

Informed Solutions
G-Cloud 15
Service Definition
InformedDECISION™ Intelligent Forms Builder
Lot 2b Cloud Software

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Introduction

Company Overview

Formed in 1992, Informed Solutions is a leading international provider of digital transformation, technology, AI, data analytics, geospatial and location expertise, and systems integration services and platforms that support large-scale digital transformation.

Our clients are globally recognised public and private sector organisations operating in a variety of sectors, including Government, Civil Defence, Healthcare, Sustainable Environment, Land Asset Management, Citizen Engagement, Transport, and Energy.

We strive to live up to our values of Innovation, Excellence, and Integrity by thinking about things differently, always doing our best, and always acting in good faith.

We're a team of passionate problem solvers. We take pride in helping our clients accelerate and de-risk digital business change so that we can collaborate and codesign world-class digital services that solve complex business and safety-critical problems, particularly where place, location or geography are important.

Ever since we started out in 1992, we've maintained a clear focus on Tech for Good. We create economic and social value by helping to build a more inclusive, fair, and safe society through the ethical use of technology and data, and by investing in the digital skills of our people, partners, and clients.

We've been recognised through the years for international innovation in digital service design, most recently with two Queen's Awards for Innovation in 2018 and 2022, World Innovation, Technology and Services Alliances (WITSA) Awards in 2018 and 2022, and several prestigious UK and Australian technology sector awards.

The multi-award-winning, data and AI-powered platforms and services we develop draw on over 30 years' experience of delivering exceptional, innovative digital solutions. Our software and services help make the world a smarter, safer, healthier, and cleaner place and are used by millions of people every day in an increasingly connected, converged world.

Value Proposition

InformedDECISION™ Intelligent Forms Builder is a low-code platform for designing, publishing, and managing secure, accessible digital forms, built to support complex, multi-step applications and customer journeys across public-facing and internal services.

It combines user-centred design, automation, and AI assistance to improve how information is captured, validated, and used. Intelligent Forms Builder connects to your existing systems and data sources to support smarter end-to-end application journeys, without coding or development effort.

Available as a standalone SaaS product or as part of the InformedDECISION™ suite, Intelligent Forms Builder accelerates digital transformation, improves customer experience and data quality, and reduces administrative overhead, making applications easier for everyone and reducing drop-off, rework, and support calls.

What the Service Provides

Our proven Intelligent Forms Builder solution enables public sector teams to create effective, user-friendly digital forms, surveys, journeys, and workflows.

InformedDECISION™ Intelligent Forms Builder allows organisations to quickly and easily create new forms and update existing forms to reflect changes in policies, regulations, or requirements. It's designed to meet the needs of even the most stringently regulated environments.

Our user-friendly forms comply with GOV.UK design patterns and comply with WCAG accessibility standards, with customisable guidance to support user journeys. They support secure attachments, including document, image, audio, video and geospatial and location data.

Intelligent data capture and validation ensure fit-for-decision data quality at the point of capture. Dynamic branching shows users tailored questions for their specific application type and circumstances. API integrations send forms data directly to your organisation's customer relationship management, case management or relevant application handling systems.

InformedDECISION™ Intelligent Forms Builder's AI capabilities can create tailored summaries (based on form responses and attachments) to accelerate initial application review and triage for faster end-to-end processing.

Social Value

Our purpose is underlined by action and reflected in how we go about our work, the type of work we do, and in our contributions to the sustainable social, environmental, and economic development aims of the communities we are part of. A Tech for Good business since its inception in 1992, Informed Solutions' Commitment to Social Value is mapped against Crown Commercial Services' Social Value Model:

