



G-Cloud 15

Service Definition Document

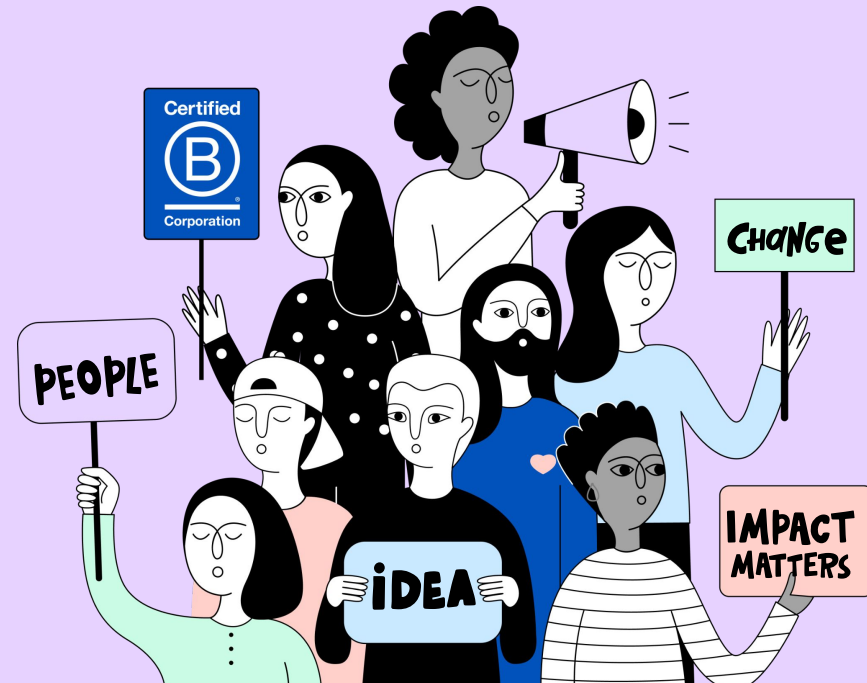
Lot 2b SaaS



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About Us?



People-powered **TRANSFORMATION**

We're building a future where people, places and the planet are supported to thrive. Motivated by a belief that the way people experience the world matters, we're on a mission to accelerate positive change.

Combining rich heritage and expertise in human-centred design, data, experience and technology, we're creating sustainable solutions ready for an ever-evolving world.



Our Heritage

We're passionate people working in close collaboration with our clients to understand their unique challenges. Bringing over 18 years of heritage and expertise in human-centred design, data, experience and technology, we're the same great people, providing the same world-leading services, united behind a shared vision.



TPXimpact

Proud to be a **B CORP**

TPXimpact was founded on the principles that businesses could and should do better; that companies need to serve all stakeholders in order to be sustainable and that purpose and profit really can stand shoulder to shoulder.

We've worked tirelessly to make that a reality – through the incredible impact that we make with our clients, through the inclusive ways we treat our people, through the accountability we take for our impact on the planet and through the investment we make in local communities.

B Corp Certification™ means that TPXimpact is verified as meeting B Lab's high standards for social and environmental impact, making a commitment to stakeholder governance, and demonstrating a commitment to accountability, transparency and continuous improvement. We're joining a community of businesses leading the transformation of the global economic system.



Our values

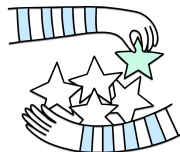


Purpose: We're motivated to create focused positive change with measurable impact. We have an impact greater than the sum of our parts – with our client work, our community focus and how we are a force for good in business. Purpose is the beating heart of our organisation.

Accountability: Applying flexibility, pace and scale through self-organisation and accountability. This is the natural evolution of autonomy with responsibility as we are accountable to all of our stakeholders.

Craft: Working supportively and bringing our best capabilities to bear through a shared vision of excellence. This is the harmony of problem solving, creativity, precision and care as we do our best work for our clients. It's what sets us apart.

Togetherness: This is how we work – user-centred and collaborative, filled with energy (and fun). We build long-lasting relationships with our clients and each other, built on honesty, openness and trust.



What we do

We support your cloud transformation journey with design, data, experience and technology to improve outcomes for individuals, communities and society and make a positive difference to how people experience the world.



Design

We'll help you apply design thinking to understand your problem and your users' needs so you can find the best way forward. Solve specific challenges and discover opportunities to transform your organisation across strategy, structure, services and ways of working.



Data

We make data easy to find, access and use, harnessing the power of AI, data modelling and visualisation so you can make predictions and smarter business decisions. We'll help you build a data culture in your organisation that's sustainable, ethical, governed and secure.



