

Informed Solutions

G-Cloud 15

Service Definition

InformedINSIGHT™ Data Unification and Decision
Intelligence Platform and Geospatial Analytics
Platform

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

InformedINSIGHT™ is a cloud-based data unification, analytics and decision intelligence platform, designed to support complex public sector decision-making.

It combines and transforms complex, high-volume structured and unstructured data into analysis-ready, decision-ready insights, embedded in consistent, scalable business workflows to enable faster, better operational, planning, and policy decisions.

The platform enables organisations to move from fragmented data to a single, trusted, near-real-time view, providing a robust foundation for business intelligence, advanced and predictive analytics, and AI-enabled intelligent decision support.

It integrates complex, multidimensional data sources, including enterprise data, sensor data, field surveys, IoT, satellite, drone, Earth Observation and location data, breaking down silos across systems and teams.

InformedINSIGHT™ delivers analysis and decision-ready datasets, interactive data visualisations, maps and spatial analytics across structured and unstructured data sources. It applies advanced analytics, location and geospatial intelligence, and machine learning to reveal trends and relationships that inform policy, decision-making, and operational outcomes.

The result is trusted business intelligence that improves monitoring and situational awareness, strengthens operational performance and risk management and enables consistent, evidence-based decisions at speed and scale

What the Service Provides

InformedINSIGHT™ is a data unification, analytics and decision intelligence platform combining data integration, advanced analytics and geospatial intelligence.

The platform includes a secure data lake, configurable data pipelines, a searchable data catalogue, and connectors and APIs for ingesting and managing structured and unstructured data. It integrates organisational systems, national and third-party datasets, document repositories, imagery, video and audio files, field and survey data, sensor, IoT, satellite, drone and Earth Observation data into a single trusted view.

Built-in data transformation and quality controls support validation, enrichment, standardisation and deduplication, producing analysis-ready and decision-ready datasets with clear lineage and governance.

InformedINSIGHT™ provides analytics, data visualisation and geospatial intelligence capabilities including interactive dashboards and maps, configurable KPIs, time-series analysis, spatial analysis and advanced map visualisations. Users can search, query, and

analyse spatial and non-spatial data together, enabling cross-dataset insights without specialist tooling.

Advanced analytics capabilities support trend detection, predictive modelling, classification and anomaly detection using machine learning, natural language processing and AI. InformedINSIGHT™ identifies patterns, hotspots and emerging risks across spatial, temporal and operational dimensions.

Configurable workflows, reporting and visualisation outputs embed insights directly into business workflows. Priority scoring and risk models can be configured to support risk-based monitoring, targeting, intervention and performance management.

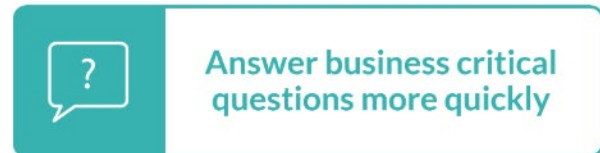
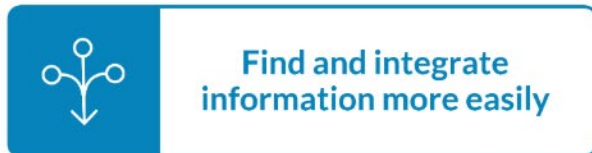
Social Value

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

InformedINSIGHT™ is an open-standards-based, geospatially enabled data integration and analytics platform that unifies an organisation's information landscape, turning data science into practical, real-world decision support.



Integrating over a decade's experience and insight from developing digital innovation for organisations operating in civil defence including the National Police Coordination Centre (NPoCC), Home Office Fire and Rescue Services, and His Majesty's Inspectorate of Constabularies and Fire and Rescue Services (HMICFRS), healthcare (NHS England and the UK Health Security Agency) and environmental resilience (NatureScot and Sellafield), InformedINSIGHT™ has been specifically designed to support decision-makers operating in high-risk, data-intensive contexts.

The platform provides a secure and scalable enterprise solution that unlocks the value of data science and analytics in complex environments. It enables organisations to securely link, harmonise and analyse multiple strategic and operational data sources from within and outside the organisation, delivering a near real-time 'whole-of-picture' view.

By significantly reducing manual data collection and processing from legacy systems, InformedINSIGHT™ builds confidence and trust in data. It enables users to access reliable, analysis-ready information quickly through your existing analytical tools, supporting faster, better-informed decisions.

