

G-Cloud 15

Define the Data & AI Strategy



AtoS

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1. What is Defining Data & AI strategy?

Overview

Defining Data & AI Strategy helps organisations develop a clear, business-aligned roadmap that turns ambition into action. The service supports organisations in prioritising use cases, assessing readiness, and building a value-driven transformation plan that delivers measurable outcomes.

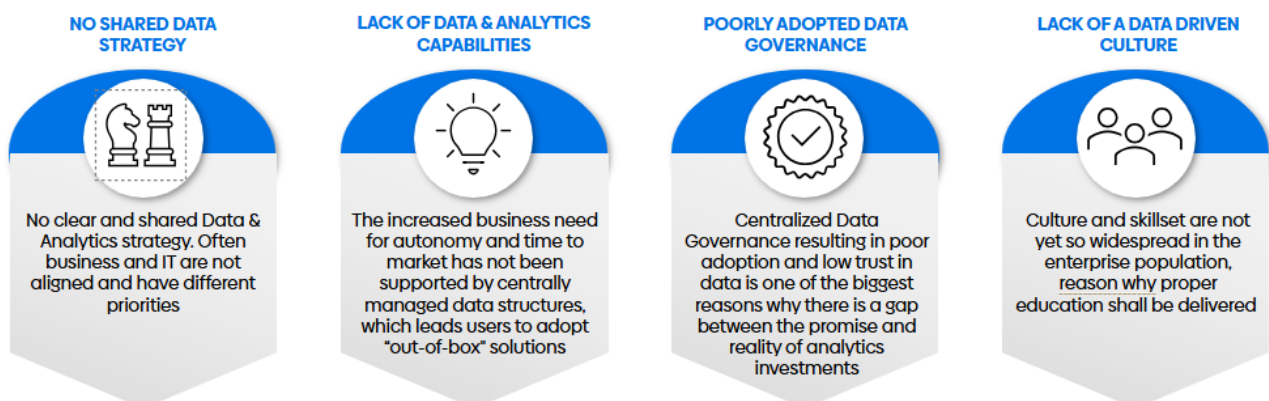
Many organisations face fragmented efforts, with disjointed data and AI initiatives running across departments. This often leads to inefficiencies, missed opportunities, and difficulty in measuring the return on data and AI investments. Where data and AI initiatives are misaligned with business goals, resources are wasted, and impact is limited.

A clear Data & AI strategy addresses these challenges by aligning business priorities and analytical capabilities. It provides a shared direction for the organisation and a practical framework for decision-making and investment.

Common challenges

Organisations often lack a shared Data & AI strategy, resulting in disconnected initiatives and inconsistent priorities. Measuring the value of data and AI investments is difficult, creating uncertainty for stakeholders. At the same time, many organisations struggle to understand their current capabilities and readiness for more advanced data and AI solutions.

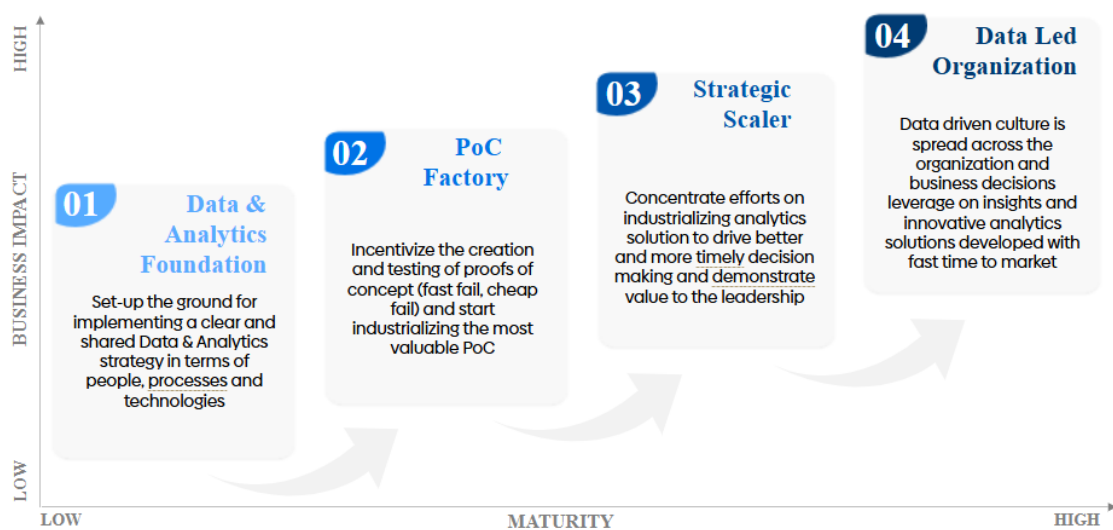
The Most Common Challenges That Firms Are Facing



From strategy to a data-led organisation

A Data & AI strategy provides a structured path from establishing Data & Analytics foundations through experimentation and scaling to becoming a data-led organisation. This journey helps organisations move beyond isolated proofs of concept and focus on industrialising analytics and data-driven decision-making.

