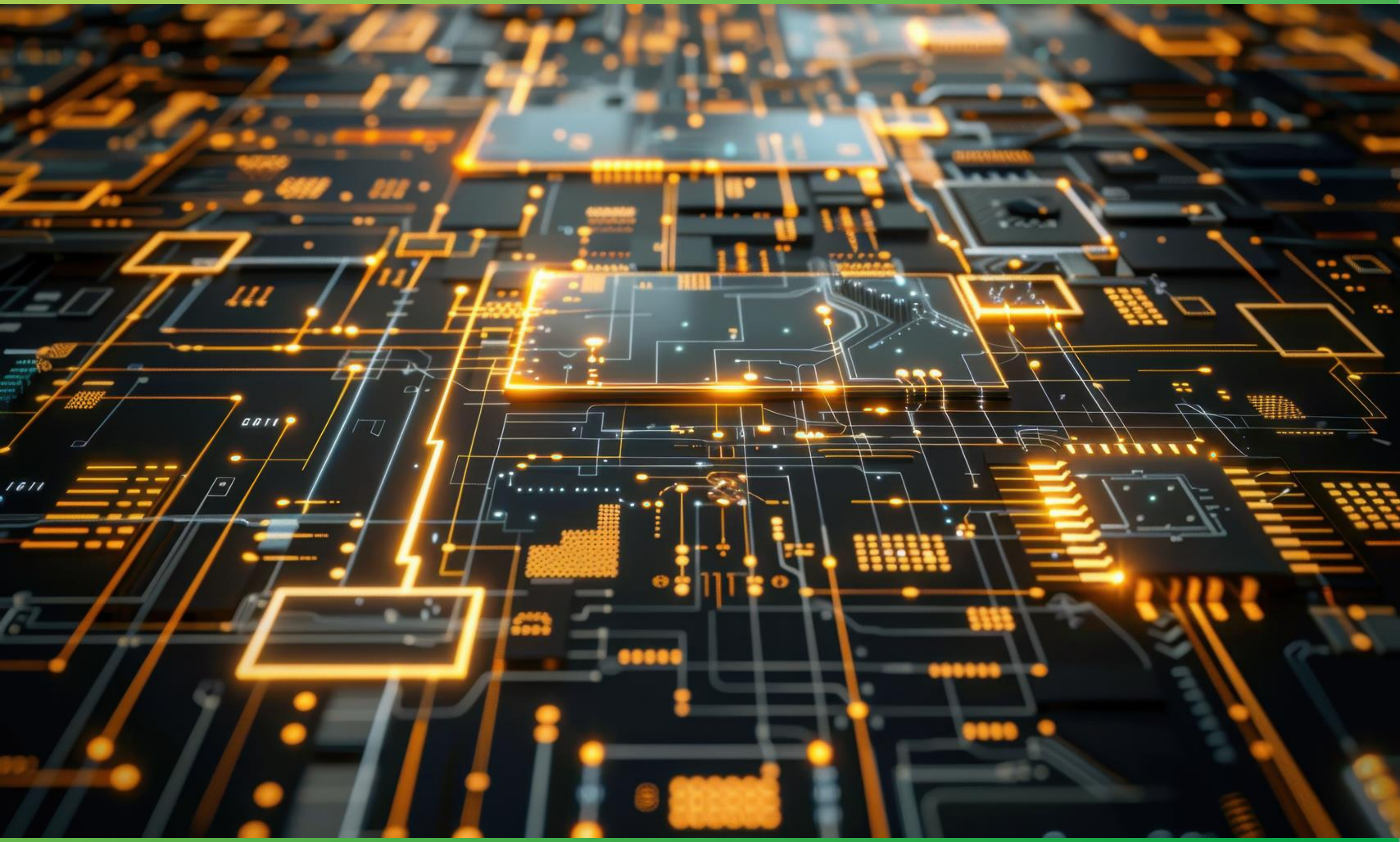
G-CLOUD 15

AI FOR FINOPS

SERVICE DEFINITION



AI FOR FINOPS

Service Description

Cortex Reply's AI for FinOps service helps organisations use AI to improve how cloud and AI costs are analysed, forecast and optimised.
The service applies AI-driven insights and automation to enhance FinOps practices, supporting faster decision-making and more proactive cost management.

This service is suited to organisations looking to augment existing FinOps capabilities with AI-based analysis and tooling.