Designed to handle the volume, variety and velocity of modern data, InformedINSIGHT™ combines the best in big-data architectures and patterns with web-based workflows, data analytics tools, and GIS technology. This integrated approach improves how organisations manage, understand and exploit data across complex digital ecosystems.

The platform is tried, tested and trusted in national public sector deployments, supporting the capture, analysis and reuse of data and insights across interconnected digital ecosystems. It underpins operational effectiveness by providing a consistent, governed foundation for analytics, reporting and decision support.

To meet the challenges of complex and rapidly evolving operational environments, InformedINSIGHT™ supports the ingestion and analysis of a wide range of data types. Its configurable workflows enable continuous optimisation as new datasets, analytical techniques and business needs emerge. Advanced data science and AI capabilities allow our data scientists to configure, deploy and operationalise new models that directly support decision-making.



Includes **multi-channel data collection and validation** regardless of the system or format of the data.



Reduces the need for manual data processing from legacy systems, building confidence in data and helping decision-making.



Takes advantage of **cloud-native services** from global leaders such as Amazon Web Services and Microsoft Azure.



Combines **best-in-class data lake architectures**, workflows, tools, and technologies to unify and analyse data.

How it works

How It Works

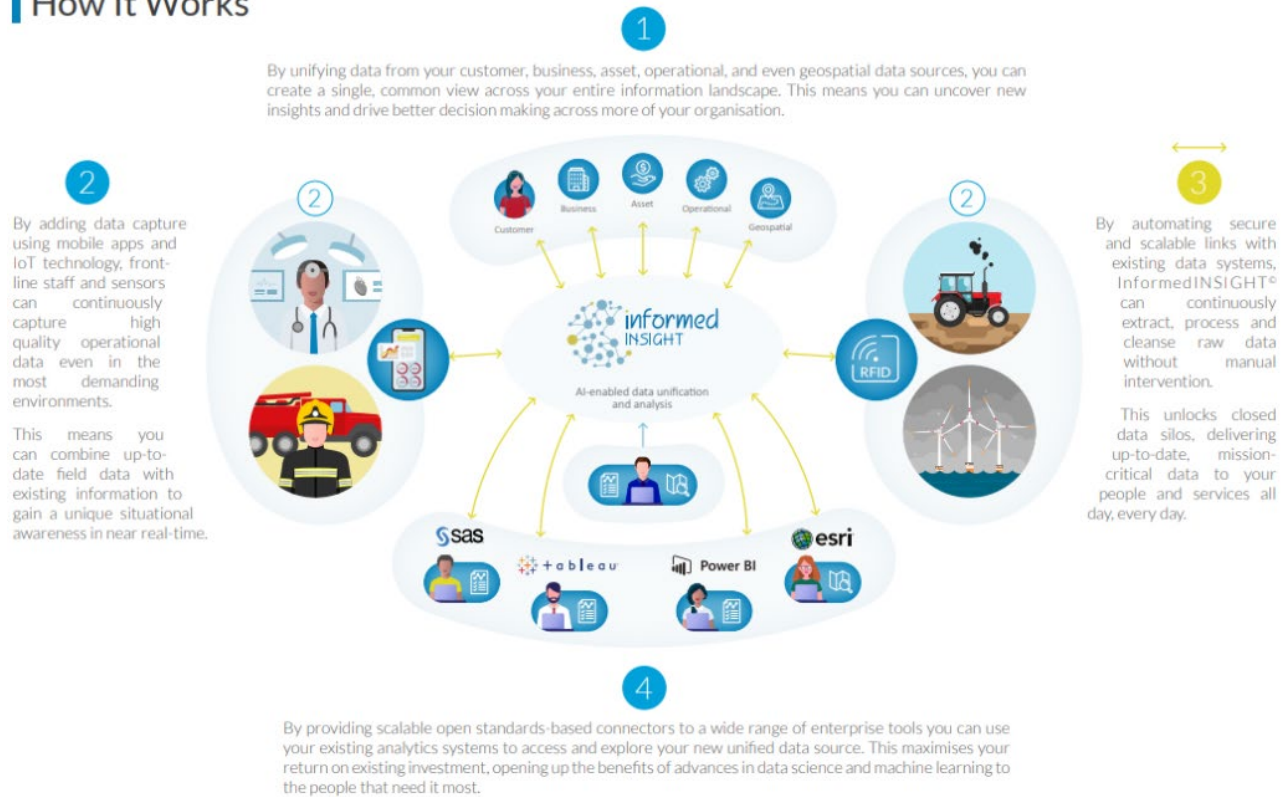


Figure 1 How It Works diagram



Service Capabilities

Prioritisation

Ingests and visualises new and existing datasets using advanced analytics and spatial models to create a shared, evidence-based view of priorities. Supports more efficient planning, targeting and sequencing of activities across programmes, assets and locations.

