



G-Cloud 15

Service Definition

Data and AI Consultancy

Advancing Analytics

Lot 3 Cloud Support Services (Additional Services)



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1. Introduction

Company Overview

Advancing Analytics is a Data and AI consultancy based in the UK, specialising in Databricks and Microsoft Fabric. We are a multi award winning Databricks Elite Partner boasting over 60 Databricks certified developers creating some of the world's most sophisticated data platforms. We are incredibly proud to have 6 Databricks Champions and 5 Databricks MVPs. We are also a Microsoft Solutions Partner for Data & AI, and Digital & Application Innovation. Since 2023, we have also been recognised by Microsoft as a Specialist Partner for Analytics and AI & Machine Learning on Azure. Six of our employees have been recognised by one of Microsoft's most prestigious awards, the Microsoft MVP (Most Valuable Professional). Our MVPs have been recognised for their community contributions and leadership across AI and Data Platform.

Value Proposition

We offer specialist Data & AI consultancy services across strategy, implementation, deployment and governance to public sector organisations, enabling them to accelerate the release of value from data investments. Our service spans cloud analytics, real-time data engineering, advanced machine learning & AI, data platform modernisation, analytics visualisation, data governance & ethics, and change management.

What the Service Provides

- Rapid time-to-value: get from strategy to insight quickly.
- Expert credentials: certified cloud & AI specialists; strong track record with public sector.
- Responsible & secure AI: built-in ethical, governance, privacy, security best practices.
- Scalable, sustainable implementations: modern architectures, re-usable components, agile / incremental delivery.

Social Value

We are committed to generating positive social, environmental, and economic impact through our work as a mid-sized data consultancy. This policy applies to all employees, contractors, and partners.

Kickstart Community & Economic Growth

We support and kickstart inclusive economic growth by creating high-quality jobs, especially for individuals from underrepresented groups. All employees are encouraged to volunteer up to two paid days per year, particularly in STEM and community-focused initiatives.

We will outline policies and practices to be applied to or put in place to mitigate and manage modern slavery risks, including: Pre-employment checks, recruitment practices. Workplace conditions, safeguarding plans and processes in place and regular monitoring with relevant groups considered, which may include sampling.



Breaking Down Barriers to Opportunity

We foster an inclusive workplace through fair recruitment, equitable pay and progression, representation targets, and mandatory training on inclusive behaviours. We support employee-led inclusion groups and actively promote a respectful, discrimination-free environment.

We will Monitor and report on gender and ethnicity pay gaps and our plans to address them where necessary.

Making Britain a Clean Energy Superpower

We minimise our environmental footprint through hybrid working, reduced travel, recycling and energy-efficient office practices, and by selecting cloud partners committed to sustainable operations. We monitor our carbon impact annually and set reduction goals.

Ethical Data & Technology Use

We uphold high standards for data protection, privacy, and security. We conduct ethical assessments for data-driven solutions and avoid work that could cause social harm. Staff receive training on responsible AI, and we promote transparent, explainable methodologies in client work.

Employee Wellbeing & Development

We invest in staff growth and wellbeing through training, mental-health support, flexible working, and maintaining safe, respectful workplaces.

Governance & Reporting

Senior leadership oversees implementation. We set annual social value objectives, track performance against measurable KPIs, report progress to stakeholders, and review the policy yearly.

Overview of the G-Cloud Service

Advancing Analytics offers specialist Data and AI consultancy services across strategy, engineering, analytics, AI, governance and capability building. We help public sector customers maximise return on data investments through ethical, secure and scalable solutions.

Our credentials:

- Databricks Elite Partner – recognised for deep technical expertise and customer success in deploying the Databricks Lakehouse Platform.
- 5* Databricks MVPs and 6* Databricks Champions within our organisation – certified experts recognised by Databricks and the wider data community.

Service Features & Modules

Our consultancy service is modular and can be tailored to each organisation's specific needs. Modules can be delivered individually or as part of an end-to-end engagement.

- Discovery & Assessment: Data maturity assessment, use-case prioritisation, technical gap analysis, stakeholder engagement.
- Strategy & Roadmap: Strategic planning, future-state architecture, technology selection, KPIs and governance framework.



