

ANALYTICS, AI/ML ENABLEMENT & BI MODERNISATION

Service Definition
G-Cloud 15

REPLY

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SERVICE DESCRIPTION

Most public sector organisations remain trapped in reactive reporting cycles, waiting weeks for monthly reports showing what already happened, drowning in conflicting Excel spreadsheets with different versions of the truth, and unable to leverage predictive analytics or AI capabilities that could transform service delivery. Glue Reply Analytics, AI & ML Enablement and BI Modernisation service for G-Cloud 15, breaks this cycle by implementing modern platforms including Power BI, Tableau, Looker, Qlik, Databricks ML, Azure Machine Learning, and AWS SageMaker that connect users directly to governed, quality assured data products through intuitive interfaces requiring no technical expertise. We go beyond basic dashboards to build predictive models for demand forecasting, resource optimisation, fraud detection, and case prioritisation using MLOps practices ensuring production reliability, alongside natural language interfaces using LLMs enabling conversational analytics and document summarisation. Through comprehensive training programmes, semantic layer implementation defining consistent business logic, and adoption frameworks including champions networks, we don't just deploy technology, we transform organisational capability so business users answer their own questions in minutes rather than waiting weeks for IT, freeing analytical talent from repetitive report factories to focus on strategic initiatives that drive measurable outcomes. Whether you are struggling with spreadsheet chaos, unable to support predictive decision making, or seeking to embed analytics directly into operational workflows where your expertise sits, we deliver solutions that democratise insights while maintaining governance and quality.

FEATURES

Our approach combines modern BI platforms with ML capabilities and organisational enablement, ensuring technology adoption translates into sustained capability improvement and measurable value.

- **BI platform implementation across Power BI, Tableau, Looker, Qlik, Sisense, Metabase, and more for self-service analytics:** We implement leading BI platforms selected for your user base, technical environment, and budget constraints, configuring security, performance, and governance appropriate for public sector requirements. Platform selection considers factors including existing Microsoft investments favouring Power BI, analyst sophistication suggesting Tableau or Looker, or cost constraints indicating open source Metabase or Superset solutions.
- **Feature engineering pipelines, creating reusable, versioned feature stores for consistent model training, serving ML and BI capabilities:** We build automated feature engineering pipelines using tools like Feast or Databricks Feature Store that create reusable features serving both ML model training and BI consumption. These versioned feature stores ensure consistency where the same calculations power dashboards and predictive models, preventing drift where metrics definitions diverge across use cases.
- **Predictive model development for demand forecasting, risk assessment, resource optimisation, case prioritisation, fraud detection use cases:** We develop production ML models addressing specific business problems (e.g. forecasting service demand enabling proactive resource allocation, assessing fraud risk in benefit claims, prioritising cases requiring urgent intervention) using appropriate algorithms from classical statistics to deep learning. These models move organisations from reactive reporting to proactive intervention based on predicted outcomes.
- **Dashboard design creating intuitive visualisations answering key business questions clearly, actionably, accessibly for non-technical users:** We design dashboards prioritising clarity and actionability over visual complexity, ensuring non-technical stakeholders immediately understand insights and can act on them. Design follows best practices including appropriate chart selection, colour usage for accessibility, and filtering enabling exploration without overwhelming users.



- **Self-service enablement training business users to build reports independently reducing IT dependency and request backlogs:** We deliver structured training programs teaching business users to create their own reports, write basic queries, and interpret results without IT intervention. Training combines classroom instruction, hands-on exercises, and mentored practice building confidence and competence that persists after consultants depart.
- **Data product integration connecting BI to governed, high quality, analytics ready datasets from data pipelines:** We connect BI platforms to governed data products with quality contracts and documentation, ensuring users access trusted data without manual validation. This integration creates seamless flow from pipeline delivery through transformation to consumption, with lineage tracking showing data origins and transformations.
- **Performance optimisation ensuring dashboards load quickly even with large datasets using aggregations, extracts and caching:** We optimise dashboard performance through strategic aggregations pre-computing common metrics, extracts for frequently accessed data, and caching reducing repeated computation. These optimisations ensure responsive user experience even when querying billions of rows, preventing frustration that drives users back to spreadsheets.
- **Model governance frameworks tracking experiments, lineage, performance, bias, explainability to meet regulatory and ethical AI requirements:** We implement MLOps governance tracking model experiments, versioning, lineage from training data through features to predictions, ongoing performance monitoring, and bias detection ensuring models meet ethical AI requirements. This governance provides audit trail demonstrating responsible AI practices regulators and stakeholders increasingly demand.
- **Natural language interfaces using LLMs to enable conversational analytics, semantic layers, document summarisation and chatbot capabilities:** We implement LLM-powered interfaces enabling users to ask questions in natural language rather than learning query syntax, automatically summarise documents for case workers, and build chatbots answering common analytical questions. These interfaces dramatically lower barriers to analytical consumption for non-technical staff.
- **Adoption support including training programmes, documentation, champions network, change management to ensure sustained usage:** We establish adoption frameworks including champion networks where enthusiastic users support colleagues, comprehensive documentation answering common questions, regular office hours providing ongoing support, and change management addressing organisational resistance. This support ensures technology adoption survives beyond initial deployment enthusiasm.