Resource Planning

Provides collaborative, data-driven workflows that support informed planning and coordination of people, assets, and activities, and data-driven decision-making. Reduces manual effort and enables teams to adapt plans dynamically as new data and insights become available.

Data Collection and Monitoring

Delivers interactive, map-based views of data collection and operational activity, enabling teams to track progress in near real time. Supports early identification of gaps, risks or blockers so corrective action can be taken proactively.

Data Analysis and Assessment

Provides consistent, transparent mechanisms for analysing conditions, performance or outcomes, with clear links back to underlying evidence. Supports phased adoption of new data assessment models, scoring frameworks and analytical approaches over time.

Data Configuration and Management

Enables authorised users to configure, maintain and manage shared datasets within the platform, including adding, updating or retiring data sources, while preserving governance, lineage and auditability

Platform Functionality

Unified Decision Intelligence

Integrates structured and unstructured data from operational systems, sensors, imagery, documents and third-party sources into a single, trusted, analysis-ready and decision-ready view.

Advanced Analytics and Machine Learning

Applies statistical analysis, machine learning and pattern detection to identify trends, anomalies, risks and emerging issues across spatial, temporal and operational dimensions.

Configurable Workflows and Models

Supports rapid configuration and optimisation of workflows, analytics and scoring models as policies, priorities, data sources or operational approaches evolve.

Geospatial Analytics and Visualisation

Provides interactive dashboards and map-based visualisations to support prioritisation, analysis, monitoring and performance management across locations and assets.

Integrated Domain Modelling

Links related entities such as assets, activities, risks, pressures and outcomes to support joined-up analysis across complex systems and programmes.

Open Standards and Interoperability

Integrates with national datasets, GIS platforms, cloud services and document management systems using open standards, APIs and geospatial formats.

Data Catalogue and Governance

Maintains a searchable data catalogue with metadata, lineage and usage context, ensuring transparency, traceability and assurance across datasets and analytics outputs.

Decision-Ready Outputs

Embeds analytics, insights and prioritisation outputs directly into business workflows, dashboards and reports to support timely, evidence-based decision-making.

Benefits

InformedINSIGHT™ enables organisations to generate faster insight from complex, high-volume and high-variety datasets by unifying structured and unstructured data into a single, trusted analytical environment. By reducing fragmentation and manual data handling, teams can move more quickly from raw data to meaningful insight.

The platform improves situational awareness by combining operational, analytical and geospatial context. Interactive dashboards and map-based visualisations help users understand what is happening, where it is happening and how conditions are changing over time, supporting more informed operational and strategic decisions.

Advanced analytics, machine learning and time-series analysis help identify trends, hotspots, anomalies and emerging risks earlier. Predictive indicators and risk patterns support proactive decision-making, allowing organisations to prioritise attention, resources and interventions before issues escalate.

InformedINSIGHT™ significantly reduces manual analysis and data wrangling through automated ingestion, transformation and analytics pipelines. Built-in data validation, enrichment and deduplication improve data quality and consistency, increasing confidence in the outputs used for planning, reporting and assurance.

By breaking down silos across systems and teams, the platform enables cross-dataset analysis without the need for specialist tooling. A searchable data catalogue, APIs and reusable analytics outputs accelerate insight creation and support multiple use cases from the same trusted data foundation.

The platform supports scalable ingestion of high-volume operational feeds and historical data, allowing analytics to grow alongside organisational needs. Secure, role-based access controls, audit logging and governed data pipelines enhance transparency, accountability and compliance.

Consistent dashboards, KPIs and scheduled reporting improve transparency and shared understanding across programmes and stakeholders. Analysis-ready datasets and configurable reporting accelerate reporting cycles, improve business intelligence, and support evidence-based planning, monitoring and performance management.

Overall, InformedINSIGHT™ improves decision confidence and speed by embedding trusted, decision-ready insight directly into business workflows. This enables organisations to act earlier, coordinate more effectively and make consistent, evidence-based decisions at scale.