- **Kickstart Economic Growth:** We commit to recruiting and retraining those left unemployed by economic downturn through InformedACADEMY™, our ISO 9001-certified talent development framework. National partnerships with Manchester Digital, The Prince's Trust, Manchester Mind and Barnabus charities support local communities.
- **Tackling Economic Inequality:** We commit to creating new businesses, jobs, and skills, whilst localising our supply chains and increasing their resilience through upskilling and diversity initiatives.
- **Make Britain a Clean Energy Superpower:** A certified carbon-neutral company and Global Action Plan 'Business for Clean Air' Signatory, our ISO 14001-certified Environmental Management System ensures the reduction of carbon through day-to-day operations and in the delivery of contracts.
- **Break Down Barriers to Opportunity:** A GreatPlacetoWork®-certified company with a trust index score of 96%, we commit to identifying and tackling inequality in employment, skills, and pay in our workforce through our Equal Opportunities Policy, mapped to the 2010 Equality Act and the Modern Slavery Act 2015.
- **Wellbeing:** We actively promote an open health culture at Informed, implementing the 6 Standards in the mental health at work commitment, including inclusive and accessible recruitment and progression practices and flexible hybrid working conditions for all.

Overview of the G-Cloud Service

InformedDECISION™ Intelligent Forms Builder, is a cloud hosted SaaS service. It supports organisations delivering complex, secure or high-volume public-facing services and regulated intake processes, to create digital forms for applications, licensing, incidents, consents, complaints and other customer workflows.

Design flexible, guided digital forms and workflows

- **Low-code form and journey design:** Quickly and easily configure and refine pages, questions, workflows, guidance and validation rules with no coding required.
- **Flexible question and content elements:** Combine radio buttons, dropdowns, checklists, text fields, guidance content, uploads, and maps/location capture to build clear, user-friendly journeys.
- **Complete User Journeys** – Include every step, from guidance and document upload to location capture, review (“check your answers”), and submission confirmation, all within one seamless workflow.
- **Custom response templates:** Configure application acknowledgements, outcome notifications and standard messages to keep applicants informed and reduce manual drafting.
- **Manage multiple application types and dynamic journeys:** A single solution for publishing and managing multiple application types, with dynamic branching that can query internal and external systems to provide tailored experiences.

Improve data quality at the point of capture

- **Smart validation rules:** Validate postcodes, phone numbers, dates, standard identifiers (e.g., property reference numbers, company numbers), and mandatory fields to improve accuracy first time.
- **Adaptive field logic:** Dynamically enable, disable, pre-fill, change questions or branch to other workflows based on user input, reducing errors and incomplete submissions.
- **AI-assisted application summaries:** Automatically summarise key information from form responses and attachments to support faster initial review, handover and downstream processing.
- **Data consistency controls:** Enforce format, range, and dependency checks to maintain quality across submissions and linked datasets.
- **Geospatial functionality:** incorporates interactive maps, spatial file ingestion and real-time spatial processing operations for applications where location is critical.

Connect to your existing tools and data in real time

- **Use trusted information while people are filling in the form:** Forms Builder can look up details from your existing systems to pre-fill fields, check information, or ask the right next question, reducing errors and speeding up completion.
- **Send submissions where they need to go:** Automatically hand-off completed forms into your case management, CRM, document store or workflow tools, so the right information flows straight into day-to-day operations.
- **Integration & interoperability:** Connect to case management systems, CRMs, GIS/mapping platforms and data repositories through open APIs and standards-based connectors.
- **Integrated payments:** Support GOV.UK Pay, PCI DSS-compliant payment gateways and regional equivalents.

Eligibility checking and responses

- **Up-front eligibility checking:** Combine rules and validation to filter out and manage ineligible or low-risk submissions early, reducing avoidable workload for operational teams.
- **Close the loop for applicants:** Users receive clear, real-time confirmation and evidence of submission through automated responses, reducing follow-up queries and improving transparency.

Document and attachment handling

- **Secure uploads:** Support file and image attachments with automated virus/malware scanning and metadata capture to support faster review and downstream processing.
- **Supported formats:** PDF, DOC/DOCX, XLS/XLSX, CSV, JPG/PNG/TIFF, plus location data including GeoJSON, KML, and Shapefile formats (SHP/SHX/DBF)

Accessibility and user experience

- **Accessible by design:** Designed to meet **WCAG 2.2 AA** standards, supporting inclusive journeys for every user.
- **Proven patterns:** Align to the GOV.UK Design System, where required, or configure for more tailored look and feel experiences.
- **Mobile-first and scalable:** Responsive performance across desktop, tablet and mobile

- **Branding:** White label branding with configurable styling and logos to match your organisation's branding

