

**G-CLOUD 15**

# **Ipsos Service Definition**

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# Service Definition

This document describes the services being offered by Ipsos as part of the G-Cloud 15 framework.

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## Service Overview

Ipsos delivers comprehensive data transformation and intelligence services designed to unlock sustainable profitable growth for UK public and private sector organisations. Our service combines 15 years of expertise in creating clean, connected, decision-ready data ecosystems with cutting-edge AI capabilities, delivered by a global team of 1,500 engineers, analysts and strategists across 90+ markets.

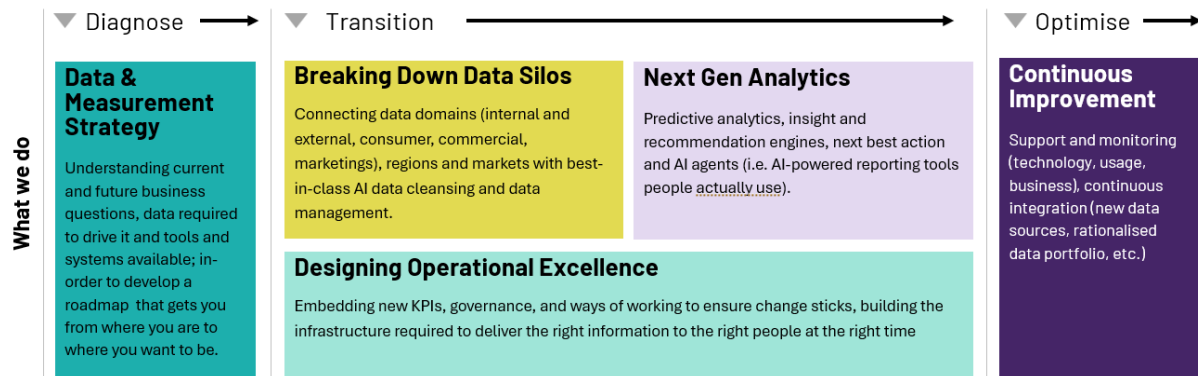
Our service eliminates the traditional barriers that prevent organisations from realising the full value of their data investments: disconnected data teams, lack of trust in data quality, and the absence of clear pathways from insight to action. We deliver this through a proven methodology built on five core pillars that ensure rapid, sustainable transformation without the disruption of traditional "big black box" approaches.



## Core Pillars

- Data Management & Strategy
  - Define your data ambition and create a realistic roadmap from current state to desired future state.
- Breaking Down Data Silos
  - Connect disparate data domains into a unified, decision-ready ecosystem.
- Designing Operational Excellence
  - Embed sustainable change through new KPIs, governance frameworks and ways of working.
- Next Generation Analytics
  - Deploy predictive analytics, AI-powered insights and automated decision support.
- Continuous Improvement

- Ensure ongoing optimisation and value realisation.



## Data Management & Strategy

We begin by understanding your current and future business questions, evaluating existing data assets, tools and systems. Our rapid assessment using the FACTS framework (Frequency, Accuracy, Comprehensiveness, Timeliness, and Scalability) maps your existing information flows and designs a structured transition roadmap.

Key Deliverables:

- Comprehensive data maturity assessment
- Gap analysis between current and desired states
- Prioritised transformation roadmap
- Outside-in best practice recommendations
- Clear blueprint for data collection, connection and structure

## Breaking Down Data Silos

We integrate internal and external data sources across commercial, marketing, consumer, channel and operational domains. Using best-in-class AI data cleansing and management techniques, we create a single source of truth whilst working within your existing technology stack.

Key Capabilities:

- Multi-domain data integration (sales, promotions, marketing, consumer insights, etc.)
- AI-powered data cleansing and harmonisation
- Automated ETL processes
- Real-time data pipeline management
- Cross-regional and cross-market data standardisation

## Designing Operational Excellence

We ensure transformation sticks by building the right infrastructure to deliver the right information to the right people at the right time. This includes establishing data governance protocols, defining roles and responsibilities, and creating decision-support frameworks.

