



AI, Automation & Data Intelligence Support

G-Cloud 15 (RM1557.15) Service Definition

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1 Service description

1.1 Overview

Founded on 6 years' experience delivering cloud and digital solutions across public sector environments, Bellosoft specialises in designing and delivering AI, automation and data intelligence services that help organisations improve efficiency, decision-making and delivery. We apply AI responsibly and practically, embedding automation/data intelligence into real-world processes to deliver measurable operational value.

Bellosoft provides services that help public sector organisations identify, design, build and integrate AI-powered solutions. Our services span AI use-case discovery, conversational and voice AI, document intelligence, intelligent workflow automation, data analytics, and integration of AI capabilities into existing systems and business processes.

We act as a vendor-agnostic delivery partner, providing hands-on AI engineering and delivery support across leading cloud and AI platforms including Microsoft Azure, Azure OpenAI Service and Amazon Web Services.

1.2 Delivery framework

Supporting clients from initial planning through to post-deployment optimisation, Bellosoft delivers end-to-end AI, automation and data intelligence support designed to enable secure, responsible and effective use of AI within public sector services.

To ensure a consistent, repeatable approach, we deliver all services using the Bellosoft Cloud Delivery Framework. This framework provides a clear structure for managing change, risk, governance and technical delivery across complex AI and automation programmes, while remaining flexible to align with each client's operating model, assurance requirements and risk appetite.

Discover

We work with stakeholders to identify and prioritise AI, automation and data intelligence opportunities. This includes understanding objectives, existing processes, data sources and constraints, capturing functional, non-functional and ethical requirements, and assessing feasibility, risk and potential value.

Design

We design AI-enabled solutions aligned to security, transparency, scalability and compliance requirements. This includes AI and automation solution design, data pipelines, model selection or configuration, integration patterns, and responsible-AI controls.

Plan

We translate design decisions into pragmatic delivery plans, defining sequencing, dependencies, resourcing and governance arrangements. This ensures AI and automation initiatives align with organisational assurance processes and can be delivered safely and incrementally.

Deliver

We deliver solutions using agile, sprint-based approaches. Activities may include AI model development or configuration, intelligent automation implementation, data analytics development, systems integration, testing and controlled deployment into live environments.

Optimise

Following deployment, we support monitoring, optimisation and continuous improvement. This includes performance and accuracy tuning, automation refinement, model review, data quality checks and governance reviews to ensure solutions remain effective, transparent and sustainable over time.

1.3 Key service offerings

We provide a structured portfolio of AI, automation and data intelligence support services, covering all key stages of the delivery lifecycle from early discovery through to post-deployment optimisation. Clients can engage Bellosoft for full end-to-end delivery or for targeted services aligned to specific phases.

AI and automation discovery

We support organisations to identify and prioritise AI, automation and data intelligence opportunities through structured discovery and stakeholder engagement. This includes reviewing existing processes, data sources, systems and constraints, capturing functional, non-functional and ethical requirements, and assessing feasibility, risk and potential value.

AI solution and data design

We design secure, scalable AI-enabled solutions aligned to public sector assurance and governance requirements. This includes AI and automation solution design, data pipelines, document and text intelligence approaches, model selection or configuration, integration patterns, and responsible-AI controls such as transparency, explainability and human oversight.

Intelligent automation and AI implementation

We provide hands-on delivery support using Agile, sprint-based approaches. Activities may include:

- Intelligent workflow automation
- Document intelligence and text processing
- Conversational or voice AI implementation
- Data analytics and insight development
- Integration of AI capabilities with existing systems and processes

Delivery is supported by structured testing and controlled deployment in collaboration with client teams and third-party vendors.

Security, assurance and operational readiness

We embed security, governance and assurance throughout AI and automation delivery. This includes access controls, data-protection measures, testing and validation, risk management, and readiness activities to ensure solutions are secure, compliant and appropriate for live operation in sensitive public sector environments.

Optimisation and continuous improvement

Following deployment, we support monitoring, optimisation and continuous improvement. This includes reviewing model performance and accuracy, refining automation logic, monitoring data quality, and supporting governance reviews to ensure solutions remain effective, transparent and sustainable over time.

1.3.1 Benefits to buyers

Our services help public sector organisations to:

- Reduce manual effort and administrative burden through automation
- Improve decision-making using data-driven insight and intelligence
- Introduce AI safely and responsibly within existing services
- Increase efficiency and consistency across operational processes
- Improve service responsiveness for citizens and staff
- Build internal capability and confidence in AI and automation

1.4 Service scope

Service constraints

Bellosoft delivers services within the following standard constraints:

- The client must provide timely access to relevant systems, cloud environments, documentation and subject-matter experts, as defined in the agreed Statement of Work

- Where delivery involves access to public sector systems or data, all activities must comply with the client's security, access control and information-governance requirements
- On-site delivery within the UK is subject to prior agreement, site access arrangements and health and safety requirements
- Delivery timescales may depend on third-party suppliers, cloud platform providers, client infrastructure readiness and timely client-side decision-making
- Bellosoft delivers services during agreed UK business hours (09:00–17:00, Monday to Friday), unless otherwise agreed. We can provide out-of-hours or emergency support by prior arrangement and when documented within the Statement of Work

1.5 User support

For AI, automation and data intelligence engagements, user support covers discovery, development and live operational phases. During delivery, support includes resolution of AI and automation issues, model or workflow refinement, data quality queries, and sprint-based issue tracking. Following deployment, support focuses on solution stability, monitoring, optimisation and controlled change in line with agreed service levels.