- Data Engineering & Platform Build: Data platform modernisation (lakehouse, ETL/ELT, streaming), infrastructure as code, MLOps.
- Advanced Analytics & AI/ML/LLM: Model development, predictive and prescriptive analytics, generative AI, explainable AI, model deployment.
- Visualisation & Insight Delivery: Dashboarding, BI, data storytelling, UX design for decision-makers.
- Governance, Ethics, Security & Compliance: Data governance, privacy, ethical AI, lineage, metadata management, risk frameworks.
- Capability Building & Change Management: Training, workshops, Centre of Excellence (CoE) establishment, knowledge transfer, analytics culture embedding.
- Support & Continuous Improvement: Ongoing support, monitoring, cost optimisation, model retraining, performance tuning.

Associated Services

Our associated services are all about getting the best outcome for any organisation. We are first and foremost a data consultancy, so fully understand the full potential, risks and opportunities with your data and how to ensure that you realise value from your data.

This might be in the form of an architectural review to fully understand the current situation of your engineering, analytics or AI and how to both remedy and also maximise what you can achieve. It could also be customisable training from us to help upskill your teams in how you can best use your chosen data technology and how to build your own data products.

We offer accelerators to help you release value from your investments as quickly as possible.

LakeForge, an accelerator to productionise your Data Platform in weeks as opposed to years, our proven methodology, framework and referenceable experience can get you a faster time to insight, reduced operational risk and a more predictable ROI.

Sunbeam, is our data products methodology. It is designed to help support your developers in making data products that work. Whether this is the latest AI, or a new report, the sunbeam framework will support your business in getting the requirements fully understood at the beginning of a project, so your product can start delivering value quicker.

2. Data Protection

Information Assurance

We are Cyber Essentials accredited.

Data Back-Up and Restoration

Being data experts means we understand the value that governance can bring to an organisation and how valuable your data is. We fully understand the value of information and assurance and aligning with GDPR requirements. Our data back-up and restoration plan provides a response template so that Advancing Analytics can develop and adapt an appropriate and coordinated response to a specific emergency or incident. We follow a known process in the event of a critical incident and maintain base critical processes/services wherever feasible throughout incident response and resolution. We provide an agreed framework within which employee can work in a





concerted manner to mitigate the impact of and solve problems caused by an emergency or incident and return to business as usual as quickly as possible.

A more detailed plan can be provided to the buyer on request.

Business continuity statement/plan

Professional services

We are a cloud first consultancy and all major systems are hosted in the cloud. Our key services and processes that are deemed critical to the running of the business are detailed within our business continuity plan and have an RPO of 30 minutes to 4 hours. We have a 2 hour RTO for all systems that are to do with consulting services and up to 48 hours for internal back office support systems.

A more detailed plan can be provided to the buyer on request.

Privacy by Design

We apply a strong Privacy by Design approach across all data consultancy services to ensure privacy and data protection are embedded from the outset. Privacy considerations are included during initial scoping, solution design, and delivery planning. All work is aligned with UK GDPR, the Data Protection Act 2018, and relevant NCSC guidance.

We ensure that only the minimum personal data required is processed and that information is used strictly for the purposes agreed with the customer. Where possible, we design solutions to avoid the use of identifiable data, applying anonymisation or pseudonymisation techniques to reduce privacy risk.

Our technical implementations follow secure-by-default principles. This includes least-privilege access controls, encryption in transit and at rest, robust authentication, continuous monitoring, and auditable logging of data access. Data flows, retention schedules, and processing activities are fully documented and made transparent to the customer.

We protect personal data throughout its lifecycle, ensuring secure handling, storage, and deletion in accordance with customer requirements and contractual obligations. Customers retain full ownership and control of their data at all times, and we operate only under their documented instructions.

All staff handling client data receive regular training in data protection and secure data practices. We conduct risk assessments and, where required, Data Protection Impact Assessments to identify and mitigate privacy risks early. Our privacy practices are continuously reviewed and improved.

3. Using the service

Ordering and Invoicing

To discuss your requirements in more detail and to place an order please contact publicsector@advancinganalytics.co.uk detailing your requirements.

We typically hold an initial scoping call to understand your requirements in more detail and from there we build a proposal for you to view, check that we have understood the requirement correctly and agree next steps. We would then send a Statement of Works for you to agree. We would then expect an order to be sent to publicsector@advancinganalytics.co.uk alongside a signed SOW and any required call off contract.



Availability of Trial Service

We currently do not provide a trial service.