Experience

Experience is everything. We'll help you connect with your audiences across digital platforms so your brand gets the attention it deserves. Improve customer loyalty and conversion rates through engaging, personalised digital journeys with measurable results.



Technology

Rely on us to help you build the high quality, scalable systems and services that underpin your organisation. We'll support you to transform your operations through the latest approaches in cloud, automation and engineering standards so you're ready for the future.



Our reach is growing

Our team is made up of 500+ permanent staff and associates.

We work with a hybrid approach, using regional hubs and remote working between our teams and with our clients. This helps us ensure the continuity of our services and allows our people the flexibility to choose the right environment for them.

We have regional hubs across London, Manchester, Canterbury, Bristol, Cardiff, Leeds, Chesterfield, Newcastle and Edinburgh.

Hub location 
Local presence 

Analytics Data Agent

Service description

TPXimpact's Analytics and Data Agent (ADA) works across all major cloud and AI platform vendors.

Utilising Generative AI, our agentic framework helps users to answer knowledge questions and run data queries against analytics platforms such as Power BI or Oracle Analytics (OAC). It supports both structured and unstructured data with results delivered via text, speech, charts, and avatars.

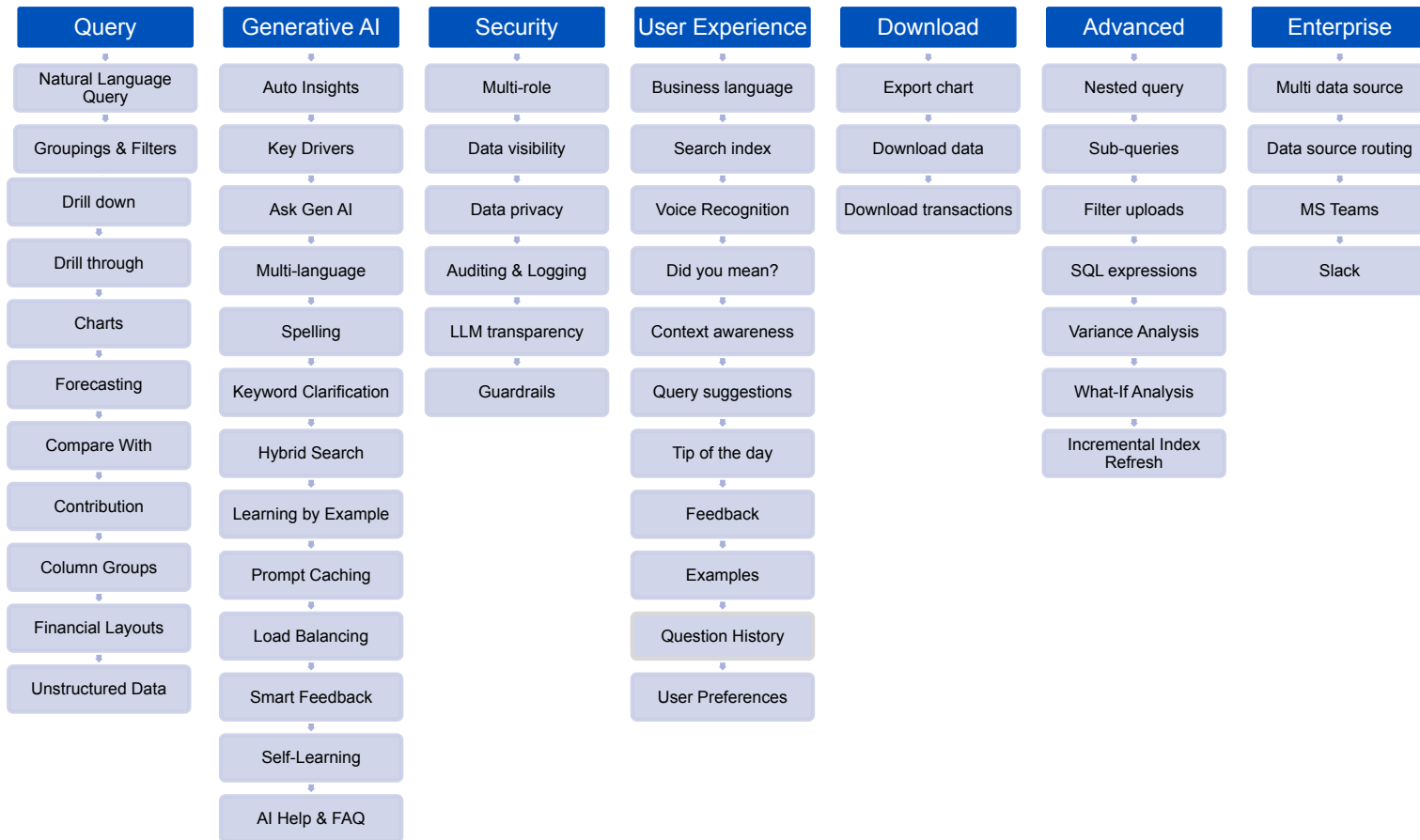
Features

- Advanced NLU understands user intents, entities, and context effectively.
- It uses interactive charts and tables with drilldowns and financial layouts.
- The system answers questions from structured and unstructured data sources.
- Smart feedback automatically generates insights based on user actions.
- Contextual memory retains user history and preferences for personalisation.
- Follow-up analysis provides projections, correlations, and key data drivers.
- Design an engaging and customisable UI for specific use cases.
- Continuous learning improves performance through ongoing user feedback loops.
- Enterprise security supports role-based access for complex requirements.
- Users can ask questions using multi-lingual voice recognition commands.

Benefits

- Generative AI enhances user engagement through advanced natural language processing.
- Multi-channel support offers accessibility via web, Teams, and Slack.
- Agentic solutions deliver multiple AI workflows through a single interface.
- Enhance workflow automation and efficiency by integrating with other systems.
- Data-driven decisions are improved by AI insights and analysis.
- Context awareness enables tailored experiences, improving user satisfaction.
- Agile delivery supports rapid prototyping, iteration, and quick deployment.
- Data compliance aligns with GDPR and ISO/IEC 27001 standards.
- Flexible deployment supports on-premises, hybrid, or multi-cloud architectures.
- Variety of support includes fully managed and 24x7 out-of-hours services.

Analytics Data Agent Functions



How we'll work with you



Agile ways of working

Like you, we apply Agile principles in our work. This helps us make user-centred products that maximise value. Agile principles will be useful throughout our partnership as they offer flexibility, value focus and prioritise releasing a working product early so that we can test and optimise.

For the majority of our digital projects, we use Scrum. It's an iterative way of working that will be particularly well-suited to a project of this nature. It focuses on creating and releasing working software early, favouring personal interactions, allowing us to collaboratively respond to change.