To ensure issues and queries are logged, prioritised and resolved efficiently throughout delivery and post-implementation phases, Bellosoft provides a structured and responsive user-support service. We deliver support as part of our professional services model and tailor it to each engagement, with specific arrangements defined in the agreed Statement of Work.

Our support approach provides proportionate, transparent and timely responses aligned to the impact on service delivery and operational priorities. We work closely with client stakeholders to ensure issues are managed effectively, with clear ownership, communication and escalation throughout.

1.5.1 Support arrangements

Support channels

Buyers can access support through the following channels:

- Email support through a dedicated project or support mailbox
- Online ticketing using industry-standard tools such as Jira or Azure DevOps, or the buyer's own ticketing system where appropriate
- Phone support for urgent issues or where direct discussion is required
- Web chat support through secure collaboration tools such as Microsoft Teams during business hours

Support hours

We provide standard support Monday to Friday, 09:00–17:00 (UK time). Clients can log requests at any time through email or online ticketing. We can provide out-of-hours or emergency support for critical issues by prior agreement and when documented within the Statement of Work.

Response times

Bellosoft operates priority-based response times aligned to the operational impact of the issue, as agreed with the buyer:

Priority	Description	Response time
P1 – Critical	Service outage or issue with significant operational impact	Within 4 hours
P2 – High	Major functionality degraded	Within 1 business day
P3 – Medium	Partial issue with limited operational impact	Within 2 business days
P4 – Low	Minor or non-urgent request	Within 5 business days

Escalation

We follow a defined escalation pathway for all requests, from initial triage through to technical delivery leads and senior management where required. To ensure timely resolution, we agree on escalation routes and decision points at project initiation.

Account management

Each engagement includes a named Project Manager as the primary point of contact. We assign a Technical Lead or Principal Consultant to provide technical oversight and escalation support, where agreed and documented within the Statement of Work.

1.6 Customer alignment

Bellosoft recognises that every public sector organisation operates within a unique combination of strategic priorities and operational constraints. Ensuring that delivery activity aligns with organisational objectives, assurance processes and ways of working, we tailor each engagement to the client's specific context.

We work closely with senior stakeholders, technical leaders and delivery teams to understand policy drivers, service objectives and risk appetite. Ensuring solutions are both technically robust and operationally viable within the client environment, this understanding informs how we shape architecture decisions, delivery approaches and governance arrangements.

Ensuring our approach is architecture-led and outcomes-focused, we prioritise clarity of decision-making, transparent trade-offs and practical delivery over theoretical best practice. By grounding technical recommendations in real operational needs, we help organisations make informed choices that balance security, resilience, cost and pace of change.

We embed ourselves alongside client teams rather than operating as an external advisory layer by actively participating in established governance forums, working collaboratively within delivery teams, and structured knowledge transfer throughout the engagement. We support shared ownership through user acceptance testing, formal design assurance and stage-gate reviews.

Our role is to enable clients to build sustainable cloud capability, not long-term dependency. To ensure organisations can confidently optimise and evolve their cloud services beyond initial delivery, we support capability development, documentation and handover.

1.7 Service assurance, security and resilience

1.7.1 Security and data governance

To provide clients with confidence that information is handled securely and responsibly, Bellosoft applies a robust, risk-based approach to information security and data governance aligned with recognised industry standards and public sector best practice.

We embed security and data-protection considerations throughout all phases of delivery, from initial planning and architecture design through to implementation and post-delivery review.

Key measures include:

- Multi-factor authentication (MFA) and full-disk encryption on all devices accessing client systems
- Role-based access control (RBAC) to restrict access on a least-privilege, need-to-know basis
- Secure configuration baselines and regular vulnerability scanning to maintain system integrity
- Encryption of data in transit and at rest using industry-standard cryptographic controls
- Comprehensive audit logging of administrative and user activity for traceability and assurance
- Mandatory information-security and data-protection training for all staff at induction and annually thereafter

Where delivery involves access to client systems or data, Bellosoft operates exclusively within client-approved environments and complies with all applicable security, access-control and governance requirements. No client data is transferred or stored outside agreed locations without explicit authorisation.

1.7.2 Business continuity and service resilience

Bellosoft maintains a Business Continuity and Disaster Recovery (BCDR) framework aligned with ISO 22301 Business Continuity Management principles and public sector resilience expectations.