On-Boarding, Off-Boarding, Service Migration, Scope etc.

We support customers' on-boarding by holding a kick-off workshop to align roles and responsibilities. Our services are based on handing over from the start, so everything we do on-site is designed to be handed over as we go to your organisation. Therefore, after we have completed our engagement you should be able to pick up where we have left off.

Training

We can support with customisable training on Databricks, please refer to our rate card for detailed pricing around this.

We love to educate and support users so they can get the most out of their Databricks investment. We are happy to come to you, or would welcome you in our London office. We can do online, classroom or even 121 training. As long as we get to help and support you using Databricks then we are happy. We typically include this in larger pieces of work, but can design something specific for your requirement.

Implementation Plan

A detailed implementation plan can be provided to the buyer on request. We typically work with an organisation on understanding their current situation against the current technical requirements, their people, process and budget. We then work with key stakeholders to build a plan together so when the project is complete your team are upskilled and able to take over the reins confidently when we leave.

Service Management

- You will be aligned an Account Manager who is your key contact on the engagement, who will liaise with you, your team and our team throughout the project.
- We will hold regular service review meetings to track KPIs, SLAs, and improvement actions.
- We will maintain a risk and issue log with agreed escalation routes.
- We use ITIL-aligned processes for incident, problem, and change management.
- We will conduct annual service maturity assessments to identify optimisation opportunities.
- We will gather end-user feedback after each major service interaction.





Service Constraints

Onsite service between hours of 9am and 5pm.

Service Levels

We are able to discuss and agree appropriate service levels and reach agreement prior to an order being placed (which would then be documented in the Order Form as agreed between both parties).

Outage and Maintenance Management

To reduce the risk of any outages while we are conducting our service, we ensure that we don't disrupt business critical reporting and maintain compliance with ITIL change control, applicable laws such as GDPR and internal security policies. We can provide a structured, low-risk process for any technical activities requiring temporary downtime, restricted access or maintenance windows.

We do not envisage any downtime being required during our delivery.

Financial Recompense Model for not Meeting Service Levels

We do not offer financial recompense.

4. Provision of the service

Customer Responsibilities

The Customer shall:

- Ensure personnel who may be part of the project team are adequately available for meetings, calls and workshops.
- Ensure supplier personnel are provisioned with the necessary equipment and permissions to access the systems required to perform under this contract.
- By the Commencement Date of any Statement of Work (SoW) designate a project team member who will be the Supplier Principal Customer contact (and a fully authorised nominated alternative if the principal contact is unavailable).
- Provide timely responses to requests submitted for decisions and feedback. Decisions are assigned due dates, and the Customer shall provide the required feedback or make decisions on either the due date agreed upon or within three business days of submittal.
- Comply with its obligations and responsibilities set out in the Agreement, and in the event of any delays by the Customer, which prevents or hinders the Supplier's ability to provide the Services, the Supplier reserves the right to charge the Customer for such delays.

Technical Requirements and Client-Side Requirements

These will be documented dependent on service definition in any SOW, but will include access to your technology, aligned personnel and network.

An overview is below:

- Cloud Platform and access
- Confirmation of current workspace or need for setup
- Provision of admin level access for setup tasks
- Access to cloud resources such as:
 - S3/ADLS Gen2 / GCS buckets
 - VNET/VPC configuration



- Key vault / KMS encryption keys
- Private link / VPC Peering needs
- Firewall rules and IP allowlists
- A documented inventory of data sources:
 - Databases
 - SaaS platforms
 - Flat files
 - Event / stream sources
- Connection details, authentication methods and sample accreditations
- Compute and cluster requirements
 - Expected workload types
 - Preferred cluster modes
 - Autoscaling expectations
 - Libraries, runtimes or driver dependencies
- Tooling and integration requirements
 - Version control
 - CI/CD approach
 - Monitoring/logging requirements
- Integrations.

We also may require:

- Stakeholder readiness
- Use case definition
- Data governance expectations
- Resource availability
- Legal and commercial requirements being outlined.

Outcomes/Deliverables

We help you deliver value through data faster than ever before, we can help you achieve 6-12 times faster delivery than traditional methods in reaching value from your data within your data platform.

We can reduce your costs, while building a better data environment, we regularly see 4-10 times reduced TCO than building a data platform with internal teams. This is because we have done this multiple times and have proven methodologies to help you.