### Implementation Components:

- Data ecosystem playbook development
- Governance framework design
- Change management programme
- KPI rationalisation and alignment
- Decision forum integration

## Next Generation Analytics

Moving beyond descriptive analytics, we implement predictive and prescriptive capabilities including recommendation engines, next best action algorithms, and AI agents. Our embedded AI assistant, custom-trained on your data and business logic, provides real-time answers through Teams, Slack or your existing BI tools.

### Advanced Capabilities:

- Predictive analytics and forecasting models
- AI-powered chatbots and virtual assistants
- Automated insight generation
- Recommendation engines
- Attribution and optimisation modelling
- Segmentation and personalisation engines

## Continuous Improvement

We provide continuous support and monitoring across technology, usage and business metrics. This includes regular reviews of decision requirements, integration of new data sources, and portfolio rationalisation to ensure your data environment evolves with your needs.

### Support Services:

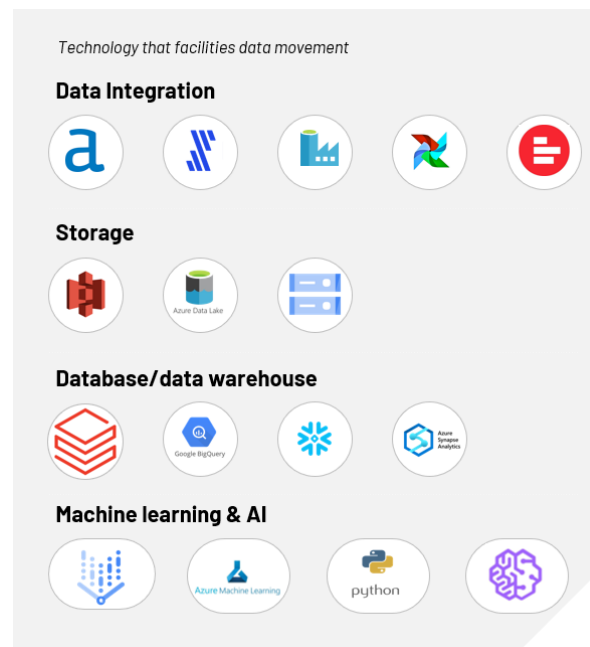
- Automated service desk for new requirements
- Regular performance reviews
- Data portfolio optimisation
- New source integration

- Technology stack updates
- Usage analytics and adoption tracking

## Technical Architecture & Integration

Our service operates within your existing technology ecosystem, supporting all major platforms including:

- Cloud Platforms: Azure, AWS, Google Cloud Platform
- Databases: SQL Server, Oracle, PostgreSQL, MongoDB
- Analytics Tools: Power BI, Tableau, Qlik, Looker
- Data Warehouses: Snowflake, Databricks, Azure Synapse, BigQuery
- Collaboration Platforms: Microsoft Teams, Slack, SharePoint
- ML/AI Frameworks: Azure ML, TensorFlow, PyTorch



We maintain enterprise-grade security protocols, including ISO 27001, ISO9001 compliance and GDPR adherence.

## Service Delivery Model

Phase 1: Data & Measurement Strategy (6-8 weeks)

- Current state assessment
- Future state design
- Gap analysis and roadmap development



- Quick win identification
- Investment: From £100,000

#### Phase 2: Transition Implementation (3-12 months)

- Phased delivery across selected pillars
- Pilot market/domain implementation
- Progressive rollout and scaling
- Embedded team collaboration

#### Phase 3: Optimisation & Embedding (Ongoing)

- Performance monitoring
- Continuous enhancement
- Capability transfer
- Self-sufficiency development

## Pricing

Each of the services offered by Ipsos are bespoke to the buyer and do not constitute 'off-the shelf' solutions. As such, an initial scoping and discovery activity will be undertaken to determine all the components and resource profile required and estimated pricing for any given requirement.

Time and Materials resources costs are shown in the SFIA rate card.

## Service Levels

Ipsos can provide a wide range of service levels and options to suit an organisation's requirements. We will work proactively with organisations to discuss and agree appropriate service levels and reach agreement prior to an order being placed. This includes performance, availability, support hours and severity definitions if relevant to the service.

## Training

Ipsos can ensure that knowledge is transferred to the buyer during the implementation phase, if required.

A requirement is a minimum level of competence in the required service area. All requirements can be discussed in advance of any order.