It's imperative that we develop a culture of regular, open and transparent communication and that we agree upon ways of working and governance. We'll set out to understand who needs to be involved and agree on appropriate communication approaches. We'll identify opportunities to get our teams together and to collaborate through various methods.

Benefits of working agile

Ability to adapt to changes – allows teams to communicate and discuss the highest priority items for a project and to re-plan any unexpected complications that require re-prioritisation.

Ability to scale – increased flexibility for key points in the project, allowing the team to be scaled as and when necessary. Consistent iterative planning ensures foresight of these points and allows for a transparent discussion on cost vs value of deliverables.

Ability for cross-functional multi-team approach – daily, facilitated communication, and a joint project backlog allows for multiple moving parts between the teams.

Evolving product – working iteratively ensures that a consistently evolving working product is delivered enabling better phasing and means that you can start uploading content as and when features become available.

Ease of handover and testing – As you will have been working as part of the team throughout, inspecting the deliverables and conducting UAT, there will be no surprises.

Onboarding and Offboarding

TPXimpact is a flexible delivery partner. Our consultants work with you to deliver cloud support projects that meet your change agenda. We tailor our approach to meet your specific needs and we minimise the burden of project mobilisation. Right from the start of onboarding, our teams are focused on achieving a clear project scope, desired outcomes, governance, responsibilities, resources and future aims / knowledge transfer.

The typical stages we follow are:

1. **Confirm the project lead** and begin to confirm and mobilise wider resources.
2. **Meet your senior responsible officer** to review the proposed approach and confirm stakeholders, scope, internal resource access, governance arrangements, reporting processes and organisational context.
3. **Confirm the dates for mobilising resources** and arrange internal briefings to ensure the whole team understands the project expectations.
4. **Hold a kick-off meeting** to build understanding of the approach and establish relationships which will be critical to the project's success.

5. Begin project with **regular communications and updates** via formal and informal means.

Offboarding and Exit Planning

TPXimpact will work with you at the start of the project to agree the offboarding process. This will include agreement on how knowledge and learning are handed back to the organisation, along with a handover pack which captures delivery outcomes, full project documentation and guidance on planning future phases of work.

Our exit planning approach includes a full risk review and development of a detailed action plan with clearly assigned responsibilities. This will help mitigate against any potential disruption to the service during the transition period and provides clarity on responsibilities and expectations at every stage of the exit.

Business Continuity

TPXimpact has robust business continuity plans to ensure we can maintain consistent delivery to you in the event of unexpected situations arising.

Our business continuity plans are ISO 27001 standards certified and are regularly updated and reviewed. We maintain a company wide risk register which is regularly updated. It is the responsibility of the Managing Director to make sure that our plans are fit for purpose and that any risks and dependencies are actively managed by the leadership team.