Our approach is designed to ensure continuity of service delivery, protect project activity against disruption, and enable rapid recovery in the event of an incident.

Key provisions include:

- Daily automated backups of operational data with encrypted off-site copies
- Use of resilient, cloud-based platforms hosted in ISO 27001-certified data centres
- Buyer-agreed Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs), where applicable
- Regular continuity testing and risk reviews to validate readiness and identify improvement actions
- Post-incident reviews following any disruption, with lessons learned embedded into updated procedures

1.7.3 Compliance and quality management

All services delivered under the G-Cloud framework are governed by Bellossoft's Quality Management processes, aligned with ISO 9001 principles and continuous improvement best practice.

Our quality approach ensures consistency, accountability and transparency across all engagements.

Key elements include:

- Formal risk and issue management, reviewed through agreed governance and reporting structures
- Documented change control, decision logging and design assurance processes
- Regular internal reviews of delivery quality, security controls and compliance obligations
- Compliance with UK GDPR and the Data Protection Act 2018, including data-minimisation and accountability principles
- Commitment to sustainability and transparency, aligning with UK Government PPN 06/21 requirements

By integrating assurance, security and quality management into day-to-day delivery, we provide clients with confidence that services are delivered safely, compliantly and to a consistently high standard.

2 G-Cloud alignment

Bellosoft delivers all G-Cloud engagements through a tailored, collaborative approach that adapts to the specific objectives, scale and governance requirements of each client. Our delivery structure is designed to provide clarity, control and consistent quality from mobilisation through to completion.

We work alongside client teams with clearly defined responsibilities, transparent governance arrangements and agreed communication routes. This approach ensures that delivery aligns with public sector assurance requirements while remaining flexible to support different organisational operating models and levels of internal capability.

3.1 Onboarding and offboarding processes

Ensuring a smooth transition into and out of all G-Cloud engagements, Bellosoft provides a structured and transparent approach to client onboarding and offboarding. Our processes align with G-Cloud 15 framework requirements, and we tailor them to the scope and complexity of each engagement.

2.2.1 Onboarding

To ensure all parties are aligned on objectives, scope, responsibilities and success criteria before delivery commences, we begin each engagement with a collaborative onboarding phase.

Typical onboarding steps include:

1. Kick-off and scoping

We meet with the client's delivery and governance teams to confirm objectives, scope, timescales, constraints and success measures.

2. Statement of Work (SOW)

We agree and finalise the SOW, defining deliverables, dependencies, governance arrangements and commercial terms.

3. Access and environment setup

The client provides access to systems, cloud environments and documentation. All delivery activity is undertaken within client-approved infrastructure to maintain security and governance.

4. Resource allocation and scheduling

We confirm delivery roles, allocate resources and agree on delivery milestones, reporting cycles and governance checkpoints.

5. Discovery and requirements confirmation

Where applicable, early discovery and validation activities confirm functional, technical and non-functional requirements, forming the baseline for delivery.

Onboarding concludes once the SOW and project initiation documentation have been approved and governance, access and communication arrangements are in place.

2.2.2 Offboarding

Every engagement concludes with a structured offboarding phase to ensure a smooth transition, sustained value and clear ownership for the client.

Typical offboarding steps include:

1. Project closure review

A formal review is held to confirm deliverables, assess performance against agreed objectives and capture lessons learned.

2. Documentation and handover

We provide a complete set of delivery artefacts, such as architecture documentation, configuration records, migration outputs and agreed supporting materials.

3. Knowledge transfer

Targeted knowledge transfer sessions or handover workshops are delivered to enable client teams to operate, maintain and evolve solutions independently.

4. Access revocation and data handling

In line with client information-governance requirements, all Bellosoft access to client systems is revoked and any temporary project data is securely returned or deleted.

5. Post-engagement support

Where required, continued optimisation, advisory or support services can be provided under a new or extended Statement of Work.

2.3 Backup, restore and disaster recovery provision

To safeguard client information assets and ensure continuity of service delivery, Bellosoft maintains robust Data Protection, Business Continuity and Information Governance practices aligned with recognised industry standards and public sector expectations. We design our approach to support service resilience, data integrity and rapid recovery while operating within client-approved cloud environments.

Overview and governance

Bellosoft operates a Business Continuity Management (BCM) framework aligned with the principles of ISO 22301 Business Continuity Management. This framework identifies potential risks to service delivery, evaluates their impact, and defines structured response and escalation procedures.

We maintain documented recovery plans, coordinate communications during incidents, and oversee service restoration where Bellosoft-delivered services are affected. To verify readiness and identify improvement actions, we conduct annual risk assessments and continuity reviews, with periodic testing.

Backup and data protection

Bellosoft delivers services primarily within client-controlled cloud environments and implements backup and data-protection arrangements in line with the client's cloud platform configuration and governance requirements.

