

AI-Powered Personalisation Solution

G Cloud 15 - LOT2B

1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

2. Insight for the Public Sector

Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

Our Approach: Consulting, Lifecycle, & Managed Services

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

Service Description

A premium consulting service for organizations seeking to integrate and deploy AI-driven personalisation capabilities within their applications, maximising user engagement and business outcomes.

Constraints

Requires access to relevant data sets and application APIs; stakeholder commitment needed.

Pricing Options

Pricing Option 1

Pricing Unit:

Time & Materials (T&M;)

Unit Qty Definition:

Per Resource-Day

Rationale:

The consulting-heavy, exploratory nature of strategy workshops, requirements assessment, integration with varied legacy/cloud environments, and governance design is best suited to T&M; as scope and effort will evolve with stakeholder input and data/API readiness. This model reduces estimation risk for complex, bespoke AI personalisation deployments while allowing flexibility as requirements mature.

Complexity Level	Unit Price	Unit Measure
Low Complexity	£2,600	per resource-day
Medium Complexity	£3,650	per resource-day
High Complexity	£5,150	per resource-day

Pricing Assumptions:

- 22 working days per month is the standard capacity baseline for pricing across all services and complexity tiers.
- All prices are exclusive of VAT.
- This figure already includes normal public holidays, weekends, and excludes overtime unless explicitly stated.
- Seniority & Skill Mix: Low = mid level consultants/engineers; Medium = senior consultants/architects; High = principal architects/SMEs.
- Scope & Effort: Higher complexity = more heterogeneity, integrations, governance, risk, and stakeholder management.
- Volume & Scale: Sometimes tied to asset/user/API counts but often reflects qualitative complexity.

Pricing Option 2

Pricing Unit:

Fixed Price

Unit Qty Definition:

Per Application

Rationale:

Discrete phases such as initial readiness assessment, high-level personalisation strategy, and a defined MVP deployment of AI personalisation services can be scoped tightly and offered at a fixed price, giving public sector clients budget predictability and clear deliverables. Subsequent optimisation and scaling can then move to more flexible models once the baseline solution is established.

Complexity Level	Unit Price	Unit Measure
Low Complexity	£85,000	per application (fixed price for MVP implementation)
Medium Complexity	£115,000	per application (fixed price for MVP implementation)
High Complexity	£160,000	per application (fixed price for MVP implementation)

Pricing Assumptions:

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- Well bounded scope, typically 3 to 6 weeks elapsed for assessments or up to several months for setups/migrations.
- Defined scope and deliverables per complexity tier.
- Any changes to scope of project will be impacted accordingly.

CONTACT US

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