

Analytics, Insights, Reporting and Visualisation Services

G-Cloud 15





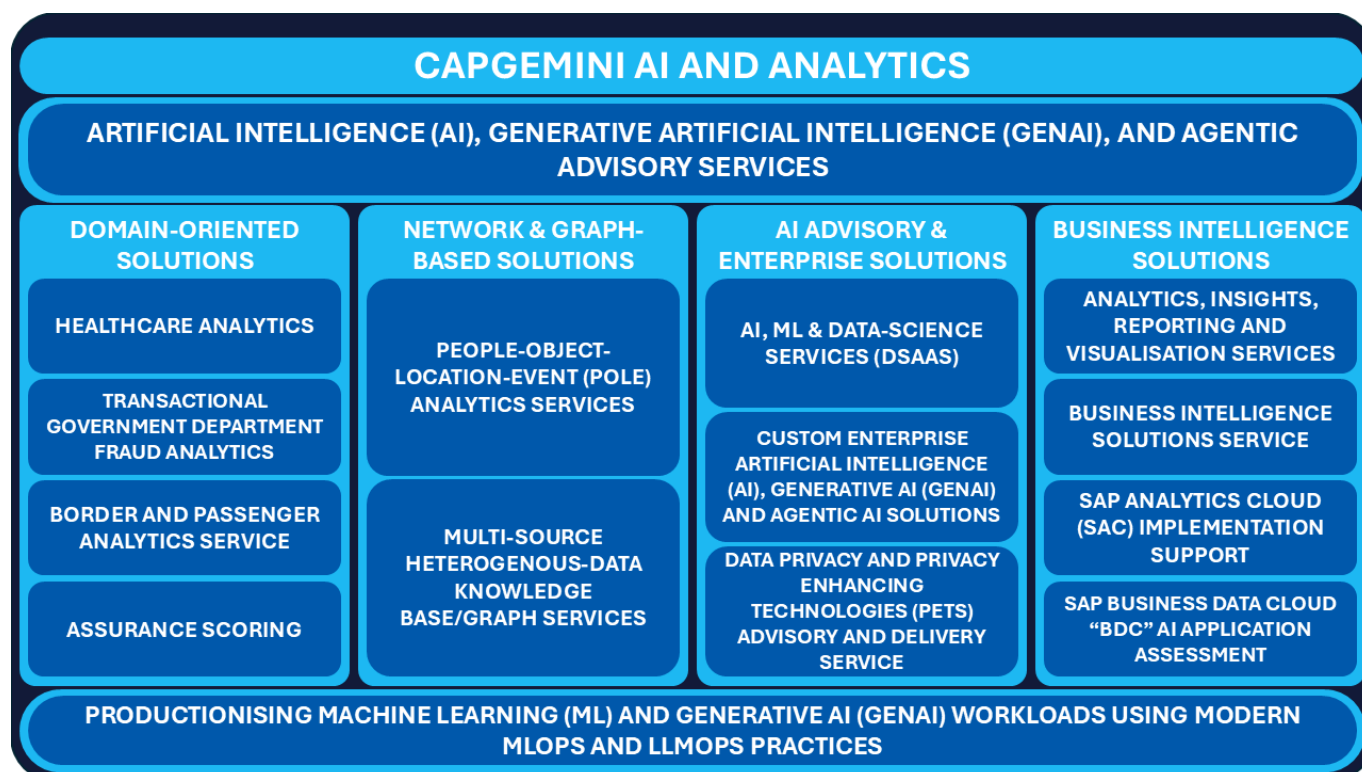
Table of Contents

1	Service Overview	3
2	Business Need	4
3	Our Approach.....	5
4	Buyer Responsibilities	6
5	Service Management	6
6	Protection of Data	6
7	On-boarding and Off-boarding	6
8	Skills and Knowledge Transfer	7
9	Vendor Accreditations/Awards	7
10	Sub-contractors	7
11	Business Continuity and Disaster Recovery	7
12	Pricing	8
13	Ordering and Invoicing	8
14	Termination Terms	8
15	Further Information	8



1 Service Overview

Capgemini is one of the leaders in the provision of advanced analytics and data science solutions, with a number of service offerings available on G-Cloud as illustrated below, one of which is insights services.



This diagram is for illustration only and does not represent any obligation or responsibility of Capgemini.