Where Bellosoft is responsible for managing or supporting backup configurations, provisions typically include:

- Daily automated backups of relevant system data, with integrity verification and audit logging
- Encrypted off-site storage using cloud-native backup services hosted in ISO 27001-certified data centres
- Cloud replication of critical systems to geographically separate regions where required by the client
- Incremental and full backups scheduled to preserve essential datasets and recovery points
- Secure retention of backup data using encryption at rest and controlled access mechanisms

We agree on all backup and retention arrangements with the client and document them within the Statement of Work.

Disaster recovery and restoration

In the event of service disruption, Bellosoft follows defined disaster-recovery and escalation procedures aligned to the scope of the engagement and client requirements.

Where applicable, recovery objectives are agreed with the buyer and may include:

- Restoration of supported services within agreed Recovery Time Objectives (RTOs)
- Limiting data loss in line with agreed Recovery Point Objectives (RPOs)
- Maintaining clear and continuous communication with client contacts throughout the recovery process
- Bellosoft works collaboratively with clients and cloud platform providers to support recovery activity, ensuring roles and responsibilities are clearly understood and executed.
- Hard copy and physical records

Bellosoft operates a digital-first delivery model, storing essential corporate records (such as contracts or financial documentation) securely in electronic form using encrypted storage and access controls. Where physical records are required, they are held in secure, access-controlled facilities and managed in line with data-protection and retention policies.

Continuous improvement and assurance

Following any continuity exercise or live incident, Bellosoft conducts a post-event review to assess effectiveness, capture lessons learned and implement improvement actions. This continuous improvement approach strengthens service resilience and ensures ongoing alignment with G-Cloud 15 Call-Off Terms, public sector resilience expectations and industry best practice.

2.4 Service management details

Bellosoft manages services in line with ITIL 4 principles, scaled appropriately to the size, complexity and risk profile of each engagement. Delivery is overseen by a named Project Manager, who acts as the primary point of contact and is responsible for coordination, governance and communication throughout the engagement lifecycle.

We operate clear service-management and governance arrangements to ensure transparency, accountability and consistent quality. We hold governance meetings with client stakeholders at agreed frequencies to review progress, milestones, risks, dependencies and any corrective actions required.

2.4.1 Service levels

Service levels are agreed during contract initiation and documented within the Statement of Work. Typical service levels include:

Measure	Target	Description
Response to client queries	Within 1 business day	Confirmation of receipt and assignment to the appropriate delivery lead
Issue acknowledgement	Within 4 working hours (critical) / 1 business day (standard)	Logged, triaged and prioritised in line with agreed severity levels
Status reporting	Weekly or as agreed	Progress updates, risks, dependencies and key decisions
Change request turnaround	Within 2–5 business days	Impact assessed and approved through agreed change control
Post-engagement review	Within 10 business days of completion	Lessons learned and service improvement actions documented

Where required, we can tailor service levels to the specific engagement and agree these with the buyer at the outset.

2.4.2 Service constraints

Bellosoft delivers services within the following standard constraints:

- The client must provide timely access to relevant systems, cloud environments, documentation and subject-matter experts, as defined in the Statement of Work.
- Where delivery involves access to public sector systems or data, all activities must comply with the client's security, access control and information-governance requirements.
- On-site delivery within the UK is subject to prior agreement, site access arrangements, and local health and safety requirements.
- Delivery timescales may depend on third-party suppliers, cloud platform providers, client infrastructure readiness and timely client-side decision-making.
- Services are delivered during agreed UK business hours (09:00–17:00, Monday to Friday), unless otherwise agreed. Out-of-hours or emergency support can be provided by prior arrangement and documented within the Statement of Work.

2.4.3 Service and general support details

Support for all G-Cloud engagements is coordinated through the assigned Project Manager and Technical Lead. Clients can raise requests or issues via:

- Direct email to the assigned Bellossoft contact
- Online ticketing systems (such as Jira or Azure DevOps), where agreed
- Scheduled progress calls or governance meetings
- Secure collaboration platforms such as Microsoft Teams, SharePoint or client-provided systems

We log, track and manage all requests and issues in line with agreed service levels. We respond to critical issues reported outside standard business hours at the next available working period, or through escalation arrangements defined in the Statement of Work.

To ensure traceability and transparency, Bellossoft maintains audit trails of requests, changes and key communications through delivery logs and agreed reporting mechanisms.

2.5 Training

To support effective adoption, long-term sustainability and internal capability development, Bellossoft provides training and structured knowledge transfer as an integral component of every engagement.

Training is tailored to the client's technical environment, delivery model and user groups, and is designed to enable teams to confidently operate, maintain and evolve cloud-based solutions.