Technical Architecture Overview

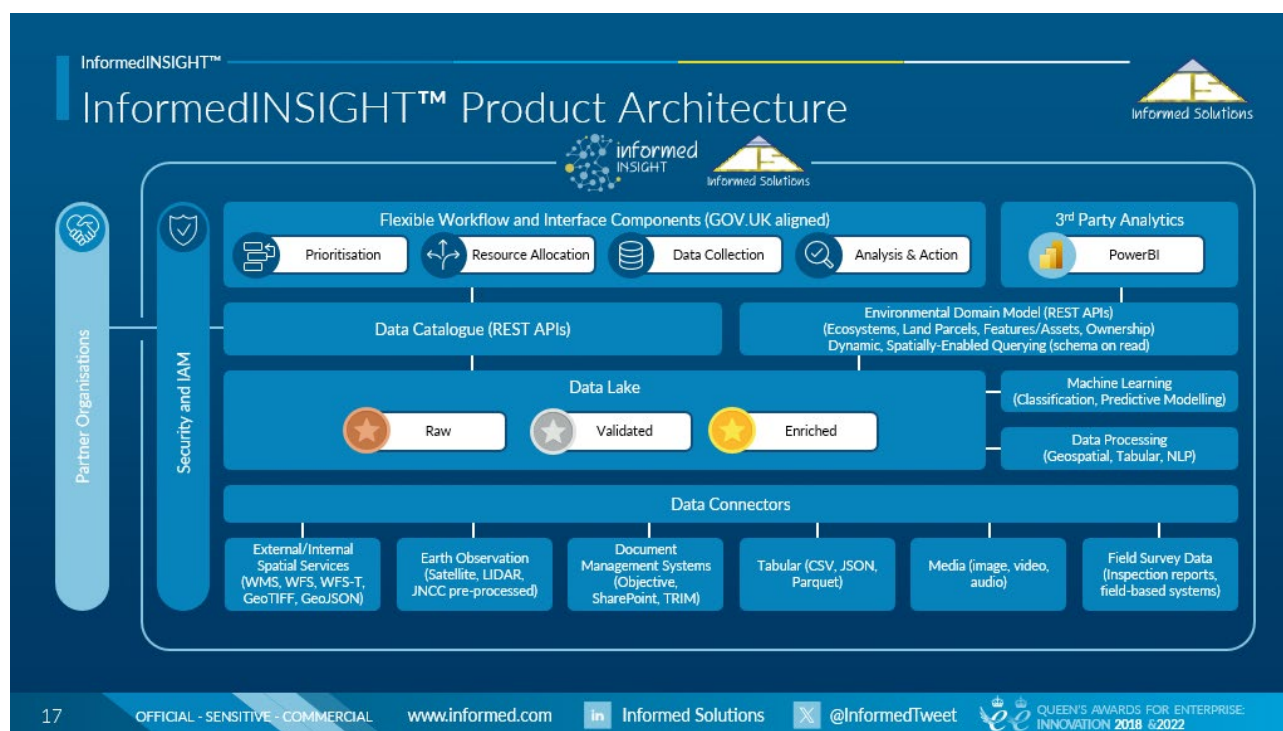


Figure 2 InformedINSIGHT Product Architecture

User Interface

InformedINSIGHT™ provides a clear, user-friendly interface built using GOV.UK Design System components and designed to meet WCAG 2.2 AA accessibility standards. It aligns with both the GOV.UK and Scottish Design Systems, supporting inclusive access and consistent use across devices, browsers and assistive technologies.

The platform includes configurable, interactive data and map-based visualisations tailored to organisational needs. Users can apply filters, drill-down views, layers and heatmaps to explore datasets, adjust parameters and reveal patterns, relationships and trends across multiple data sources, supporting informed operational and strategic decision-making.

The interface and visualisation approach draw on over 30 years of Informed Solutions' experience delivering user-centred data and geospatial platforms for the public sector. This ensures that complex analytical and spatial insights are presented in a way that is intuitive and accessible to non-specialist users, enabling wider adoption and routine use beyond specialist analytical teams.

Prioritisation

Use this section to prioritise and plan the monitoring of sites across Scotland. A prioritised list is generated to assist your decision making, and is based on a number of factors which can be adjusted using the priority scoring tool.

Filters

[Show](#)

Map view

[Hide](#)



Priority Scoring Tool

The priority score is calculated using a pre-determined algorithm. You can choose which factors are taken into account when calculating the score by selecting them below.

