



AI Strategy Launchpad

Service Definition Document

G-Cloud 15

Status: Definitive

Security Commercial – In Confidence

Version no.1/0

THINKING
BEYOND
LIMITATIONS

We're Kainos

Formed in 1986, we set about finding the best people to tackle the most difficult digital work. We fostered a culture where people truly care for each other and the world around them.

Our reputation for software engineering and problem-solving was quickly established, and our customers started to view us more as their colleagues

We're much bigger now, helping organisations across the globe to navigate change in more ways than ever. But some things never change, like our commitment to our people, delighting our customers, and our technical ability

Some say we're leading a quiet revolution in digital, but if you ask us, we're just doing our bit to make the world a little bit better.



3,132 amazing
people



13 consecutive
years of growth



40 years
of innovation



£382m revenue
(FY2024)



13 locations
globally



FTSE 250 listed
tech company



Our core expertise

The digital revolution is already happening. We're leading from the front to help our clients **seize every digital opportunity** and be future-ready.



Cloud



Business Applications



Data and AI



Managed services



Engineering



Service and
experience design



Workday services
and products

- Test
- Audit
- Shield
- Deployment
- Optimisation
- Spark & Grow

AI Strategy Launchpad: rapid planning for AI enablement and adoption

A rapid engagement to help public sector leaders accelerate alignment and define a clear organisational approach to AI adoption and enablement.

It combines discovery insight with facilitated strategy sessions to create senior alignment, and a practical roadmap for responsible AI adoption and enablement.

Features

1. Flexible four-week process to accelerate AI adoption and enablement planning
2. Discovery activities inform technical context, AI readiness and maturity
3. Facilitated Leadership sessions create strategic alignment
4. Vision setting to define organisational AI ambition
5. Industry benchmarking and assessment
6. Identification of organisational challenges, barriers and mitigations to support progress
7. Assessment of risks and ethical concerns and definition of suitable guardrails
8. Identification of key enablers and actions required to support AI ambition
9. Creation of a roadmap aligned to organisational priorities
10. Use of Kainos proprietary AI tools and responsible AI frameworks

Benefits

1. Clear AI direction leaders can explain and defend confidently
2. Shared senior alignment that unlocks stalled AI decisions and priorities
3. Evidence based choices that reduce organisational and reputational risk
4. Roadmap that directs funding toward the highest value opportunities
5. Reduced duplication from uncoordinated AI experimentation across teams
6. Stronger governance and safeguards for responsible AI adoption
7. Clarity on capability gaps and readiness for organisation wide change
8. Faster progress by focusing leaders on key strategic priorities
9. Improved confidence to communicate AI plans to boards and stakeholders
10. Stronger foundation for future AI use case delivery at scale

Overview

The AI Strategy Launchpad is a structured strategic sprint, typically delivered across four weeks, that helps public sector leadership teams quickly define a clear, responsible and achievable organisational approach to AI.

The engagement is guided by Kainos expertise in digital transformation, technical AI delivery and responsible AI practice. It combines insight gathered through a discovery phase with facilitated strategy sessions to create alignment, assess readiness, identify risks and enablers and produce a practical roadmap for safe and scalable AI adoption.

Kainos uses proprietary AI tools to support preparation and output creation. Human experts lead all insight, interpretation and strategic recommendations, ensuring decisions are grounded in organisational context and aligned with public sector values.

Why choose an AI Strategy launchpad?⁶

Public sector organisations often face complex challenges that make it difficult to define and deliver an effective approach to AI.

Typical challenges include

- AI initiatives emerging independently with no shared direction
- Leadership teams holding different expectations and priorities
- Lack of clarity about where AI delivers the greatest value
- Difficulty identifying capability gaps or organisational readiness
- Limited understanding of ethical, legal, security or governance risks
- Disconnected proofs of concept that cannot scale
- Uncertainty about how to prioritise investment and effort
- Pressure to respond to technological and policy changes
- Difficulty communicating a coherent position to boards and stakeholders

The AI Strategy Launchpad gives leadership teams a structured and focused way to understand organisational readiness, define a clear AI direction, agree priorities and establish the foundations needed for safe and effective adoption.