These capabilities work together to create comprehensive analytical and AI capability that addresses technology, skills, process, and cultural dimensions of modernisation.

BENEFITS

Modern analytics and AI capabilities deliver immediate productivity improvements while enabling strategic transformation in how organisations understand problems, make decisions, and deliver services.



- **Eliminate spreadsheet chaos and version control nightmares with single source of truth governed centrally:** Centralised BI platforms connected to governed data products end the proliferation of conflicting spreadsheets with different numbers for the same question. This elimination saves hours currently wasted reconciling discrepancies and rebuilds trust in data supporting critical decisions.
- **Empower business users to answer own questions without waiting for IT reducing backlog by 70%:** Trained users with access to intuitive tools answer their own analytical questions immediately rather than submitting IT requests and waiting weeks for custom reports. This empowerment reduces IT backlogs by 70% while accelerating business insight generation from weeks to minutes.
- **Improve decision quality across organisation with consistent metrics, definitions, trusted data preventing conflicting reports:** Semantic layers enforcing consistent metric definitions ensure everyone uses the same calculations for key performance indicators, eliminating confusion where different departments report conflicting performance numbers. This consistency improves decision quality by ensuring discussions focus on interpretation rather than arguing about whose numbers are correct.
- **Enable predictive decisions with ML models forecasting demand, risk, outcomes replacing reactive historical reporting:** Predictive models shift organisations from understanding what happened last month to forecasting what will happen next month, enabling proactive intervention. This foresight transforms service delivery from reactive firefighting to strategic resource allocation preventing problems before they escalate.
- **Demonstrate analytics capabilities with trusted data replacing gut feel, anecdotal information and replacing outdated monthly reports:** Access to timely, accurate data replaces decision making based on intuition, anecdotes, or stale monthly reports with rigorous analysis of current information. This transformation enables outcomes-focused policymaking grounded in measurable impacts rather than political convenience or assumptions.
- **Accelerate time to insight with governed feature and data stores eliminating repetitive data preparation for each ML and BI project:** Feature stores and data products eliminate the repetitive preparation work where each project starts by cleaning and transforming raw data. This acceleration reduces ML development from months to weeks and BI project delivery from weeks to days by reusing existing, quality-assured assets.
- **Build organisational BI and AI literacy through training, accessible tools making intelligent insights available across all staff levels:** Training programmes combined with intuitive tools democratise analytical capability beyond specialist teams, enabling all your employees to leverage data in daily work. This literacy expansion multiplies value extracted from data investments by enabling thousands of small improvements rather than handful of large projects.
- **Support operational intelligence with real-time dashboards monitoring service delivery, case management, performance KPIs and enabling proactive intervention:** Real-time dashboards showing live operational metrics enable managers to identify and respond to problems as they emerge rather than discovering issues in weekly or monthly reports. This operational intelligence transforms reactive management to proactive leadership preventing small issues escalating into crises.
- **Free data teams from repetitive report factory work to focus on strategic analytics, AI/ML initiatives:** Self-service capability eliminates the endless queue of report requests that consumes



analytical capacity on routine, repetitive work. This liberation enables talented analysts and data scientists to focus on high-value strategic projects including predictive modelling, causal analysis, and insight generation driving measurable organisational outcomes.

- **Reduce report delivery time from weeks to minutes enabling faster, more informed decisions, daily:** Automated dashboards refreshing on schedule deliver insights in minutes rather than weeks required for manual compilation, enabling responsive decision making based on current information. This acceleration is particularly critical during crises or rapid change where weekly or monthly reporting becomes dangerously outdated.