☒ Feature Condition ☒ Date of Last Survey ☒ Feature Category ☒ Next Survey Date

[Update score](#)

Breakdown Table

Feature view										
Area	Site	Designation	Feature	Feature Category	Last Survey Type	Date of Last Survey	Feature Condition	Next Survey Date	Flagged for Prioritisation	Priority
Marine	Moray Firth	SPA	Common Salt	Seabird	-	04/12/24	Unfavourable No Change	04/12/25	No	0.95
Marine	Moray Firth	SPA	Common	Seabird	-	05/05/24	Unfavourable No Change	04/12/25	No	0.80
Marine	Moray Firth	SPA	Seabird	Seabird	-	06/09/23	Unfavourable No Change	06/09/24	No	0.82
Marine	Moray Firth	SPA	Red-breasted Merganser	Seabird	-	07/11/23	Unfavourable No Change	07/11/24	No	0.55
Marine	East Caithness Gulls	SPA	Common	Seabird	-	30/12/23	Unfavourable Declining	30/12/24	No	0.30

Figure 3 Example risk prioritisation mapping and interfaces

Public sector use cases

InformedINSIGHT™ supports a wide range of public sector use cases where organisations need to integrate complex data, improve situational awareness, and make timely, evidence-based decisions across people, places and assets.

Operational Monitoring and Situational Awareness

Organisations use InformedINSIGHT™ to bring together live and historical operational data into a single, near real-time view. By combining organisational systems, reports, sensor data, field observations and geospatial information, teams can monitor conditions, performance and emerging issues across regions, sites or services, supporting informed command, coordination and oversight.

Risk Identification and Prioritisation

The platform enables risk-based approaches by identifying patterns, trends and anomalies across multiple datasets. Configurable analytics and priority scoring models help organisations assess relative risk and focus attention on the areas, populations or assets most likely to require intervention. This supports proactive risk management, targeted inspections and preventative action.

Planning, Targeting and Resource Allocation

InformedINSIGHT™ supports evidence-based planning by integrating demand, capacity, performance and contextual data, including local operational intelligence and relevant national datasets. Interactive dashboards and map-based views enable teams to prioritise activities, sequence work and allocate resources more effectively, adapting plans as new information becomes available.

Intelligence-Led Policy and Decision Support

Public bodies use InformedINSIGHT™ to inform policy development, option appraisal and strategic decision-making. By linking analytical outputs directly to underlying evidence, the platform improves transparency, traceability and confidence in decisions across policy, regulatory and assurance functions.

Data-Led Service Performance and Improvement

The platform supports performance monitoring and continuous improvement by combining service data, outcomes and contextual information over time. Time-series analytics, KPIs and trend analysis help identify under-performance, emerging pressures and opportunities for improvement across programmes and services.

Multi-Agency and Cross-System Data Integration

InformedINSIGHT™ enables data integration across teams and organisational boundaries using open standards and governed access controls. This supports collaboration among departments, agencies, and delivery partners while maintaining accountability, data protection, and auditability.

Domain-Specific Applications Across the Public Sector

Health and Public Health

Population health analytics, surveillance, service demand modelling, risk stratification and outcomes monitoring.

Policing and Public Safety

Intelligence-led operations, threat and risk assessment, resource deployment, performance management and assurance reporting.

Environment and Resilience

Monitoring environmental conditions, prioritising inspections or interventions, managing risk, compliance and regulatory reporting.

Defence and National Security

Situational awareness, asset and estate monitoring, operational planning and data-driven decision support in complex environments.

Associated Services

The InformedINSIGHT™ platform is listed in Lot 2b Cloud Software as:

- **InformedINSIGHT™ Data Unification and Decision Intelligence Platform**
- **InformedINSIGHT™ Geospatial Analytics Platform: Geospatial Insights for Business Workflows**
- **InformedINSIGHT™ for Policing**
- **InformedINSIGHT™ for Healthcare**
- **InformedINSIGHT™ for Defence**

The full platform, including all functionalities, can be purchased through any of these listings.

Additional implementation support and specialised consultancy is available through our G-Cloud Lot 3 Cloud Support **InformedINSIGHT™ Cloud consultancy and support** listing.

