. Service outputs and deliverables

Typical outputs may include:

- Business intelligence and analytics maturity assessment summary
- Insight and reporting effectiveness assessment
- Prioritised analytics use case shortlist
- Identification of key data and capability gaps
- Recommendations for analytics improvement and next steps

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

6. Dependencies and prerequisites

Effective delivery of this service typically depends on:

- Access to business, operational, and analytical stakeholders
- Availability of existing reports, dashboards, and analytics artefacts
- Clarity of business objectives and decision drivers
- Willingness to engage across business and technical teams

7. Alignment with G-Cloud 15 Lot 3

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

- Early-stage discovery and readiness for analytics and insight services
- Decision support and performance insight design
- Risk reduction prior to analytics delivery or investment
- Capability assessment and prioritisation for data-driven decision making

It provides advisory and design capability without assuming delivery responsibility.

8. Exit and transition

The service concludes with agreed findings, documented analytical outputs, and clear, evidence-based recommendations aligned to the Buyer's cloud data services and regulatory obligations. All materials are provided in formats suitable for handover to the Buyer's internal teams or to alternative suppliers.

Where appropriate, outputs may be used to inform subsequent analytics, data, or AI-related activities, while maintaining clear separation of responsibilities and avoiding supplier dependency. Any follow-on 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.



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