Security, privacy, and data sovereignty

- **Data sovereignty options:** Hosting can be provided to meet jurisdictional requirements, including sovereign data centre options, so data remains within the required region.
- **Privacy and governance:** GDPR compliant features, including audit logging, configurable retention policies, and information governance controls.
- **Secure by design:** Encryption in transit and at rest, role-based access controls, and strong operational security. Delivered under Informed Solutions' **ISO 27001** and **ISO 9001-certified management systems** and Cyber Essentials Plus certifications.
- **Responsible AI:** Controlled AI assistance with human oversight, based on Informed Solutions' **ISO42001** certified Artificial Intelligence Management System for responsible, secure, governed AI use.

How it works

1. **Design** - Quickly build digital forms and workflows without the need for coding.
2. **Configure** - Add guidance, branching logic, validation, eligibility rules, and real-time API calls.
3. **Publish** - Deploy via secure cloud hosting or embed into existing websites/portals.
4. **Capture & confirm** - Users complete guided forms, review a "check your answers" summary, and receive submission or outcome confirmation
5. **Integrate** — Route submissions into downstream systems and trigger workflows automatically.
6. **Monitor** — Track completion rates, drop-off points, and validation outcomes via interactive reports and dashboards.

Benefits

- **Deploy faster:** Launch digital forms and services in days, not months.
- **Capture better data:** Reduce rework with validation, guidance, and eligibility checks.
- **Reduce workload:** Filter ineligible submissions and automate acknowledgements and outcomes.

- **Save time with application summaries:** Speed up initial review and handover with AI-assisted summaries of submissions.
- **Support better decisions:** Provide complete, high-quality submissions – with structured summaries and outputs for downstream teams.
- **Improve experience:** Inclusive, mobile-first journeys that reduce user effort and support calls.
- **Integrate confidently:** Open APIs and real-time data integration reduce duplication and improve accuracy.
- **Operate securely:** High-assurance security, governance, and data sovereignty.

Technical Architecture Overview

InformedDECISION™ Intelligent Forms Builder is built on a modular, cloud-native architecture designed for scalability, resilience, and seamless integration.

The platform follows a microservice-based design, with decoupled form design, workflow, data, and integration layers, and uses open standards.

Core Architecture Layers

- **Presentation Layer** – Browser-based intuitive user interface that supports computer, tablet and mobile screens.
- **Application Layer** – Handles dynamic form rendering, validation logic, branching, and real-time data summarisation using AI models.
- **Integration Layer** – RESTful APIs provide secure connectivity with existing systems such as case management, GIS, CRM, and document stores.
- **Data & Storage Layer** – Stores form data securely with encryption, audit logging and version control.
- **Security & Compliance Layer** – Developed to stringent UK Government Security standards (including National Cyber Security Centre Secure Cloud and Development Principles), Informed Solutions ISO 27001-certified controls, and independently assured by AWS Foundation Technical Review, the platform includes encryption at rest and in transit, role-based access control, audit trails, and continuous vulnerability scanning.

This architecture ensures high availability, low latency, and data integrity while enabling continuous improvement through CI/CD pipelines and automated testing. It provides a future-proof foundation for an intelligent, scalable forms platform that evolves alongside organisational and regulatory change.

Public sector use cases

- Permits, licensing and development applications
- Grant and funding submissions
- Citizen service requests and consultations
- Case submissions requiring evidence and location data
- Compliance reporting and audit data collection

Associated Services

InformedDECISION™ Intelligent Forms Builder is a standalone module in the InformedDECISION™ product suite. The full InformedDECISION™ platform is an end-to-end case and customer management platform that transforms how organisations capture applications, manage cases, and make evidence-based decisions. Other modules include:

InformedDECISION™ Geospatial Case Management

A fully featured case management platform, with advanced location and geospatial analytics. InformedDECISION™ geospatial case management helps organisations manage location-based cases and assets. It connects application, case and asset data, documents, evidence and spatial datasets in a map-based workspace.

Interactive maps and real-time dashboards reveal trends, relationships and risks, supporting end-to-end casework, faster prioritisation, processing and decision making for more consistent, evidence-based outcomes.