It builds confidence across senior stakeholders, reduces duplication of effort, strengthens governance and improves the organisation's ability to communicate a coherent and responsible approach to AI.

How it works

The AI Strategy Launchpad is delivered as a structured engagement typically across four weeks. It combines discovery activity with facilitated strategy and validation sessions. The delivery format can flex depending on leadership availability and organisational need.

Phase 1. Discovery (Week 1–2)

Activities include:

- Interviews with senior stakeholders
- Review of strategy documents and relevant materials
- Assessment of AI maturity and organisational readiness
- Industry benchmarking and technical landscape assessment
- Identification of themes, risks and capability gaps
- Preparation of tailored inputs for the strategy sessions
- Internal landscape and readiness
- Defining the AI vision and ambition
- Identifying blockers and challenges
- Exploring key risks, security and ethical concerns
- Mapping enablers and key action across strategic lenses
- Organisational alignment and validation
- Roadmap prioritisation and refinement

Phase 2. Strategy sprint sessions (Week 3–4)

A series of facilitated sessions brings leaders together to align ambition, assess risks and shape a clear organisational direction.

Activities include:

- External landscape framing

Phase 3. Strategy artefact documentation (Week 4)

Kainos consolidates and refines outputs into a clear strategic artefact that supports communication, governance and delivery planning.

What's delivered

The AI Strategy Launchpad produces strategic clarity and a set of actionable artefacts that support decision making across the organisation. These outputs are delivered through the accelerated four-week engagement.

Tangible outputs

- **AI vision and ambition statement.** A clear description of ambition and strategic direction
- **AI maturity assessment.** A summary of organisational strengths, gaps and readiness
- **Prioritised challenges, barriers and risks.** With recommended mitigation actions
- **Responsible AI themes, guidance and recommendations.**
- **Enablers and actions framework.** Covering people, process, technology and governance
- **Leadership alignment summary.** Key themes and culture considerations
- **Phased strategic roadmap.** Prioritised into Now, Next and Later
- **Comprehensive documentation.** A consolidated document to support communication and planning

Engagement Outcomes

- Clear AI direction leaders can explain and defend confidently
- Shared senior alignment that unlocks stalled decisions
- Evidence based choices that reduce organisational and reputational risk
- Clarity on capability gaps and readiness for change
- Practical roadmap that directs investment and effort
- Stronger governance and safeguards for responsible adoption
- Reduced duplication from uncoordinated AI experimentation
- Improved confidence when communicating AI plans to boards
- Stronger foundation for future AI use case delivery at scale

Who's involved

Kainos brings proven expertise in digital transformation, technical AI delivery and responsible AI practice. Our multidisciplinary team works with senior leaders to shape strategic direction, assess risks and ensure the organisation is prepared for safe and effective AI adoption.

Typical Kainos Team Roles

- **Executive peers.** Builds trust and engages with senior leaders
- **Lead AI strategist and facilitators.** Guides the strategic process
- **AI technical experts.** Advises on models, platforms and scaling
- **Ethics and responsible AI leads.** Supports governance discussions
- **Organisational change specialists.** Advises on culture and adoption
- **Sector experts.** Grounds the discussion in relevant public context

Typical Client Involvement

- Chief Executives and Directors
- Chief Information, Digital, Technology or Data Officers
- Senior leaders in strategy, operations or transformation
- Heads of risk, ethics, governance or security
- Senior data and AI leaders shaping organisational capability



Where we are

The Americas

Buenos Aires
Indianapolis
Nova Scotia
Toronto

UK and Ireland

London
Birmingham
Belfast
Derry
Dublin

Central Europe

Gdansk
Helsinki
Paris
Wommelgem



What makes us stand out



Our people



True collaboration



Innovation



Digital know-how



Common goals



Trust



Digital Services

We are **engineers**, specialists. We **overcome big challenges** for our clients, through delivery of **intelligent** digital services that use the best in **talent and technology**.