Typical use cases include:

- Using AI to analyse cloud and AI spend
- Improving forecasting and anomaly detection
- Automating FinOps insights and recommendations

Problems this service addresses

Organisations often face challenges such as:

- Manual, time-consuming cost analysis and reporting
- Reactive cost management driven by historical data
- Limited ability to detect anomalies or emerging trends
- Difficulty forecasting AI and cloud spend accurately
- Underuse of available cost and usage data

This service addresses these challenges by applying AI to enhance visibility, insight and control over spend.

How the service is delivered

The AI for FinOps service is delivered using a practical, implementation-focused approach aligned to existing FinOps processes.

1. Use case definition
- Identification of AI use cases within FinOps processes
- Selection of data sources and success criteria
- Alignment with governance and data controls

2. Design and implementation
- Design of AI-driven analysis and recommendation approaches
- Development of models, agents or automation as appropriate
- Integration with cost management and reporting tooling

3. Validation and adoption
- Validation of insights and recommendations
- Support for adoption by finance and technology teams
- Knowledge transfer and handover

Activities are selected to ensure AI enhances, rather than replaces, existing FinOps practices.

Outputs and deliverables

Typical outputs from the AI for FinOps service include:
✓ Implemented AI-driven FinOps use cases
✓ Enhanced cost analysis and insight capabilities
✓ Improved forecasting and anomaly detection
✓ Automated recommendations and reporting
✓ Documentation supporting operation and adoption
✓ Measurable improvements in cost visibility and control

Outputs vary by scope but are focused on improving efficiency and decision-making.

ONBOARDING

Kick-Off Meeting
When we start an engagement with a new client, we begin with a workshop introducing the team (from both Cortex Reply and the client), the project objectives, and our anticipated timelines and approach. This workshop is most impactful when the majority of client stakeholders involved in the project are present and involved (either in person or remotely). Where this is impossible, we can hold separate sessions with teams that cannot participate in the kick-off workshop to ensure all stakeholders are engaged and bought into the project's objectives.

Account Management
Designated Account Manager - Each client has a designated Account Manager, who will be the main point of contact throughout the engagement. This individual is responsible for ensuring that delivery progresses and is executed to the standards that Cortex Reply and our clients expect.

Fortnightly review meeting
Alongside regular ceremonies and informal daily interaction between the Cortex Reply project team and the client, we hold formal review meetings with key stakeholders, usually fortnightly. This includes critical client stakeholders, senior Cortex Reply project team members, and the Cortex Reply Account Manager. Where appropriate, these meetings will consist of a review of work completed and demonstrations or walk-throughs of deliverables.

Offboarding
Where an engagement continues to completion, unless the client requests an extension or new engagement, all client IT, documents, artefacts and deliverables will be returned to the client. Our team will ensure a complete handover of data and knowledge to client staff. An ongoing support or retained advisory service may be implemented where appropriate to provide additional continuity.

ACCESS TO DATA

Ensuring secure access to client data upon exit is paramount to maintaining confidentiality and integrity. We begin by conducting a comprehensive inventory of all client data stored within our systems, encrypting it both in transit and at rest using industry-standard protocols. Strict access controls and authentication mechanisms are implemented to restrict access to authorized personnel only, with permissions regularly reviewed and updated. Client data is segregated from other data within our systems, ensuring isolation and protection. Upon exit, all access rights to client data are promptly revoked, including user account deactivation and permission removal. If requested, we securely delete or anonymise client data in accordance with retention policies and regulatory requirements. Detailed documentation and audit trails of data access are maintained, providing transparency and accountability. Before exiting, we verify with the client that all necessary data access has been revoked. Finally, we adhere to legal and regulatory obligations regarding data protection and privacy, ensuring compliance with contractual agreements and applicable laws such as GDPR or HIPAA. Through these measures, we ensure that client data remains secure throughout the exit process, mitigating the risk of unauthorized access or data breaches.

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 Plus 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 enable customer teams throughout delivery by embedding knowledge transfer alongside implementation activities. Training is aligned to organisational roles, ensuring relevance for finance users, operational staff, and system administrators.

Knowledge transfer is delivered through:

- A train-the-trainer approach to establish internal subject matter experts.
- Technical training for administrators covering configuration, security roles, and integrations.
- Walkthroughs of system design, data structures, and operational processes.
- Provision of comprehensive documentation, including user guides and runbooks.

Formal training is supported by ongoing access to expert guidance during delivery and early life support. Where required, refresher sessions or additional enablement can be provided to support organisational change or onboarding of new users.

ORDER & INVOICING PROCESS

To begin the process, please contact cortex.sales@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.

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