InformedDECISION™ Knowledge Hub

InformedDECISION™ Knowledge Hub uses natural language understanding to enable secure knowledge discovery, search and generative insights across your data. It integrates with your systems, enabling intelligent information retrieval, real-time question answering, and case summarisation using generative AI, helping users find information faster. AI decision intelligence provides recommendations and risk indicators, using historical precedents to support better, consistent decision making across cases and applications.

These modules are optional additions and can be procured separately via G-Cloud.

The full InformedDECISION™ platform with all modules is also available under our **“InformedDECISION™: AI case management and customer management platform”** G-Cloud listing. Optional additional implementation support and specialised consultancy is available in our G-Cloud Lot 3 **InformedDECISION™ Cloud consultancy and support listing**.

Data Protection

Information Assurance

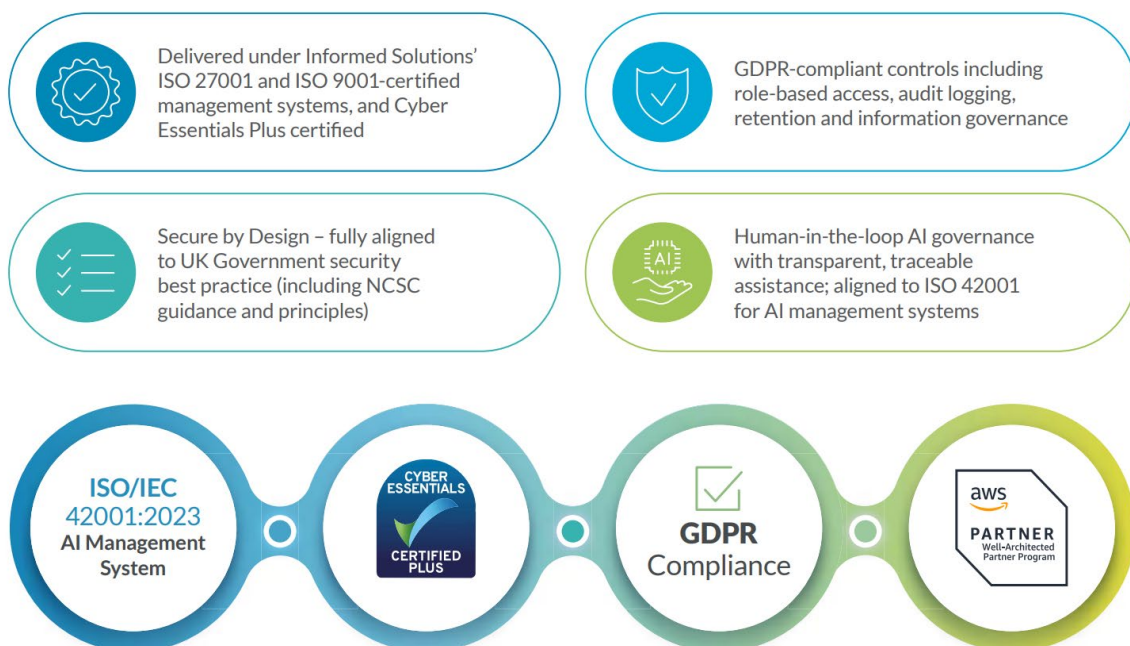
InformedDECISION™ Intelligent Forms Builder is fully compliant with GDPR and the Data Protection Act 2018 and is designed to Secure-By-Design, Privacy-by-Design and NCSC principles.

The data provided by the buyer and users is protected by TLS Version 1.3 encryption in transit, and AES 256 encryption at rest.

Users are authenticated using modern, standards-based identity and access management. The service can integrate with enterprise identity providers (including Microsoft EntraID) to provide Single Sign On. The solution enforces authentication policies including multi-factor authentication, conditional access and password standards, with Role Based Access Control (RBAC).

Full audit trail and configurable retention policies are available. All data is stored and processed in the UK by default and is hosted on AWS. Annual penetration testing validates platform security.

At an organisational level, Informed Solutions holds ISO 27001 for Information Security, ISO 9001 for Quality Management, ISO 42001 for AI Management Systems, and Cyber Essentials Plus certification.