Typical training activities include:

- **End-user and technical training:** Instructor-led or remote sessions covering system usage, cloud platform operation, architecture decisions and day-to-day operational processes.
- **Role-based training:** Targeted sessions for technical, operational and governance roles, aligned to responsibilities such as service ownership, security, cost management and change control.
- **Train-the-trainer programmes:** Support for nominated client staff to become internal champions, enabling ongoing training and knowledge dissemination without reliance on external support.
- **Knowledge-transfer workshops:** Structured handover sessions covering architecture, configuration, deployment processes and operational considerations to support long-term ownership.
- **Reference materials:** Bespoke documentation, including architecture diagrams, runbooks, user guides and quick-reference materials, is provided in accessible digital formats

We co-design training approaches with client stakeholders to align with existing learning frameworks, tools and internal processes. We assess effectiveness through feedback, engagement during delivery and post-training review, supporting continuous improvement and sustained value beyond initial delivery.

3 Security and data governance

3.1 Information security management

To ensure the confidentiality, integrity and availability of client data and systems, Bellosoft operates robust information security management processes aligned with recognised industry standards and public sector best practice.

Our approach is based on ISO 27001 principles and guidance from the National Cyber Security Centre (NCSC). We maintain an Information Security Policy that defines staff responsibilities, risk management, incident reporting and continuous improvement. All personnel complete mandatory information-security and data-protection training at induction, followed by annual refresher training.

Training covers UK GDPR, the Data Protection Act 2018, secure data handling, access control, incident reporting and acceptable use of systems. Completion is tracked, and additional refresher sessions are delivered following regulatory updates or material changes to policy or process.

Security considerations are embedded throughout delivery governance, including during initial engagement, architecture design, implementation and post-delivery review. Technical security measures include:

- Endpoint encryption and enforced multi-factor authentication (MFA) for all accounts accessing client systems
- Secure configuration baselines for all devices used for service delivery
- Regular vulnerability scanning and patch management aligned to client and platform-provider guidance
- Logging and monitoring of system access to support auditability and incident investigation

Bellosoft holds Cyber Essentials certification and maintains a roadmap of continuous improvement to strengthen its information-security controls over time.

3.2 Compliance

Bellosoft complies fully with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, ensuring personal data is processed lawfully, fairly and transparently.

We are registered with the Information Commissioner's Office (ICO) and maintain an internal Record of Processing Activities (RoPA) detailing the data we process, purposes of processing and lawful bases.

Key compliance measures include:

- Conducting Data Protection Impact Assessments (DPIAs) where delivery involves personal or sensitive data
- Appointing a Data Protection Lead responsible for policy oversight and liaison with client Data Protection Officers
- Annual review of information security and data protection policies
- Clear procedures for incident reporting, investigation and client notification
- No transfer of client data outside agreed locations without prior written consent and appropriate contractual safeguards

Any actual or suspected data breach is reported promptly to the client's nominated contact and managed in line with agreed escalation and notification procedures.

3.3 Data handling and access controls

To ensure that data remains under client ownership and control at all times, Bellosoft applies a minimal-data-handling model. Access to client data occurs only within client-approved systems, environments and governance frameworks.

Controls include:

- **Client-controlled environments:** No client data is stored on Bellosoft-owned systems unless explicitly agreed. Delivery activity is undertaken within client cloud environments or approved secure access mechanisms
- **Role-based access control (RBAC):** Access is granted on a least-privilege, need-to-know basis and reviewed regularly

- **Authentication and encryption:** MFA is enforced, and data is encrypted in transit and at rest using industry-standard controls
- **Device management:** All company devices use full-disk encryption, endpoint protection and automatic locking
- **Monitoring and audit:** Access logs are maintained and reviewed to ensure accountability and traceability
- **Data retention and disposal:** Temporary project data is securely deleted or returned at project closure, in line with client requirements
- **Incident management:** Any suspected unauthorised access or data loss triggers immediate containment, investigation and client notification

3.4 Security culture and client assurance

Bellosoft maintains a strong security culture underpinned by clear accountability, transparency and senior oversight. Our size enables close control, rapid response and consistent application of security standards across all engagements.

Key standards include:

- **Senior accountability:** Security oversight is held at leadership level, ensuring visibility and rapid decision-making
- **Rapid escalation:** Security issues are escalated and addressed promptly through defined governance routes
- **Integrated governance:** Security controls align with each client's policies, assurance processes and risk appetite
- **Proportionate controls:** Security measures are tailored to the context and sensitivity of each engagement, avoiding unnecessary complexity
- **Visible assurance:** We provide clear audit evidence of training, access controls and incident management when required

4 Commercial and contractual information

4.1 Pricing

Bellosoft has priced its Cloud Strategy, Architecture & Digital Transformation Support services in accordance with the G-Cloud 15 Framework. Full pricing details are published in the associated Pricing Document.

Pricing is transparent and based on the services, roles and delivery approach selected by the buyer. Engagements may be delivered on a time-and-materials, fixed-price or phased basis, as set out in the Pricing Document and agreed within the Statement of Work. Any optional services or variations are clearly defined prior to commencement.