These benefits compound over time as analytical maturity grows. Early wins build confidence justifying broader adoption, creating virtuous cycles where increased usage generates more value driving further investment in capability and literacy.



ONBOARDING

We will hit the ground running from day one. Our structured onboarding process eliminates the confusion and slow starts that plague consulting engagements, ensuring we're delivering value within weeks, not months.

What We Do:

- **Intensive Kick-off Workshop:** Bring together your executive sponsor, technical leads, and key stakeholders to establish crystal-clear objectives, success metrics, and non-negotiable delivery milestones with complete alignment across all parties.
- **Immediate Communication Infrastructure:** Establish dedicated channels (Slack/Teams), weekly governance meetings with executive visibility, and escalation paths ensuring blockers get resolved in hours, not weeks.
- **Rapid Discovery:** Interview stakeholders, review existing systems, identify data sources, document constraints, and surface risks that could derail delivery before they become problems.
- **Concrete Delivery Plan:** Deliver a sequenced plan showing exactly what gets built when, what resources are required, what decisions need making, and what risks could impact timelines. No theoretical documents, just actionable roadmaps.
- **Quick Wins Identification:** Identify and deliver tangible outputs early that demonstrate immediate value and build organisational confidence in our approach and your investment.
- **Access Secured:** Obtain all necessary system access, credentials, environments, and documentation during the first week, because access delays are the single biggest cause of timeline delays.

Our onboarding doesn't end until we've delivered our first tangible output, proving our team is productive and your investment is already generating returns. You'll know within the first month whether we're the right partner. We move fast, communicate clearly, and deliver evidence of progress.



OFFBOARDING

We do not always believe in traditional "handover" periods where knowledge gets dumped on your team at the end. Instead, we work with you throughout the engagement, training your staff while the work is ongoing and creating experts along the way. Our approach ensures your team is not inheriting unfamiliar solutions but has been building and operating them alongside us from the start. However, if your plan is to have us "do it for you", we will generate documentation on the way, as part of any decision we make.

What We Do:

- **Continuous Knowledge Building (Throughout Engagement):** Your team works directly with our engineers from week one: pair programming, collaborative design, joint troubleshooting. So they understand not just what was built but why, developing expertise incrementally rather than through rushed final handover sessions.
- **Structured Transition Plan:** Formalise the knowledge transfer that's been happening continuously, identifying any remaining gaps in credentials, documentation, or procedures requiring explicit handover with clear ownership assignments.
- **Validated Competency Demonstrations:** Ensure your team independently executes key operational tasks (e.g. deploying changes, responding to incidents, onboarding new data sources, etc.) under our observation and coaching, proving they are genuinely ready for independent operations.
- **Production-Ready Documentation:** Deliver architectural decision records explaining design choices, operational runbooks covering daily operations, incident response procedures with real examples, and video walkthroughs of complex tasks for ongoing reference and future team onboarding.
- **Active Hypercare Period:** Proactively monitor for issues, conduct weekly check-ins reviewing operational metrics, and provide rapid response to problems during the critical transition to fully independent operations.
- **90-Day Post-Delivery Review:** Schedule a structured review assessing what is working, what needs adjustment, and what additional support might prevent future issues, ensuring long-term sustainability and addressing any emerging challenges.

Your success operating our deliverables determines whether we get repeat business and referrals. We have zero interest in building solutions that collapse after we leave. By training your staff throughout delivery rather than at the end, we ensure you're genuinely independent and confident, with deep expertise to maintain and evolve what we've built for years to come.

Access to Data

Following formal offboarding, all data, code, documentation, and intellectual property developed during the engagement transfers entirely to your ownership with appropriate licensing. We retain no copies of your production data, credentials, or proprietary information beyond what's legally required for contract compliance and professional indemnity purposes. Any sample data or anonymised examples used in training materials are sanitised to remove sensitive information. If you require our support post-engagement through separate maintenance contracts or ad-hoc consulting, we will request fresh access grants rather than assuming continued access rights. Your data sovereignty and security remain paramount. Our engagement ends cleanly with your full control over all assets and access.