Data Back-Up and Restoration

All customer data is backed up and stored on a recurring basis to minimise the risk of data loss. Data and configuration back-up are stored in secure AWS cloud storage.

Business Continuity Statement and Plan

Informed Solutions are committed to operational resilience and service business continuity. We commit to 99.9% uptime for our products, and elevated availability levels can be offered if required. A full Business Continuity Plan is available on request.

Privacy-by-Design

Privacy-by-Design and data protection principles are embedded into the platform's software engineering and design. Data privacy features include:

- Configurable data retention and deletion controls
- Complete deletion of personal data on request
- Role based access controls
- User identity authentication
- Real time audit information

Using the service

Ordering and Invoicing

Please contact opportunities@informed.com to discuss your requirements and arrange a demonstration.

Our Product Team will ensure the solution meets your business needs and define the appropriate licensing level for your organisation. Once the scope of the service is agreed, our team will document the order form and share it with you for approval.

Our preferred invoicing is monthly, with 30-day payment terms, but we can also provide quarterly or annual invoicing and billing. Payment is through electronic bank transfer.

Pricing overview

Pricing is tiered by usage licence under a Software-as-a-Service model. There will be a one-time implementation fee and monthly hosting costs. Please see our Pricing Document for more information.

Availability of Trial Service

A Trial Service is not available. Product demonstrations and access to reference sites are available. We can offer pilots at discounted rates.

Onboarding and Offboarding

Onboarding

Our product team will work with your organisation to understand your business processes, use cases and requirements.

An Account Manager will hold a kick-off call to co-define and prioritise your requirements, with phased configuration, implementation, deployment and user training.

Offboarding

Customers own all the data entered into the platform. During offboarding, data exports will be made available in standard open data formats available via download or secure file transfer.

Access to the solution will cease at the contract end date.

Within 30 days of completion of any contract termination activities, Informed Solutions will securely destroy all copies of customer data that remain on the solution.

Training

User training can be customised to your needs with virtual or in-person walkthroughs, in-person/virtual classes and train-the-trainer courses. Online training videos and training documentation are also available.

Implementation Plan

A detailed implementation plan is available on request

Implementation plans are designed around the customer and their requirements.

Implementation typically involves:

- A Discovery and scoping phase to define and prioritise your needs
- System deployment, integration with organisation systems and document stores
- System configuration tailored to user and business needs
- Quality assurance, performance and usability testing
- User training

Service Management and Service Constraints

Our web-based platforms support cross-browser and cross-device usage (desktop, mobile, tablet).

Support and working hours are 09:00 to 17:00 hrs Monday to Friday (UK time), excluding UK Bank and Public Holidays.