4.2 Invoicing

Invoicing arrangements are governed by the Crown Commercial Service G-Cloud 15 Call-Off Terms and Conditions.

Invoices are issued in accordance with the agreed contract and Statement of Work, typically on a monthly basis or aligned to agreed delivery milestones. Payment terms are consistent with standard UK public sector requirements and are confirmed at contract initiation.

4.3 Termination terms

Termination of the contract is governed by the Crown Commercial Service G-Cloud 15 Call-Off Terms and Conditions.

Buyers may terminate the contract in line with these terms by providing written notice. Bellosoft may terminate the contract only in circumstances permitted under the Call-Off Terms, such as material breach or non-payment.

Upon termination or expiry of the contract, client data, access and materials are handled in accordance with the offboarding and data-handling processes, ensuring continuity, security and full client ownership.

5 Supplier information

5.1 About us

Bellosoft is a UK-based cloud consultancy specialising in cloud strategy, architecture design and digital transformation support for public sector organisations. We help organisations modernise legacy systems, adopt cloud platforms safely and deliver resilient, scalable digital services aligned to public sector governance and assurance requirements.

Our services focus on enabling effective decision-making and practical delivery across complex cloud programmes. We combine architecture-led thinking with hands-on delivery support, helping clients navigate transformation challenges while balancing security, resilience, cost and pace of change.

We work in a vendor-agnostic manner across leading cloud platforms such as Microsoft Azure and Amazon Web Services. This allows us to provide independent advice and delivery support that reflects each client's priorities, operating model and risk appetite, rather than promoting a specific technology solution.

Ensuring our approach is collaborative and outcomes-focused, we work alongside client teams, integrating with established governance structures and delivery processes.

5.2 Experience and impact

Bellosoft has delivered AI, automation and data intelligence solutions for regulated industry clients, with particular expertise in conversational AI, intelligent document processing, analytics platforms and workflow automation. Our experience spans highly regulated financial services environments where data security, compliance and accuracy are critical.

AI Implementation Experience

Conversational AI & Voice Intelligence

We have delivered production voice AI systems handling real-world customer interactions at scale:

- **Voice qualification platform (Mortgage Propeller - Financial Services):** Implemented OpenAI Realtime API integrated with Twilio telecommunications infrastructure, creating speech-to-speech AI system that:
 - Conducts natural language customer qualification conversations
 - Handles multiple concurrent calls simultaneously
 - Analyzes customer requirements including income, property values, locations and personal circumstances
 - Makes intelligent routing decisions transferring qualified customers to brokers or scheduling calendar appointments
 - Operates autonomously in production financial services environment
- **Customer service chatbots:** Developed AI-powered chatbot solutions for e-commerce platforms providing automated customer service, product queries and support

Intelligent Document Processing

We have implemented Azure AI Document Intelligence solutions for automated document analysis and fraud detection:

- **Financial document validation (Mortgage Propeller):** Deployed document intelligence system processing sensitive financial documents including:
 - Payslips, bank statements and identity documents
 - Automated data extraction from unstructured documents
 - **Fraud detection and authenticity validation:** AI-powered analysis detecting forged documents, validating dates, signatures and document authenticity
 - Identity verification confirming correct person and document validity
 - Integration with workflow automation enabling straight-through processing

Automation & Workflow Orchestration

We deliver workflow automation solutions streamlining business processes:

- Chatbot workflow automation using n8n platform

- Customer service automation reducing manual intervention
- Data processing pipelines connecting AI services to business systems
- Integration between AI services, databases and customer-facing applications

Data Intelligence & Analytics

We build analytics platforms and dashboards enabling data-driven decision-making:

- **Call analytics platform (Sentel CA3):** Developed comprehensive analytics solution with:
 - AI-powered data filtering enabling users to query complex datasets using natural language
 - Real-time operational dashboards and business intelligence visualizations
 - Machine learning foundations supporting future predictive analytics capabilities
- **Business intelligence (Mortgage Propeller):** Built analytics dashboards providing operational metrics, performance monitoring and business insights

Regulated Industry Experience

Our AI and automation implementations operate within highly regulated financial services environments demonstrating capability to deliver solutions meeting:

- **Data protection requirements:** Handling sensitive personal and financial data in compliance with data protection regulations
- **Security standards:** AI systems processing confidential information with appropriate security controls
- **Accuracy and reliability:** Production AI making business-critical decisions requiring high confidence thresholds
- **Audit and traceability:** Maintaining records of AI decisions and document processing outcomes
- **Operational resilience:** Systems handling concurrent customer interactions with high availability requirements

Technology Platforms

Our AI implementations leverage leading cloud-based AI services:

- OpenAI Realtime API for conversational AI and speech-to-speech interaction
- Azure AI Document Intelligence for intelligent document processing and fraud detection
- Twilio for telecommunications integration
- n8n for workflow automation and orchestration
- Modern web frameworks for analytics dashboards and user interfaces

