

AWS AI MACHINE LEARNING

Service Definition
G-Cloud 15

REPLY

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SERVICE DESCRIPTION

Reply AI & ML Services deliver scalable, secure solutions on AWS for predictive analytics, generative AI, and intelligent automation. Harness Amazon SageMaker and Bedrock to accelerate model development, optimise operations, and enable data-driven decisions. Empower innovation with advanced AI frameworks, automated pipelines, and compliant, production-ready architectures.

Features

- Predictive analytics: Forecast trends and optimise decisions
- Generative AI: Create content and automate complex tasks
- AWS SageMaker integration: Streamlined model training and deployment
- Data preparation: Automated cleansing and feature engineering
- Model governance: Ensure compliance and ethical AI practices
- Real-time inference: Instant insights for dynamic applications
- Custom ML pipelines: End-to-end automation for model lifecycle
- Scalable architecture: Handle large datasets and workloads
- Explainable AI: Transparent, interpretable model outputs
- Continuous optimisation: Improve accuracy with iterative learning

Benefits

- Faster model development and deployment
- Improved accuracy through continuous learning
- Actionable insights drive smarter decisions
- Cost-efficient inference at scale
- Generative AI accelerates content workflows
- Explainability builds stakeholder trust
- Automated pipelines reduce manual effort
- Real-time predictions optimize operations
- Governance ensures ethical, compliant AI
- Integration with enterprise data ecosystems



ONBOARDING

Initial Engagement

During the Initial Engagement phase, a dedicated Partner Lead and the relevant Subject Matter Expert collaborate with the client to build a clear understanding of their goals, challenges, and desired outcomes. This typically includes structured discovery conversations or workshops to explore organisational objectives, current processes, and any constraints that may shape the project scope. By clarifying requirements early and aligning on priorities, we are able to define the proposed approach, outline delivery options, and provide a considered recommendation. This process ensures that both parties agree on the scope, governance expectations, and next steps, forming the basis of a transparent and mutually understood proposal for moving forward.

Project Kick-Off Meeting

The Project Kick-Off Meeting formally launches the engagement and brings all stakeholders together to establish a shared understanding of the project. During this session, we introduce the full delivery team and key client participants, outline the agreed scope, and walk through timelines, dependencies, and delivery expectations. The kick-off ensures everyone begins with clarity and alignment, setting the foundation for smooth collaboration. Typical elements of the session include:

- Team introductions from both sides to establish roles, responsibilities, and primary points of contact. Review of project objectives, scope, and success measures to confirm shared understanding and ensure expectations are aligned.
- Walkthrough of the high-level delivery plan, including major milestones, risks, and critical dependencies such as environment or access prerequisites.
- Agreement on governance and ways of working, including cadence of ceremonies, communication channels, and decision-making paths.
- Next-step confirmation, ensuring all parties leave with clear actions and responsibilities before delivery work begins.

Weekly Status Meeting

The Weekly Status Meeting provides a consistent checkpoint between the delivery team and the client, ensuring transparent communication and steady progress throughout the project lifecycle. These sessions offer an opportunity to review completed work, discuss the plan for the upcoming period, and address any blockers early. The meeting keeps all stakeholders aligned and maintains project momentum. Typical agenda items include:

- Progress review – A high-level update on work completed since the previous meeting and confirmation that activities remain on track.
- Planned work for next period – Outline of the upcoming tasks, priorities, and any dependencies requiring client input.
- Risks, issues, and blockers – Discussion of challenges or obstacles, with actions assigned to mitigate or resolve them.
- Action tracking – Review of outstanding actions to ensure accountability and timely completion.
- Alignment on vision and expectations – Opportunity for both sides to confirm scope, clarify questions, and ensure shared understanding of the project direction.



OFFBOARDING

The Off-Boarding phase provides a clean and efficient close-out to the project, ensuring the client has everything needed to continue operating the delivered solution confidently. At this stage, we wrap up documentation, confirm final deliverables, and provide any materials required for future reference. Typical activities include:

- Final deliverable review – confirming that all agreed outputs have been completed and handed over.
- Handover of documentation – sharing any configuration notes, user guides, or supporting materials created during the engagement.
- Code and repository handover – confirming ownership and access to all application and infrastructure-as-code repositories, including source code, build/deploy pipelines, and any environment-specific configurations.
- Knowledge transfer – a short walkthrough or Q&A session to ensure the client understands how to operate or maintain what has been delivered.
- Access and housekeeping – closing down project channels, removing temporary access, and ensuring the client retains full control of their environment.
- Data handling confirmation – confirming that all client data has been returned, deleted, or retained in line with the engagement and security requirements.
- Project closure – a brief wrap-up discussion to capture any final questions and formally close the engagement.