By defining this journey upfront, organisations can prioritise the right capabilities at the right time and maximise business impact.



A clear Data & AI strategy improves collaboration and efficiency by eliminating fragmented efforts across the organisation. It enables a value-focused and future-proof approach, helping organisations adapt as business needs and technologies evolve.



2. What does it deliver?

Our approach

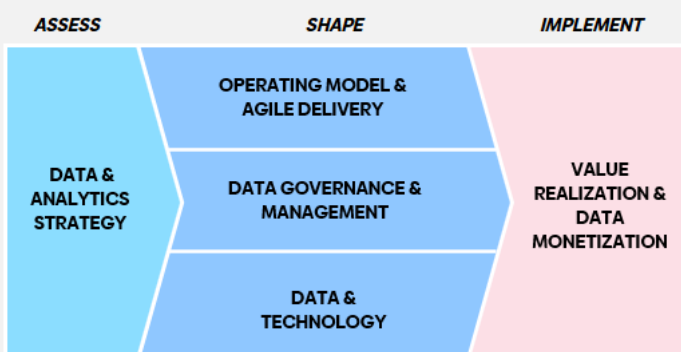
Our approach to Data & AI Strategy follows a structured Assess – Shape - Implement model. It is designed to help organisations understand their current maturity, define a clear target state, and prioritise high-value use cases that deliver tangible results early.

The approach brings together strategy, operating model, governance, and technology to ensure that data and AI initiatives are aligned to business objectives and focused on measurable outcomes.

Assess stage

The engagement begins by understanding the client context and needs. This includes envisioning workshops, conversations with SMEs, and a review of best practices and relevant case studies to establish scope, intentions, and vision.

At this stage, we assess the organisation's Data & Analytics maturity, review existing capabilities, and identify gaps across strategy, governance, operating model, and technology. This provides a clear baseline and supports informed decision-making on priorities and readiness.



We suggest to start to identify current-state data enterprise maturity level, **define the target state**, then identify high potential use cases and **develop priority use case** to deliver customer-focused products and services to **bring tangible results through an early adoption**.

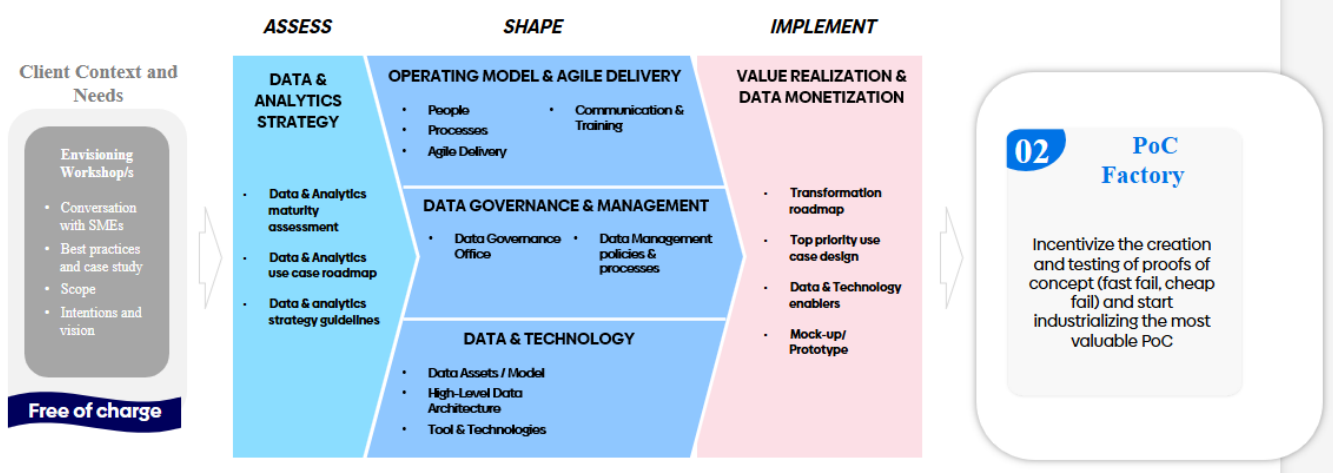
Define target state

Based on the assessment, we shape a business-aligned Data & AI strategy that defines the target operating model and delivery approach.

This includes defining strategy guidelines, operating model, agile delivery ways of working, data governance, and the supporting data and technology foundations. The focus is on aligning people, processes, and technology, while ensuring governance and management practices are embedded from the outset.

High-potential use cases are identified and prioritised, forming the basis of a clear roadmap.

A deeper look into our Approach



The final phase focuses on value realisation and data monetisation. Priority use cases are designed and delivered, supported by the required data and technology enablers.

Where appropriate, this includes using a PoC Factory approach to incentivise fast, low-cost experimentation and to identify the most valuable proofs of concept to industrialise. This supports early adoption and helps demonstrate value to stakeholders while reducing delivery risk.