Key Outcomes

Through these AI, automation and data intelligence engagements, clients have achieved:

- **Operational efficiency:** AI automation reducing staffing requirements while improving service quality and lead qualification accuracy
- **Fraud prevention:** Intelligent document processing detecting forged documents and invalid submissions before manual review
- **24/7 availability:** AI systems handling customer interactions outside business hours without human intervention
- **Scalability:** Concurrent AI processing handling multiple simultaneous interactions without capacity constraints
- **Data-driven insights:** Analytics platforms enabling business users to understand operational performance and make informed decisions
- **Faster processing:** Automated document analysis and data extraction reducing processing time from days to minutes
- **Improved accuracy:** AI validation reducing human error in document review and data extraction

Transferable Public Sector Capabilities

While our AI and automation implementations have primarily served commercial clients, these capabilities are directly transferable to public sector contexts including:

- Citizen service automation using conversational AI
- Document processing for applications, claims and submissions

- Fraud detection in benefits, procurement and identity verification
- Analytics platforms supporting evidence-based policy and operational decisions
- Workflow automation reducing administrative burden
- 24/7 service availability improving citizen access

Our experience delivering AI solutions in highly regulated financial services environments demonstrates capability to meet public sector requirements for data protection, security, accuracy, audit and accountability.

5.3 Recognition and assurance

Bellosoft operates within a robust security, quality and governance framework aligned to recognised industry standards and public sector best practice. We hold Cyber Essentials certification and apply ISO 27001 and ISO 9001 principles across our information security and quality management processes.

Technical Certifications

Our team holds industry-recognised certifications demonstrating expertise across cloud platforms, AI services and modern development frameworks:

- Microsoft certified professionals (Azure AI, Azure platform, .NET development)
- Vue.js certified developers
- MongoDB certified developers

These certifications ensure our AI implementations, automation solutions and data intelligence platforms reflect current industry best practice, security standards and responsible AI principles.

Client Recognition

Financial Services

"We've had the pleasure of working with our development partner for years — their technical vision and execution have been instrumental in bringing our fintech platform to life. From building our full website to delivering advanced AI-driven document analysis and speech-to-speech features, their dedication and expertise have helped us scale faster and more confidently than we ever expected."

— Matthew McAllister, CEO of Mortgage Propeller

Public Sector

"As a government body, we hold our technology partners to the highest standards of quality, reliability, and accountability. In 2024, Bellosoft was awarded the tender to provide software services for our organisation, and they have continued to demonstrate exceptional capability and professionalism throughout our partnership."

Their team has successfully delivered a wide range of significant projects for us, including the development of high-quality applications and websites—most notably www.grireland.ie. In addition, they have completed substantial enhancements to our core Race Management System and have delivered critical improvements to our payments portal. These projects have had a measurable and positive impact on our operations and user experience."

One of the defining strengths of Bellosoft is their consistent reliability. Every project has been delivered on time and within budget, with meticulous attention to detail and a strong understanding of our organisational requirements. Their emergency support services have also been exemplary, ensuring rapid and effective responses whenever urgent issues arise."

Through their dedication, technical expertise, and commitment to service excellence, Bellosoft has proven to be a highly trusted partner. We look forward to continuing our collaboration and building on the strong foundation established over the past several years."

— Greyhound Racing Ireland

"Bellosoft have been an excellent development partner for Sentel, consistently delivering high-quality work with a professional and collaborative approach. Their team is responsive, dependable, and easy to work with."

— Ger Connery, Managing Director, Sentel (CA3 Call Analytics Platform)

AI Delivery Assurance

Our AI, automation and data intelligence delivery approach emphasises transparency, accountability, security and responsible AI practice. We provide:

- Clear documentation of AI decision-making logic and confidence thresholds
- Security controls protecting sensitive data processed by AI systems
- Audit trails enabling traceability of AI processing and outcomes
- Testing and validation ensuring AI accuracy and reliability
- Compliance measures aligned to data protection and industry regulations
- Bias assessment and fairness considerations in AI implementations
- Human oversight mechanisms where AI makes business-critical decisions

This approach gives clients confidence that AI, automation and data intelligence services are delivered safely, responsibly and with full accountability.