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

We transfer knowledge continuously throughout delivery because cramming everything into final handover sessions doesn't work and we refuse to set you up for failure. From week one, your team members work directly alongside our engineers (e.g. pair programming on pipeline code, collaborating on dashboard designs, participating in architecture decisions) so they understand not just what was built but why specific approaches were chosen and how to extend them. We run weekly "lunch and learn" sessions covering specific technical topics, tools, and patterns we're using, building your team's capability incrementally rather than overwhelming them at the end. Every two weeks, we conduct show-and-tell sessions where we demonstrate progress and your team asks questions, tries features, and provides feedback. We create role-specific training:

- Technical deep dives for your data engineers covering orchestration platforms, transformation logic, and infrastructure-as-code
- Operational training for support teams covering monitoring dashboards, alert response, and troubleshooting procedures
- User training for business analysts covering BI tools, report building, and data interpretation
- Executive briefings for leadership covering governance frameworks, strategic capabilities, and ROI realisation

All training includes hands-on exercises using your actual data and real use cases, not generic examples that do not translate to your context. We provide comprehensive documentation: architecture diagrams showing system components and interactions, code repositories with detailed README files and inline comments, video recordings of training sessions and complex procedures, searchable knowledge base answering common questions. Most critically, we validate knowledge transfer has worked. Your team must successfully complete practical assessments demonstrating they can maintain, troubleshoot, and extend solutions before we consider training complete. We measure success by your team's independence, not hours of training delivered.



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

We deliver exceptional results, but we cannot succeed alone. While we bring expertise, tools, and delivery capability, certain contributions from your organisation are essential to ensure we are building solutions that meet your needs and can be sustained after our engagement. However, we recognise that organisations often engage us precisely because some of these capabilities are missing and we will be there filling those gaps.

What we need from you:

- **Access and Environment Provisioning:** We need access to relevant systems, data sources, and environments to understand your landscape and build appropriate solutions. We understand access can take time due to security procedures and approvals. We will work with you to navigate these processes and can begin with limited access while fuller permissions are secured. If production-like environments don't exist, we can help you establish them as part of our engagement.
- **Stakeholder Identification and Availability:** Help us identify the right people to speak with: subject matter experts who understand your data, processes, and business needs. We know everyone is busy, so we will be flexible with scheduling and efficient with their time. If key knowledge exists only in people's heads rather than documentation, that's fine. We will capture and document it as part of our work.
- **Decision-Making and Governance:** We need someone with authority to make decisions on direction, scope, and trade-offs when choices arise. This doesn't require daily involvement. Typically, weekly or fortnightly governance meetings are sufficient. If decision-making processes are unclear or complex, we can help you establish appropriate governance structures as part of the engagement. Also, if authority figures are missing (C-levels, heads of department, technical leads) we can provide experienced leadership to fill those gaps in order to drive decision-making and maintain momentum until permanent appointments are made or internal capability is established.
- **Representative Data and Use Cases:** Access to realistic data and actual business scenarios helps us build solutions that work for your real-world needs, not theoretical examples. We understand data may be messy, incomplete, or sensitive. We will work within those constraints, help you improve quality where needed, and ensure appropriate security controls. If you are unsure what data to provide, we'll guide you through that discovery.
- **Engagement in Knowledge Transfer:** Your team's participation in training and knowledge building activities is crucial for sustainability after we leave. We understand competing priorities and will design training that's practical, relevant, and respectful of time constraints. If you lack technical staff to receive handover, we can discuss options including extended support arrangements, recruiting assistance, or phased capability building.
- **Honest Conversation About Constraints:** Tell us early about limitations, challenges, or concerns: technical constraints, budget pressures, political sensitivities, data quality issues everyone knows about. Early honesty allows us to plan appropriately and propose realistic solutions. Late surprises create problems, but we would rather know about difficulties upfront than discover them mid-delivery.

We're Here to Help: We recognise that many organisations engage consultants precisely because they lack some of these capabilities internally. Limited technical expertise, no spare capacity for project work,



unclear governance, poor documentation. That is completely normal and exactly why we exist. Where you have gaps, we will work with you to fill them, whether that's establishing governance frameworks, creating documentation that does not exist, building technical capability in your team, or providing extended support while you recruit permanent staff. Our goal is your success, and we will adapt our approach to your reality rather than expecting you to meet some idealised client profile. The key is open communication about what you can provide, what you need help with, and what constraints we are working within. Together, we will figure out how to make it work.



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