Data Protection

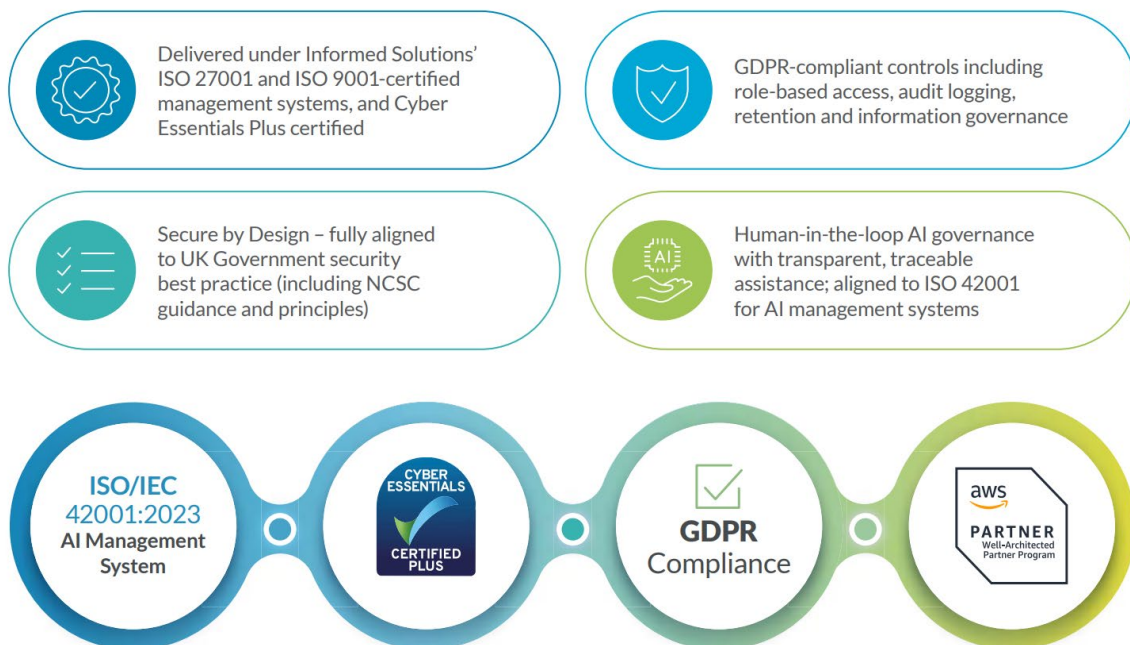
Information Assurance

InformedINSIGHT™ is fully compliant with GDPR and the Data Protection Act 2018 and is designed to Secure-By-Design, Privacy-by-Design and NCSC principles. It includes a powerful data anonymisation engine to support data protection. Data 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 as 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 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
- Data classification
- 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 with you for approval.

Our preferred invoicing is on a monthly basis, 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.

A dedicated Implementation 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 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

Implementation plans are designed around the customer and their requirements.

Implementation typically involves:

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

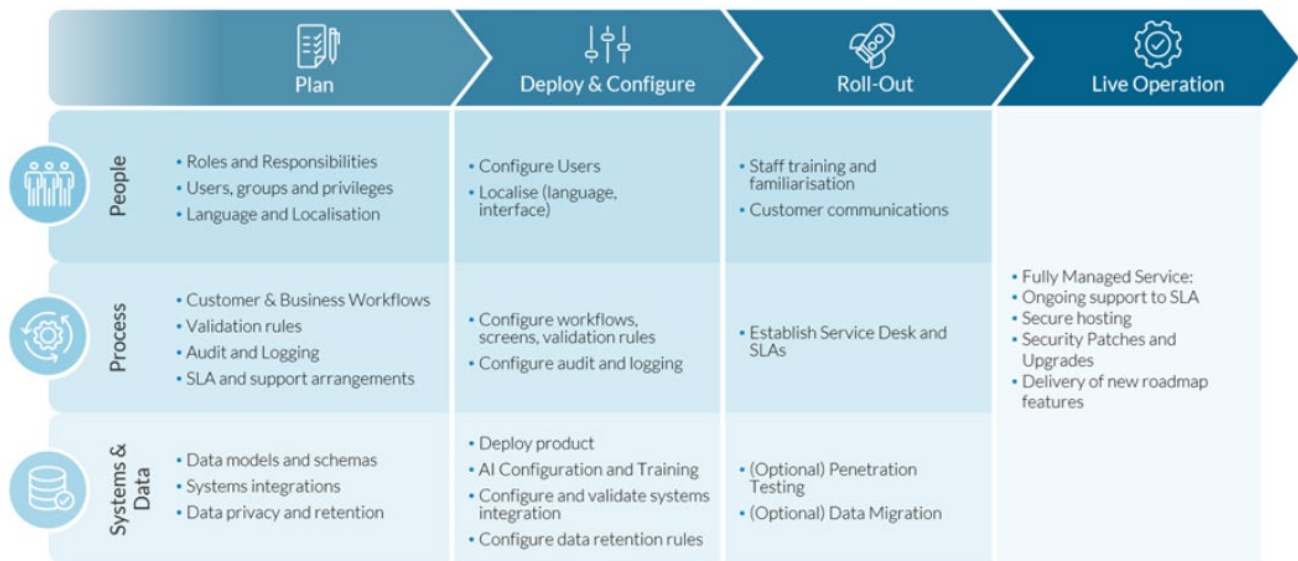


Figure 4 An overview of our agile implementation approach

A detailed implementation plan is available on request.