55 million UK citizens

positively impacted by
services we've delivered



**892
customers**



13 locations

And growing



99% of customers

rate our service as good,
great or excellent



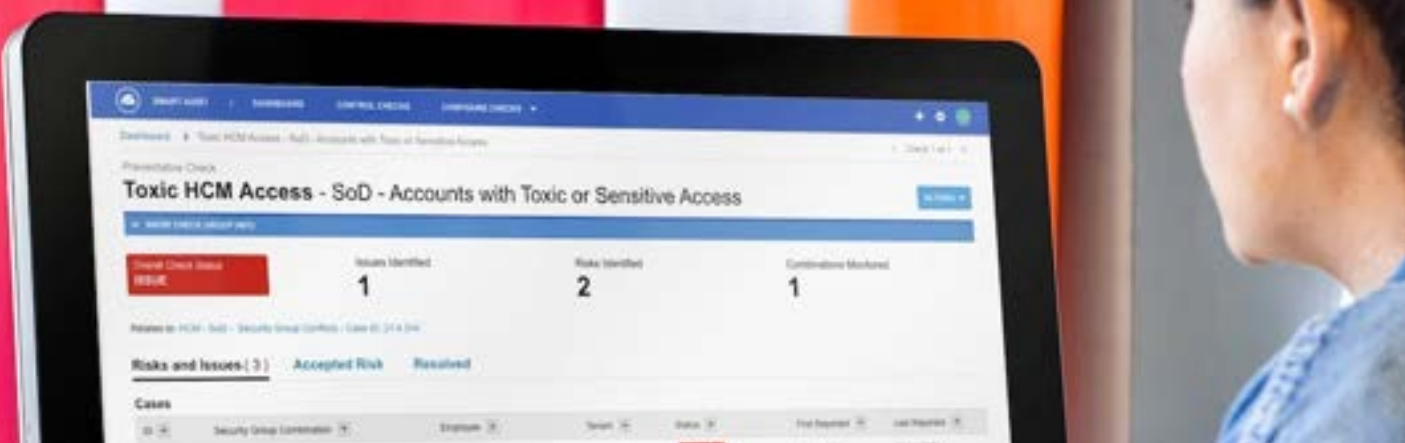
Key partners

Working closely with
Microsoft and AWS to
deliver results



Award-winning

90+ industry awards



Workday

Kainos is a Workday **phase one prime status partner** in all European, North American and Asia Pacific markets. We have worked with many public and private sector customers of various sizes and scale in over **40 countries worldwide**.



Partner Since 2011

We are the only certified Workday Services, Technology and Extend partner globally.



Workday Services

Full range provider from pre-deployment consulting, implementation and support.



650+ Customers

We have deployed to over 650 customers and are a proud Workday customer also, using HCM, Financials, Recruitment, Planning and PSA to run our business.



Workday Public Sector

We have worked with many UK Public Sector customers with their initial deployment, post-deployment support and adoption of new modules.



Kainos Smart

Our product is deployed to 500+ customers globally saving them 1000s of testing hours.



900+ Consultants

Hold over 2,700+ Workday certifications covering all areas of the platform.

65 million

citizens positively impacted
by services **built by Kainos**
for the UK Government



Every driver & every car on the road
Every piece of work to fix roads
Every court case & every prisoner
Every home helped with help-to-buy
Every passport & renewal application
Every COVID test sent out
Every COVID test result
Every user of the NHS App

Every voter registered
Every company opened & closed
Every UK civil servant trained
Every piece of produce grown in the UK
Every thing imported & exported to the EU
Every benefit fraud prevented
Every body's pension details

Our Social Values and commitment to HM Government strategy



Education & Capability Building

We empower people through technical and behavioral learning programs, academies, and outreach projects, fostering skills development and inspiring future technology leaders across communities and organisations.