Insights services can encompass a variety of data science and analytical services that can help government to make evidence based decisions, visualise complex scenarios, reach consensus and understand and realise the potential of their information. These services can draw upon both internal and external data sources and include techniques such as Monte Carlo simulation, process simulation, statistical modelling, data mining, game theory, systems thinking, systems dynamics, machine learning, natural language processing, large language models, generative AI, agentic AI and data visualisation.

Capgemini's insights services are cloud enabled and may consist of one or more of the following:

- **Policy impact modelling analytics:** Analysis of the impact of future policy decisions on service provision, customer experience and operational performance;
- **Customer modelling analytics:** Insight into customer behaviour, customer profiling, clustering and segmentation;
- **Workforce optimisation analytics:** Projections of future workload, determining staffing requirements, shift pattern/roster creation and workforce scenario modelling;
- **Talent analytics:** Insight to understand Government methods for staff management, including performance and retention;
- **Channel strategy modelling analytics:** Insight to understand which products or services are being accessed through various channels and what is appropriate for each customer;
- **Online and social media analytics:** Analysis of online and social media data to assess how customer sentiment can impact upon channel strategy, communications planning and digital service design;
- **Fraud Campaigns and Interventions:** Design of campaigns and interventions targeted by customer segment based upon current threats, fraud and error trends and the value and risk of fraud;



- **Fraud & error analytics:** Analysis and analytical modelling of fraud and error across government departments to help reduce the amount of revenue that may be lost. In the areas of tax and welfare fraud, Capgemini has a specific offering on G-Cloud (tax & welfare fraud analytics);
- **Anti-money laundering:** Analysis of unusual patterns of behaviour using internal and external data to identify and prevent money laundering;
- **Dashboard design & data visualisation:** Creation of innovative reporting and engaging data visualisations that enable large and complex data sets to be displayed in a format that can support effective decision making;
- **Capacity modelling analytics:** Understanding the balance between capacity requirements and the risks due to variability in demand of exceeding the capacity. The scope can include one or more of IT infrastructure, buildings or people;
- **Yield management analytics:** Analysis and scenario modelling to understand how to manage demand to get improved value from a fixed capacity;
- **Service & process redesign analytics:** Modelling to help clients better understand the impacts of a change to a service or process on service levels (performance), resource and capacity requirements;
- **Data mining & text and voice mining:** Discovering insights from large, complex sets of data that can be both structured and unstructured. Structuring the data such that that advanced analytics can be applied to it to recognise key patterns;
- **Finance analytics:** Analysis of government expenditure to find opportunities for cost saving and efficiency gains;
- **Education related services:** Analysis to support the Department for Education with schools funding allocation and school placements.

Capgemini's Insights service provides business analysis, design / consultation and service management in support of the design and deployment of Cloud based services.

2 Business Need

Capgemini can provide a data science and business analytics team with modelling experience in multiple sectors including both central and local government. Capgemini's analytics solutions and capabilities can be used to address and analyse a range of issues across government departments where data can be used to gain better insight and to make evidence-based decisions. One or more of the following issues and questions can be addressed:

- **Policy impact modelling analytics** can enable the testing of policy scenarios prior to implementation and can enable the potential and likely consequences on outcomes to be assessed;
- **Customer modelling analytics** is needed when government departments require a better understanding of their claimants, customers, or patients to design services that are personalised to meet the needs and wants of those individuals;
- **Workforce optimisation analytics** opportunities can consist of the creation of staff rosters and to address questions on the number of people that may be needed to deliver a new service;
- **Talent analytics** can be used to determine the potential future outcomes of current people related decisions, how salary and benefits affect performance; how to identify the talent of the future within government; and what balance is required between promotion and recruitment?
- **Channel strategy modelling analytics** can be used to analyse which products and services are being accessed through various channels and which ones can be offered to different customer segments;