5.3.1 Case Study: Financial Services AI Implementation

Client: Mortgage Propeller (Regulated Financial Services)

Challenge

The client, a mortgage brokerage platform, required AI-powered automation to improve operational efficiency, enhance lead quality and provide 24/7 customer service. Specific requirements included:

- Automated customer qualification reducing staffing requirements while maintaining service quality
- Intelligent document processing validating financial documents and detecting fraud
- Natural language voice interaction providing conversational customer experience
- Secure handling of sensitive personal and financial data in regulated environment
- Integration with existing broker workflows, calendar systems and CRM platform
- Scalability supporting multiple concurrent customer interactions

Approach

Bellosoft delivered comprehensive AI, automation and data intelligence solutions:

Conversational AI - Speech-to-Speech Qualification System

- Implemented OpenAI Realtime API integrated with Twilio telecommunications infrastructure
- Developed AI system conducting natural language conversations with customers
- Built qualification logic analyzing customer requirements including:
 - Income and financial circumstances
 - Property values, locations and purchase intentions
 - Personal details and mortgage eligibility factors
- Implemented intelligent routing logic:
 - Transferring qualified customers to available brokers in real-time
 - Scheduling appointments in broker calendars when unavailable
 - Managing multiple concurrent calls simultaneously
- Designed conversation flows balancing natural interaction with structured data collection
- Implemented security controls protecting sensitive financial information during AI processing

Intelligent Document Processing - Fraud Detection

- Deployed Azure AI Document Intelligence for automated document analysis
- Built document validation system processing:
 - Payslips, bank statements and identity documents
 - Automated data extraction from unstructured documents
 - **Fraud detection capabilities:** AI-powered analysis detecting forged documents, invalid dates, suspicious signatures and document manipulation
 - Identity verification confirming document authenticity and correct person
- Integrated with workflow automation enabling straight-through processing for valid documents
- Implemented audit trail capturing AI decisions and confidence scores

Data Intelligence & Analytics

- Developed analytics dashboards providing operational insights and performance metrics

- Built reporting capabilities tracking AI system performance, qualification rates and customer outcomes
- Implemented data visualization enabling business users to understand operational patterns

Integration & Automation

- Integrated AI services with existing CRM, calendar and broker management systems
- Built workflow automation connecting document processing, qualification and routing
- Developed APIs enabling seamless data flow between AI systems and business applications

Outcomes

Operational Efficiency

- Reduced operational staffing requirements through AI automation while maintaining service quality
- 24/7 customer service availability without human intervention outside business hours
- Concurrent call handling supporting multiple customer interactions simultaneously without capacity constraints

Lead Quality & Fraud Prevention

- Improved lead quality through consistent, intelligent qualification criteria applied by AI
- Automated fraud detection identifying forged documents and invalid submissions before manual review
- Reduced processing time from days to minutes through automated document validation

Scalability & Resilience

- Production AI system handling real-world customer interactions at scale
- Cloud-based architecture supporting business growth without infrastructure constraints
- Reliable service delivery in highly regulated financial services environment

Customer Experience

- Natural language voice interaction providing conversational, human-like customer experience
- Instant response and qualification eliminating customer wait times
- Seamless transition to human brokers when appropriate, maintaining context and continuity

Security & Compliance

- Secure handling of sensitive personal and financial data meeting regulatory requirements
- Audit trails providing traceability of AI decisions and document processing
- Data protection controls aligned to financial services compliance obligations

Ongoing Partnership Bellosoft continues to maintain and enhance the AI platform, demonstrating reliable long-term partnership and solution sustainability.

This engagement demonstrates Bellosoft's capability to deliver production AI systems for highly regulated environments, handling sensitive data with appropriate security, compliance and accuracy requirements directly transferable to public sector contexts.

5.3.2 Additional AI, Automation & Data Intelligence Outcomes

Call Analytics Platform (Sentel CA3)

- Developed AI-powered analytics platform enabling natural language data filtering
- Built comprehensive dashboards providing real-time operational intelligence
- Implemented machine learning foundations supporting future predictive analytics capabilities
- Delivered data visualization and business intelligence tools enabling data-driven decision-making

Public Sector Application Development (Greyhound Racing Ireland)

- Delivered cloud-based applications and modernization services for semi-state commercial body
- Built mobile and web applications with data integration and analytics capabilities
- Provided ongoing technical support maintaining system availability and performance since 2023
- Demonstrated capability to deliver reliable services meeting public sector quality, security and accountability standards

E-Commerce Automation

- Developed AI-powered chatbots for customer service automation on e-commerce platforms
- Implemented workflow automation reducing manual intervention in customer support
- Built intelligent query handling and product recommendation capabilities

Manufacturing Intelligence (Morans.com)

- Modernized production management system with enhanced data tracking and analytics
- Delivered cloud-based platform improving operational visibility and decision-making
- Built dashboards and reporting tools providing production intelligence

5.4 How to buy

Bellosoft's services can be procured directly through the Crown Commercial Service (CCS) G-Cloud 15 Digital Marketplace.

Once selected, the buyer and Bellosoft will:

- Agree a Statement of Work (SOW) defining scope, deliverables, timescales and pricing
- Enter into a Call-Off Contract under the G-Cloud 15 framework terms
- Issue a Purchase Order (PO) to confirm commencement

All engagements are delivered in accordance with the G-Cloud framework conditions, ensuring transparency, compliance and value for money. For pre-contract enquiries or clarification discussions, buyers can contact Bellosoft using the details provided on the Digital Marketplace service listing.