Social Responsibility

Tackling workforce inequality and ensuring equal access to technical and vocational education, through our Academies, Camps and Earn as you Learn schemes.

Innovation & Future Readiness

Driving continuous improvement through technology

Health, Wellbeing & Accessibility

We support colleagues' physical, emotional, and career wellbeing through initiatives, guidance, and inclusive design, ensuring equal access, experiences, and compliance for all users with diverse needs.

Climate Action & Sustainability

With a comprehensive sustainability strategy underway, we will be a Carbon Net Zero company by 2030.

Equality, Diversity & Inclusion

Maximising service experience for citizens and civil servants by delivering projects with diverse teams, underpinned by our BAME, LGBTQIA+ and female communities.



The Code of Ethics

We are guided by our 6 ethical principles.



Wellbeing

We protect the wellbeing of our staff, customers and communities.



Equality

We improve access and inclusion and minimise bias.



Transparency

Our decisions are traceable and accountable.



Integrity

We hold ourselves and others to ethical standards.



Environment

We act responsibly towards the Earth and its resources.



Initiative

We take initiative to deliver social value and positive impacts.

BCDR and Exit Plan

Business Continuity and Disaster Recovery (BCDR)

A Business Continuity Plan can be provided if required. This shall set out the arrangements to be invoked in the event of an actual or perceived threat to business continuity, to ensure continued operation of the system and continuity of the services provided by Kainos pursuant to the Prime Agreement and shall include: the alternative processes, options and responsibilities that may be adopted in the event of a failure or disruption to the system and/or services provided by Kainos pursuant to the Prime Agreement; and the steps to be taken by Kainos upon resumption of the system and services provided by Kainos pursuant to the Prime Agreement in order to address any prevailing effect of the failure or disruption including a root cause analysis of the failure or disruption.

Exit Plan

An Exit Plan can be provided if required to detail the steps that would be carried out to ensure smooth transition of Kainos services to a new supplier. The steps outlined in the Exit Plan will help mitigate against any disruption to the service during the transition period. It is assumed that any new supplier will themselves have a procedure they wish to follow during the transition period, and as such the steps in this Exit Plan will serve as a checklist for the new supplier to ensure all key areas of the transition have been covered. The Exit Plan will therefore be subject to refinement should it be exercised.

Commercial Statement

Confidentiality and copyright

© Kainos Software Limited 2026 ("Kainos")

The contents of this document are commercial and confidential in nature and the copyright of Kainos. This document must not be reproduced (in whole or in part) save in connection with the purpose for which it was issued and must not be shared with Generative AI systems without express consent.

Trademarks

Kainos® is a registered trademark of Kainos Software Limited. All rights reserved. You may not delete or change or modify any copyright or trademark notice.

Caveats

Kainos has used all reasonable endeavours to ensure that the contents of this document are accurate but is not responsible for any errors or omissions.

All information provided prior to execution of a contract is provided 'as is' and 'subject to contract' without warranty of any kind.

This document does not constitute an offer from Kainos. In the event that the parties elect to work together, they will only be contractually bound to each other upon signature of a contract.

Corporate information

"Kainos" is the trading name of the Kainos group of companies, further information on which can be found here: <https://www.kainos.com/corporate-information/>.

Kainos Software Limited/ Kainos WorkSmart Limited, will be the contracting entity under this tender / for the provision of the service and may be assisted from time to time by other Kainos group companies.

Freedom of information

Kainos considers that the following information provided in this document is exempt from disclosure under the Freedom of Information Act 2000 (FOI):

The CVs of staff qualify under the "Personal Information Exemption (s.40)" of the Freedom of Information Act and are exempt from disclosure under the Data Protection Act 1998. The Period for which this information should be confidential is the lifetime of the Data Subject.

Rate and pricing information is confidential and commercially sensitive and covered by the 'Commercial Interests' exemption (s.43) of the FOI, as the release of this information is likely to prejudice the commercial interests of Kainos and is likely to adversely affect its (and the Customer's) future negotiating position. The period that this information should be confidential for should be 5 years.