Service Management and Service Constraints

Our web-based platforms support cross-browser and cross-device use (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.

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.

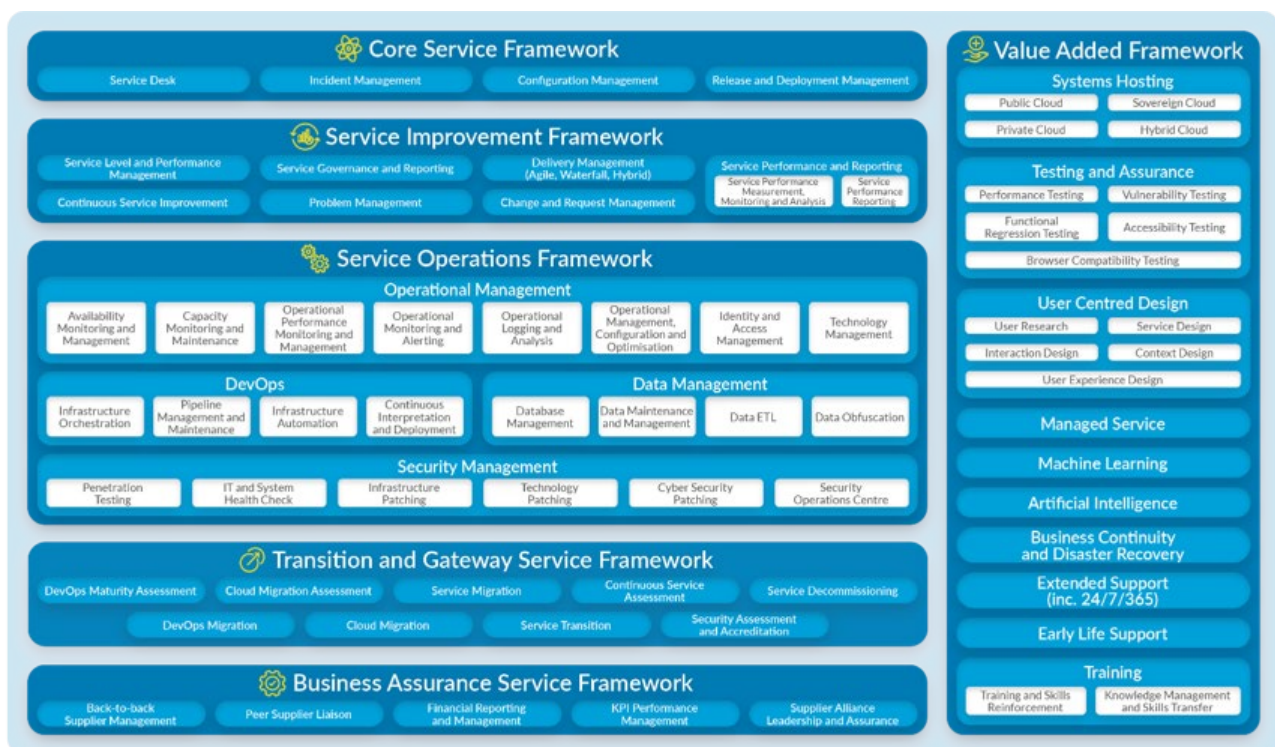


Figure 5 Our Delivery and Service Management Framework

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.

Enhanced SLAs and support packages, including 24/7/365 support are available on request.

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 provide 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: In the event of the Initial Response not resolving the incident, Informed Solutions will escalate the incident internally or with the relevant third party to seek resolution.

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

Maintenance

Our support team provide proactive product patching, routine maintenance (including software updates) and optimisation of the client-specific workflow configurations and integrations to improve 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 time for deployment.