Access to Data

We ensure that clients retain full and secure access to their data at all times, including at project close. As part of off-boarding, we confirm the location and format of all client data and provide any exports or files required for continued use. Access is restricted to authorised personnel only, and any temporary accounts created for the engagement are promptly revoked to maintain confidentiality. If requested, we can securely delete or anonymise any client data held within our systems in line with agreed retention policies. These steps ensure data integrity, ownership, and security throughout and beyond the engagement.



SECURITY

Personnel Security

As a Specialist Cloud Service, the capability being offered is not limited to specific Impact levels (as it is not infrastructure, software or a platform) and can be used, subject to personal Security Clearance levels. Reply consultants are mostly Security Cleared (SC), some have higher-level Developed Vetting (DV) clearances. We also have a pool of NPPV3 Consultants for Policing work. The majority of our work for both public and private sector clients is at IL2 but we work in the Official, Secret and Top-Secret domains. Our hard and soft information security processes have been designed and approved by independent CESG CLAS accredited consultants.

Information Security

We are ISO27001, Cyber Essentials certified and our Quality Assurance processes are based upon and compliant with our ISO 9001 accreditation. Our Information Security processes are directly guided by our ISO27001 accreditation. We shall adhere to local information and other security policies and will apply local Security Operating Procedures (SyOPs) as may exist. If such do not exist we shall apply our own SyOPs.

Physical Security

The Main Reply Office (London, UK) is a Police Accredited Secure Facility (PASF) with access controls for each point of entry. All Laptops/Phones must be stored securely overnight. When working on a client-site our consultants adhere to client security policies.



TRAINING & KNOWLEDGE TRANSFER

- **Solution Walkthrough** - A guided review of the model, datasets, and pipeline so the client understands how the solution works end-to-end.
- **Pair Programming / Hands-On Collaboration** - Optional hands-on sessions where the client works alongside our engineers during configuration, refinement, or troubleshooting activities, helping build deeper familiarity with how the solution operates and how changes are implemented.
- **Using the Model** - Practical guidance on how to run the model, update inputs, interpret outputs, and use any supporting UI or scripts.
- **Basic Model Maintenance** - Simple steps for retraining, updating data, or re-running experiments without needing deep ML expertise.
- **Documentation Handover** - Clear, concise materials covering how to operate the solution, where files are stored, and what to do if changes are needed.
- **Q&A / Knowledge Share Session** - A short session for the client to ask questions, clarify assumptions, and gain confidence in using the delivered solution.



ORDERING AND INVOICING PROCESS

To begin the process, please contact glue.frameworks@reply.com with details of your organisation, role and high-level requirements.

Our Framework Manager will connect you to our experts and from here we will organise an introductory discussion to go into more detail and shape a proposed engagement that suits your needs.

We invoice for both fixed price and time and materials engagements one month in arrears. For fixed price engagements, this takes place upon completion of the deliverable(s), or in stages, if the size of the engagement is greater than £40,000 excluding VAT.

Payment terms are 30 days net of receipt of invoice.



CUSTOMER RESPONSIBILITIES

To ensure a smooth and successful delivery, we ask that the customer provides timely access to any systems, data, or environments required for the engagement, along with reasonable availability of key stakeholders and subject-matter experts for workshops, clarifications, and sign-offs. Clear and prompt communication is essential, including the review and approval of deliverables within agreed timeframes. Where applicable, the customer should support basic data preparation and ensure any IT-related access or permissions are in place to enable progress. We also encourage constructive feedback throughout the project to help refine deliverables and maintain alignment. By fulfilling these responsibilities, the customer helps create the conditions needed for efficient collaboration and high-quality outcomes.



ABOUT REPLY

Reply is a company that specialises in Consulting, Systems Integration and Digital Services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media.

Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Artificial Intelligence, Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Artificial Intelligence, Big Data, Cloud Computing, Digital Media and the Internet of Things.

We make innovation happen.

We started with a small team and a purpose: to help the digital revolution happen. Today, we are a team of more than 14,600 people in 16 different countries but we still have the same DNA, made up of agile, vertical task forces and an inner passion for innovation.

We are a decentralised network of specialised companies.

Among Replyers, you will find passionate geeks, visionary strategists, and creative minds, each with sharp skills in a specific business, who cooperate together and never stop learning from each other.

Make forward, act sustainably.

We know a sustainable future is possible and technology can be a strong asset to reach it. As leaders in digital transformation, we push for change and operate in full accordance with the highest ethical standards and with respect for the rights of future generations