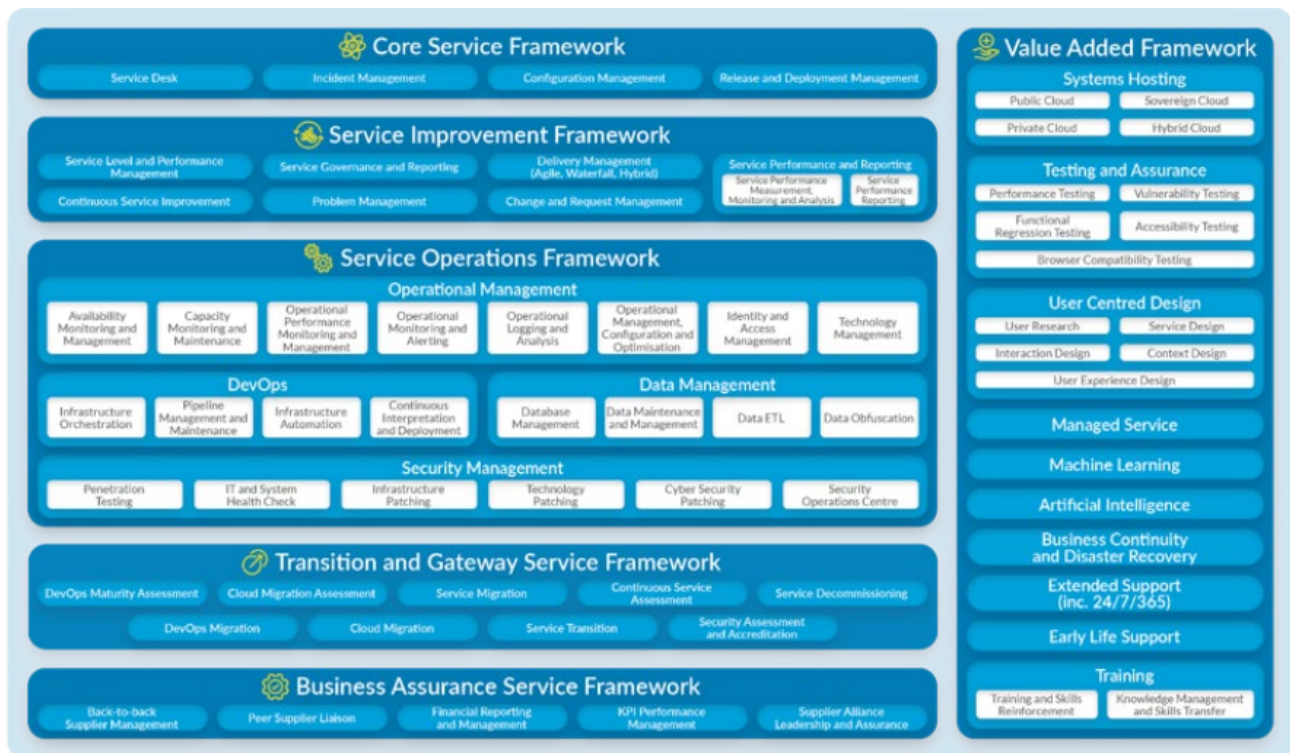


Figure 1 Our Delivery and Service Management Framework

Our service support model is ITIL-4 aligned, uses DevSecOps practices and is ISO 90001, ISO 27001, ISO 14001 and ISO 42001 certified.

Service Levels

We aim to keep platform interruptions to a minimum and within our agreed SLAs.

Service levels are 99.9% availability per month during Working Hours.

Working Hours are defined 09:00 to 17:00 hrs Monday to Friday (UK time), excluding UK Bank and Public Holidays.

Service uptime is automatically monitored. Alerts (SMS and email) are automatically raised in the event of downtime. Dashboards and APIs are available on request.

We provide first-level support through our online service desk accessible through PRISM Online Services Portal as the default communication method. Clients can report availability issues and operational issues.

Outage and Maintenance Management

Our ITIL-aligned PRISM Helpdesk is manned during Standard Service Hours, 09:00 to 17:00 hrs Monday to Friday, excluding UK Bank and Public Holidays. The client will enter all the necessary incident information into PRISM and the Helpdesk will log the progress of each request.

Calls received by Informed Solutions will be ranked by the Client according to the severity of the impact to Client's business as defined below:

- Level 1 - Emergency, where the Software Solution, or a significant portion of the Software Solution, is totally inoperative; use of the Software Solution is severely impacted; or where unrecoverable data loss or data corruption has occurred
- Level 2 - Serious, where the Software Solution is useable, but is functionally degraded or restricted. The potential impact on the Client's business may be significant, restricting normal use by some of Client's staff
- Level 3 - Inconvenient/Minor, where the Software Solution is useable, but one or more functions may not operate as expected, resulting in minimal impact on Client's business.

Response and Resolution Times

Level 1	Description	Initial Response	Escalation Level 1	Escalation Level 2
1	Emergency e.g. Loss of entire software environment or irrecoverable data loss or corruption	1 hour	4 hours	3 days
2	Serious e.g. Loss of major functional component	4 hours	8 hours	10 days
3	Inconvenient/Minor e.g. A function does not operate as expected	8 hours	5 days	30 days

Initial Response: Client receives acknowledgement from the Informed Solutions Service Desk that their incident has been received and resolution activities have commenced.

Escalation Level 1: If the Initial Response does not resolve the incident, Informed Solutions will escalate the incident internally or with the relevant third party to seek resolution.

Escalation Level 2: If the first level of escalation does not resolve the incident, the matter will be brought to the attention of an Informed Solutions" Managing Director, who will initiate further action

Maintenance

We conduct routine maintenance, patching and improvements to assure the Platform. These include:

Small Service Improvements: Low complexity work, such as basic functional or cosmetic enhancements. Small Service Improvements are undertaken to fix minor bugs and provide minor enhancements and will not impact functionality.

