



Analytics and Insight Delivery

Service Definition Document | G-Cloud 15 | Lot 2a

morson PRAXIS

Analytics and Insight Delivery

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 Analytics and Insight Delivery

Morson Praxis's Analytics & Insight Delivery service provides the delivery and implementation of analytics and insight solutions to support operational, performance, and decision-making needs. The service is designed for organisations requiring hands-on delivery of analytics capabilities, including dashboards, reporting, and analytical models, built on existing or newly delivered data platforms.

The service supports the development of analytics solutions across public, private, and hybrid cloud environments. It enables organisations to transform data into actionable insight through the delivery of reporting layers, semantic models, and analytics embedded within digital services, including analytics delivered across federated and distributed data environments where data locality, access controls, and governance requirements must be preserved.

The service may be used to deliver standalone analytics solutions, enhance existing analytics estates, or support analytics delivery as part of wider digital and data transformation programmes.

1. What the service includes

The service typically includes:

- Delivery of analytics and insight solutions
- Design and build of dashboards and reports
- Development of analytical and semantic data models
- Implementation of operational and performance analytics
- Integration of analytics with data platforms and services
- Data visualisation and insight layer delivery
- Alignment of analytics to defined business requirements
- Support for analytics embedded within digital services
- Collaboration with internal teams and third-party suppliers

The service focuses on delivery and implementation rather than advisory or assurance activities.

2. What the service does not include

The service does not include:

- Analytics strategy or roadmap development
- Data governance framework or policy design
- Independent assurance or audit of analytics solutions
- Ongoing managed analytics services beyond agreed scope
- Procurement of analytics software or licences

These activities may be delivered through separate Lot 3 or complementary Lot 2 services where required.

3. How the service is delivered

The service is delivered by specialist analytics and data delivery teams operating within agreed delivery models and governance arrangements. Delivery activities may include analytics design, build, testing, and deployment, followed by transition into live operation.

The service is designed to integrate with existing data platforms, digital services, and organisational delivery processes. Quality, performance, and usability considerations are embedded throughout delivery to support effective and trusted insight.

4. Roles and responsibilities

Morson Praxis is responsible for:

- Delivering analytics and insight solutions within scope
- Designing and implementing dashboards and reports
- Developing analytical models and insight layers
- Integrating analytics with data platforms and services
- Supporting deployment and transition into live operation

The Buyer is responsible for:

- Defining analytics requirements and priorities
- Providing access to data sources and platforms
- Approving analytics designs and outputs
- Retaining ownership of business decisions and outcomes

5. Service outputs and deliverables

Typical outputs may include:

- Delivered analytics dashboards and reports
- Analytical and semantic data models
- Integrated analytics within digital services
- Analytics documentation and delivery artefacts
- Transition and handover outputs

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

6. Dependencies and prerequisites

Effective delivery of this service typically depends on:

- Availability of data platforms and analytics tools
- Access to relevant datasets and data sources
- Engagement from business and analytics stakeholders
- Defined reporting and insight requirements

7. Alignment with G-Cloud 15 Lot 2a

This service aligns with G-Cloud 15 Lot 2a by providing delivery and implementation of analytics and insight solutions that operate on cloud-based data platforms, without requiring Buyers to manage underlying infrastructure directly. The service may include associated cloud support activities necessary to deliver analytics solutions.

8. Exit and transition

The service supports transition through documented analytics artefacts, knowledge transfer, and agreed handover arrangements. Where appropriate, delivery outputs can transition into ongoing operations, complementary Lot 2 services, or related Lot 3 advisory and assurance services, subject to appropriate commercial and procurement arrangements.

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/