At the start of each project, we will work with your team to determine project risks and mitigations. Any risks that are determined to be significantly high will be discussed with the Senior Leadership and listed in our company wide risk register. As TPXimpact utilises open source software and cloud applications/infrastructure to deliver its core services, the need for a bespoke physical Business Continuity Plan is not considered critical. All TPXimpact teams are able to operate fully remotely without access to a physical office indefinitely.

All our work is delivered in accordance with industry-standard quality practices, conforming to the latest guidance on information security, GDPR requirements and FOI legislation.

Our staff work in a highly mobile, flexible and agile fashion, minimising dependencies on physical infrastructure.

All data relating to in-flight projects and delivery tasks are securely backed up and our day-to-day software tools are in the cloud.

In the unlikely event of a disaster scenario, we are able to quickly recover information assets, replace damaged equipment (e.g. laptops, network routers, etc.) and continue to deliver on client projects with minimal disruption. Physical relocation to an alternative working space (should it become necessary) is managed seamlessly.

Data Backup and Restoration

Data stored in cloud databases is automatically updated, in accordance with service level agreements and with the relevant hosting providers. We regularly review our third party suppliers to ensure they are fully compliant with GDPR.

Any data owned or maintained by TPXimpact is securely backed up.

Knowledge Transfer and Upskilling

We always work closely with you to ensure a smooth transfer of the knowledge and skills needed to support future operations after a project ends. From experience, we know how important it is that solutions and project findings are owned internally by your key stakeholders to ensure long-term success. With this in mind, we begin each new project by carefully considering the desired end-state, and we fit our solutions to this.

Our goal is to ensure that knowledge transfer and, where appropriate, upskilling (primarily through one-to-one mentoring of key team members) builds a core team within your organisation with the right knowledge, understanding and skills which can then be disseminated more widely.

We'll identify individuals who won't just manage the journey, but can be an integral part in operating the long-term solution. Our team will work openly, providing visibility into all aspects of our project work, and helping identify work-shadowing opportunities or where additional training may be needed.

We can also offer specific tailored technical training where this might help improve delivery (for example, training in awareness of cloud-based services).

The key elements include:

- **Working collaboratively in the open** – through paired working we will support your team's capability development and will have full visibility of our work at every step and will gain insights into our approach, thinking and conclusions.
- Seizing opportunities for **wider knowledge dissemination**, for example through information-gathering workshops, show-and-tell sessions – with a view to providing full visibility at each stage of the work, answering questions and doing 'deep-dives' into key areas.
- **Ad hoc support** through an open-door policy – some of the best learning opportunities come through informal interaction
- Providing **fully updated documentation** across all aspects of the work we carry out.
- **Comprehensive handover sessions** to ensure your BAU and operations staff have the necessary depth of understanding and confidence moving forwards.

Recipe for success

Collaboration is one of our core values. We value partnerships over individual projects and with long-term partners we follow an iterative approach to our work, placing emphasis on ensuring continuous improvement.

Our best work takes place when we're able to effectively work as an extension of our clients' teams. At the start of the project, we will work with you to agree a set of tools that maximise the potential for collaboration. The tools we use to collaborate with clients on projects and programmes of work varies from case to case, based on user needs and internal preference.

Having the right people involved

We believe in order for any project to deliver successfully you need a core team to represent what's valuable to you and your users, what's possible, and what represents a good user experience. This will be a collaborative team comprised of someone who has a focus in each of these areas.

Setting a clear vision

When starting a project, we will make sure that we're aligned with your goals and have a clear, user-centred vision. We like to use the product/project vision board as a tool to make sure the project stays on track. It's great for building consensus amongst stakeholders and keeping the whole team focused on the required outcomes throughout a project.

Communication and project tools

For your project, this means that we'll be flexible to an evolving scope, dependent on what we uncover during discovery, meaning that we're always working efficiently. We utilise a number of tools to do this, plus we're able to adapt platforms and approaches to meet accessibility needs of our clients.



Communication

Slack, Google Meet/Hangouts, Zoom, Teams



Documentation and progress tracking

Jira, Confluence, Trello



Code repository

GitHub



Collaborative design tools

Figma, Mural, InVision



Collaborative UX tools

Miro, G-Suite

Our experience

Experience across all areas

We have a vision of a world enriched by people-powered digital transformation. Working in close collaboration with our clients, we're questioning assumptions and building in teams the capabilities and confidence to create sustainable solutions that are ready to face the future.

Since 2008, we've worked with hundreds of public, private, third sector and not-for-profit organisations to support and deliver complex products, projects and programmes.



CONTACT US

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