After-sales Account Management

All customers are aligned a dedicated Account Manager who will manage to day requests and ensure communication throughout any service. Your account manager will also keep you abreast of any exciting developments in the Databricks ecosystem and ensure you have access to technical resource as and when you need it.





Termination Process

16. Term and Termination

16.1 This Agreement shall commence on the Commencement Date and shall continue in force unless and until terminated in accordance with the provisions of this Agreement or of any Statement of Work as applicable.

16.2 Without prejudice to any rights that the Parties have accrued under the Agreement or any of their respective remedies, obligations or liabilities, either Party may terminate the Agreement as per Clause 13.2.2 of CCS' General Terms and Special Term 11 of the Framework Agreement if:

1. a. the other Party commits a material breach of any material term of the Agreement (including any payment obligations) and (if such breach is remediable) fails to remedy that breach within a period of thirty (30) days after being notified to do so; or
2. b. the other Party breaches any of the terms of Clause 10, Clause 15 or Clause 20;
3. c. the other Party suspends, or threatens to suspend, payment of its debts, or is unable to pay its debts as they fall due or admits inability to pay its debts, or is deemed unable to pay its debts within the meaning of section 123 of the Insolvency Act 1986; or
4. d. the other Party suspends or ceases, or threatens to suspend or cease, carrying on all or a substantial part of its business.

16.3 If for any reason a contract between a Third-party and the Supplier relating to the Supplier's right to use, install or support Third-Party Software which is the subject of the Agreement is terminated, then the Agreement or applicable Statement of Work (as the case may be) shall automatically terminate, save that where the Agreement relates to other Deliverables other than that Third-Party Software, termination of the Agreement shall operate only in so far as it relates to such Third-Party Software.

16.4 Termination of the Agreement, for any reason, shall not affect the accrued rights, remedies, obligations or liabilities of the Parties existing at termination.

16.5 On termination of the Agreement for any reason:

1. a. the Supplier shall immediately cease provision of the Services;
2. b. all amounts payable (including without limitation to all Fees and Expenses in providing the Services under that Statement of Work up to and including the termination date) by the Customer to the Supplier under the Agreement shall become due immediately despite any other provision of the Agreement; and
3. c. each Party shall use reasonable endeavours to return and make no further use of any equipment, property, materials and other items (and all copies of them) belonging to the other Party.

16.6 Save as provided in this Clause 16 or elsewhere in the Agreement, or by mutual consent and on agreed terms, or due to a Force Majeure event, neither Party shall be entitled to terminate a Statement of Work.

16.7 Termination of any Statement of Work shall be without prejudice to any other rights which any party may have under any other Statement of Work.



5. Our experience

Case Studies

Home and Motor Insurer

Productionising **Claims Notes Summarisation** with GenAI

Challenge

- ✗ Claims adjusters spent hours reading extensive claim notes to understand cases.
- ✗ High claim volumes led to processing delays and bottlenecks.

Solution

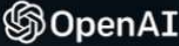
- 🤖 **AI-powered summarisation** extracts key details from claim notes into structured summaries.
- 📄 Adjusters quickly grasp essential case information, improving **speed** and **accuracy**.

Impact

99.4% Reduction

From **30 mins** to **10 sec** per claim





For a large insurance client, we used AI to help reduce claim times from 30 minutes to 10 seconds. We did this by utilising a Large Language Model that summarised the salient points of a claim, so a handler was able to focus on the key details.



Clients

Who are Advancing?

Background

- Established in 2018
- Over 80 staff
- London UK, Philadelphia US, Lisbon EU
- Operating in 10+ countries

Global Customers

WPA Healthcare, virgin atlantic, ASOS, ageas, NorthStandard, Quilter, HISCOX, Howden Group Holdings, Novuna

Recognition

7 Microsoft MVPs, 11 Databricks Champions, 2 Databricks MVPs, Lakehouse Brickbuilder, UC Migration Partner

Partnerships

Microsoft Solutions Partner, Databricks Consulting Partner, Google Cloud Partner, AWS Partner, sigma

Logos of customers including HISCOX, ASOS, Virgin Atlantic, Novuna, NorthStandard, AXA, WPA Healthcare, Quilter, Ageas and Howden Group Holdings. This shows our extensive industry recognition and leadership.

Contact Details

publicsector@advancinganalytics.co.uk