- **Online and social media analytics** can be used as an input to the design of and to get feedback on new services and in the fraud and error context to better understand people's behaviours to identify potential fraudsters;
- **Fraud Campaigns and Interventions** can be used to design interventions to recover debt, nudge compliance and stop fraud that can have an impact on customer behaviour whilst being proportional in terms of costs and impact on the customer;
- **Fraud & error analytics** can help to reduce time spent on fraud investigation and can enable more to be spent on prevention and early detection;
- **Anti-money laundering** can be used to spot unusual patterns and predict future trends of money laundering;
- **Dashboard design & data visualisation** can be used to help government understand and comprehend large volumes of information rapidly;
- **Capacity modelling analytics** can be used where there is a lack of understanding of how changes in service demand impact supply and where there is uncertainty on the factors that must be considered when allocating resources and commissioning services;
- **Yield management analytics** can be used to analyse limited resources such as school or prison places. It can be used to investigate the impact of changes due to central government policy. For example, a reduction in welfare payments could potentially result in an increase in crime. Analytics can be used to show the potential impact this will have on prison places;
- **Service & process redesign analytics** can be used when the current and future process changes need to be visualised. It can provide insights prior to implementation of a new process and it can help to organise and staff the process by running scenarios, showing queues and bottlenecks, visualising the impact on performance statistics, and developing plans for dealing with unforeseen events;
- **Data mining & text mining** can be used to analyse large, complex data sets. In the NHS, for example, analysis of patient records (including text notes) to identify key trends can provide additional insight to standard reporting;
- **Finance analytics** can be used to identify cost savings by evaluating areas/regions where spending is higher than expected;
- **Education related services** can be used in the allocation of funds to local authorities and academies. In addition, analytics can be used to improve educational outcomes for young people.

3 Our Approach

Capgemini's analytics solutions and capabilities can incorporate several data science and analytics techniques to help both central and local government gain a better insight and a deeper understanding across a variety of areas. The typical project lifecycle can include several key phases across service delivery.

The delivery can be a combination of one or more of six sequential steps with iterative feedback loops based on proven domain specific processes and methods. These are enhanced by good practices and lessons learned from previous projects.

The stages can comprise one or more of the following.

1. **Business Understanding** to validate feasibility, gain insights and assess quantitative benefits and current gaps using the Capgemini Rapid Maturity Assessment;
2. **Data Understanding** (data discovery & data selection) to profile and evaluate existing data to preselect reasonable data for analytical modelling. One of the key activities at this stage can be to check availability and quality of the data;



3. **Data preparation** to get the data ready for analytical modelling. Activities can include one or more of standardisation, cleansing, and enriching the data;
4. **Analytical Modelling** to build the model including validation.
5. **Reporting and Visualisation** wireframes (where required) to be designed, developed and tailored against the client's requirements and validated through User Acceptance Testing
6. **Evaluation** (model testing & interpretation) to test the model, hypothesis testing, interpretation and knowledge presentation of analytical results;
7. **Deployment** (if relevant to the solution) providing assistance to the client's implementation of the new approach into business as usual activities.

By realising each government departments' opportunities to gain better insight from data, evidence-based decisions in a number of areas can be made and unexpected consequences of decisions can be mitigated against. Performance improvements and cost savings are potential outcomes.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

The Buyer responsibilities as part of this service are as follows:

- Buyer must ensure a project owner is available and empowered to make decisions when requested by the project delivery team, in a timely fashion
- Buyer must ensure that changes to project goals are documented and communicated to the project delivery team, in a timely fashion
- Buyer should ensure that the project owner attends regular project progress meetings.
- Buyer must ensure access to data and the department's relevant IT systems is made available in a timely fashion

If these responsibilities do not match Buyer's expectations, then please contact Capgemini in order that options can be explored to vary the approach.

5 Service Management

Not applicable.

6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Prior to the execution of the Order, the Supplier and the Buyer will agree the scope of the exit plan for the Services and a timescale for delivering an exit plan to ensure continuity of service.



Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form (including as a minimum an exit plan in line with the Call-Off Contract terms) which will be charged for in accordance with the Pricing section for this service.

8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of GCloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Capgemini consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, Capgemini may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by Capgemini teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.

9 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgment of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.

Capgemini is recognised as a leader in the data and analytics space by industry analysts. Some of Capgemini's accolades include:

- Capgemini has been recognised as a Leader for the sixth year in a row in Gartner's Magic Quadrant for Data and Analytics Service Providers, praising our end-to-end portfolio and innovation in delivery
- Capgemini named a Leader in IDC's MarketScape Worldwide Business Analytics Consulting and Systems Integration Services 2020 Vendor Assessment
- Capgemini named Client Champion at the 2025 ISG Star of Excellence Awards, recognising service providers who consistently demonstrate the highest standards of customer service excellence.
- Capgemini named as a Leader and star performer in the 2024 Everest Group's PEAK Matrix assessment for Data & Analytics services .

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.



12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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