Emergency Service Improvements: These require urgent and immediate response and are prioritised above all other requests. They may be of any size or complexity, their defining characteristic being urgency and priority. These improvements will be handled on a case-by-case basis through direct communication and may include deployment during normal working hours

Our Service Desk will send an email to the authorised Client representative containing a description of the fix and the deployment timeline.

We make every reasonable endeavour to carry out any planned maintenance outside of Working Hours. Where this is not practical, we use reasonable endeavours to provide reasonable advance notice to the Client of any potential disruption caused by such planned maintenance, which must be performed during Working Hours.

Provision of the Service

Customer responsibilities

Customers shall adhere to the software's service terms and policies.

Customers will ensure the maximum number of users it authorises to access and use the software shall not exceed the applicable numbers agreed in the Call-Off contract. Licences must not be used by more than one assigned individual user. Licence reassignment requests must be presented to your Account Manager for review and approval.

Customers will take reasonable steps to prevent unauthorised access to the software. Each user shall keep a secure password and username for their use of the software. Each user shall keep their password and username confidential and shall not disclose their username and/or password to any third party.

Customers will notify their Account Manager immediately of any known or suspected unauthorised use of the System or breach of its security and will use their best endeavours to stop said breach.

Customers acknowledge that the Software's AI capabilities are designed to support (and not to entirely replace) human decision-making. Customers accept that the software outputs should be reviewed, interpreted and relied upon in conjunction with an adequate level of decision-making by a skilled and sufficiently trained professional in the relevant field.

After-sales Account Management

An Account Manager will be assigned to manage your customer account. Check-ins, touch points and communication cadences will be agreed during kick-off.

Our online support desk is available during Standard Service Hours, 09:00 to 17:00 hrs Monday to Friday, excluding UK Bank and Public Holidays

Termination

- **Termination for convenience:** Licence Agreements shall be effective from the Commencement Date and shall continue for the Initial Term and shall continue to be in effect thereafter unless or until terminated by either party giving to the other written notice according to the Notice Period or unless terminated in accordance with the remainder of this clause.
- **Termination for cause:** Either party shall be entitled to terminate this Licence Agreement immediately on written notice where the other party shall:
 - commit any material breach of any of the provisions of this Licence Agreement and shall fail to remedy such breach (where capable of remedy) within 30 days of notice in writing from the party not in breach specifying the breach and requiring it to be remedied.
 - and/or pass a resolution for its winding up or have a receiver or liquidator appointed over the whole or any part of its assets, or (being an individual) becomes bankrupt or makes or attempts to make any composition with its creditors or take or suffer any similar action in consequence of debt or if the party ceases or threatens to cease trading.

Our Experience

Case Studies

NatureScot, Scotland's national nature agency, reviews thousands of complex planning and development applications to ensure nature is safeguarded. As demand grew, their team had to manage an ever-increasing volume of incomplete and poor-quality submissions – tying up valuable resources, driving rework and delaying responses.

We worked with NatureScot to design, launch and publish low-code, public-facing application forms and journeys using InformedDECISION™ Intelligent Forms Builder. Guided questions with built-in validation and contextual help, plus eligibility rules that filter out low-risk submissions, improved data quality at source and reduced incomplete applications.

Using the low-code builder, forms can be quickly updated and published as legislation, guidance and service requirements change, and new forms can be created for different consultation and application types without coding.

Forms Builder integrates with NatureScot's CRM, GIS and Document Management systems via secure, open-standards APIs, producing high-quality application data and AI-assisted application summaries to support faster review and management. The Forms Builder has delivered the following benefits:

- **25%** of applications were automatically identified as **not requiring consultation**, reducing unnecessary workload for the planning team.
- **50% reduction** in time spent on **initial application review**, driven by improved data quality, filtering and summarisation.
- An intuitive online application journey for public users, designed to **WCAG 2.2 AA** and **GOV.UK Design System** patterns. In usability testing, users scored Forms Builder **21/25** for ease of use.

Contact Details

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