Each individual component outlined here will have its own service definition.

3. What technology does it use?

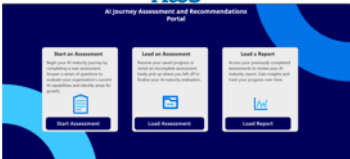
The Data & AI Strategy service is supported by a combination of industry-standard data, analytics, and AI tooling used to inform strategic decision-making. The focus is not on implementing technology, but on using existing platforms and structured assessment methods to understand capability, readiness, and opportunity.

As part of the strategy engagement, we use maturity and readiness assessments to establish a clear baseline for data and AI capabilities. This includes assessing areas such as vision and strategy, data foundations, technology, people, and governance. The outcome provides a consistent view of current-state maturity and helps identify gaps that may impact the delivery of data and AI initiatives.

Where AI is in scope, an AI maturity assessment can support prioritisation and roadmap development. This helps organisations understand their readiness to adopt and scale AI responsibly, identify high-impact opportunities, and align ambition with practical delivery considerations.

The AIR-A tool

The AIR-A tool is deployed with Organisation X to kickstart the process



1. Online assessment
It's a 15-minute online assessment consisting of 30 statements, reviewed either independently by the customer or in person with support from Atos



2. Customer information
Organisation and industry details are captured here, along with information about the assessor



3. Thematic evaluation
There are 6 themes, each with statements scored by the assessor based on their understanding of the organization's readiness



4. Insight Analysis
Results are instantly generated, revealing the customer's current readiness to scale and embed AI. This opens the door to explore their ambitions and how Atos can help bridge the gap



4. What terms apply?

To the fullest extent permitted under G-Cloud 15 Framework Agreement and the Call-Off Contract, Atos will provide the Services in accordance with the Atos Supplier Terms (which will include, but may not be limited to , the Supplier Acceptable Use Policy, Supplier Data Processing Agreement, Supplier Specific Shared Responsibility Model, Supplier SLAs and Supplier Licence Terms and any applicable Third-Party Terms outlined in this Service Description document and the Order Form) and this Service Description document.

For clarity:

- Atos Supplier Terms may be modified in accordance with the provisions of the Call-Off Contract, and remain effective except where expressly overridden.
- Hyperlinks included in the Atos Supplier Terms and Service Description document remain effective where they point to Atos' or the relevant Third-Party Terms or documents. Should a hyperlink cease to function, Atos will work with the client to update it through the agreed procedure.



5. Termination

Termination shall be in accordance with:

- The G-Cloud 15 Framework terms and conditions
- Any terms agreed within the Order Form of the relevant Call-Off Contract
- For this specific service, by default Atos ask for at least thirty (30) days prior written notice of termination without cause.

Atos commits to the continued provision of services for the duration of the Call-Off Contract subject to the terms and conditions of the G-Cloud 15 Framework Agreement, the Call-Off Contract, the Atos Supplier Terms and the applicable Third Party Agreements (as defined in the Atos Supplier Terms and indicated in the Order Form) related thereto.



6. How do I order?

Please contact our team at: gcloud@atos.net

- We will prepare a quotation for your review, including any applicable volume discounts.
- Once the quotation is agreed, we will issue the necessary documentation (as required by the G-Cloud Framework) and request a purchase order from you.
- Upon receipt of your purchase order, we will configure the services in line with the agreed requirements. Where applicable, you will also receive access to our self-service portal to begin provisioning services.
- If you are a new customer, you may need to complete additional 'new supplier' forms.
- Invoices will be issued to you and to Crown Commercial Service (CCS), quoting the purchase order number, for the services procured.
- We will also submit the required monthly management information reports to Government Procurement.



7. Glossary

Term	Definition
AI	Artificial Intelligence
PoC	Proof of Concept
SaaS	Software as a Service
SME	Subject Matter Expert



8. Why Atos

Atos has been a trusted partner on every G-Cloud iteration since the framework began, helping public sector organisations modernise with confidence. We combine global expertise with deep UK experience, delivering secure, scalable cloud solutions that meet the highest government standards.

As Europe's leading provider of cloud and cybersecurity services, Atos offers end-to-end capabilities - from migration and hosting to SaaS and consultancy - supported by UK delivery centres and strategic partnerships with hyperscalers.

Our focus on innovation, sustainability, and social value ensures that customers not only achieve operational excellence but also contribute to a greener, fairer future. With Atos, you gain a proven partner committed to driving efficiency, resilience, and transformation across public service.



About Atos

Atos Group is a global leader in digital transformation with c. 67,000 employees and annual revenue of c. €10 billion, operating in 61 countries under two brands – Atos for services and Eviden for products. European number one in cybersecurity, cloud and high-performance computing, Atos Group is committed to a secure and decarbonized future and provides tailored AI-powered, end-to-end solutions for all industries. Atos Group is the brand under which Atos SE (Societas Europaea) operates. Atos SE is listed on Euronext Paris.

The purpose of Atos Group is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Learn more at: atos.net