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 that 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 maintain a secure username and password for use of the software. Each user shall keep their username and password confidential and shall not disclose them 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 efforts 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

InformedINSIGHT™: Harnessing AI and Geospatial Analytics to Support Biodiversity Monitoring



We worked with NatureScot through the Scottish Government's CivTech Challenge to co-develop **InformedINSIGHT™**, an AI-enabled, cloud-based geospatial analytics and monitoring platform. It integrates Earth Observation, sensor, and environmental data to automate monitoring, prioritisation, and reporting, supporting NatureScot's mission to increase land monitoring by 60% to meet its UN 30×30 biodiversity protection goals.

Challenge

NatureScot, Scotland's national nature agency, is responsible for protecting and monitoring the condition of the nation's natural environment, from developing national policy to managing protected areas and supporting sustainable land use. To meet its UN Biodiversity 30×30 commitment, it needed to significantly expand and modernise how it monitors the health of Scotland's protected sites.

Traditional field-based inspections were time-consuming, resource-intensive, and increasingly difficult to scale. Critical environmental data was fragmented across legacy systems and formats, limiting visibility and slowing the monitoring process. New data sources such as satellite and drone imagery, LiDAR, eDNA surveys, and in-field sensors offered rich potential but were underused due to technical and integration barriers.

NatureScot required an innovative digital platform to unify these diverse data sources, automate analysis, and enable risk-based prioritisation of monitoring activity. The goal was to move from manual, reactive inspection to proactive, data-led environmental monitoring, improving accuracy, consistency, and efficiency at national scale.

Approach

Informed Solutions collaborated with NatureScot's experts to co-design **InformedINSIGHT™**, a cloud-native intelligent geospatial analytics and monitoring platform that transforms how Scotland's protected areas are assessed and managed. Our multidisciplinary team, including user researchers, Earth Observation (EO) specialists, data scientists, and cloud engineers, worked in agile sprints to map monitoring processes, identify pain points, and prototype solutions. We configured the platform's workflow engine and analytics modules to align with NatureScot's Site Condition Monitoring lifecycle, supporting prioritisation, resource planning, data collection, and analysis.

"Our resources were already stretched to fulfil our current commitments accurately and effectively. The sheer scale of landscapes and marine areas we're responsible for protecting makes accurate and timely assessment challenging. Meeting the 30 by 30 target meant we had to rethink how we monitor the health of Scotland's protected areas." – David Genney, Protected Areas & Surveillance Manager, NatureScot

InformedINSIGHT™ unifies data from satellite imagery, LiDAR, drone surveys, eDNA, in-field sensors, and existing monitoring databases. Using machine learning, natural language processing, and geospatial analytics, it automates environmental change detection, identifies risk patterns, and generates live, map-based visualisations that deliver **decision-ready data** to guide monitoring strategy and support faster, evidence-based environmental decisions.

Outcomes

InformedINSIGHT™ has now been rolled out nationally, decommissioning legacy systems, integrating diverse data sources and automating analysis. It allows NatureScot's experts to monitor millions of hectares more efficiently and focus on priority conservation goals. The platform has delivered:

- **45–60% reduction** in Protected Area Monitoring Programme operating costs over three years.
- **60% increase** in terrestrial and marine areas monitored without increased programme costs.
- Transition from manual, feature-based inspections to **landscape-scale, ecosystem health monitoring**.
- **Earlier detection** of environmental stress and risk, enabling proactive intervention.

NatureScot and InformedINSIGHT™ were recognised at the **2025 Association for Geographic Information Awards**, winning the **Environment and Sustainability Award** for innovation in geospatial analytics and environmental monitoring.

Sellafield



Sellafield relies on InformedINSIGHT™ for business-critical data integration, unifying multiple strategic data sources, providing advanced analytics, geospatial modelling and powerful real-world decision support. These tools play a vital role in targeting remediation measures and improving the efficiency of remediation planning.

InformedINSIGHT™ centralises management of all land quality data, underpinning business process compliance, data and security management requirements to exacting BIP0008 industry standards. It integrates geospatial data from dozens of legacy systems in varying formats/standards, combining this with high-resolution mapping and data feeds from groundwater sensors.

It provides a comprehensive geospatial analysis and modelling platform which is used to understand and monitor the flow of contaminated groundwater to inform safety policy and decommissioning activities. This has enabled Sellafield to analyse land quality data and build models that have transformed its understanding of site-level risks, drive better decision making, and increase the efficiency of future remediation activities.

For the first time, Sellafield has access to an integrated, rigorously quality-assured evidence base of land quality information that informs the site remediation strategy and detailed planning and monitoring functions, as well as satisfying the industry regulator's reporting and compliance requirements.

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