



G-Cloud 15

Artificial Intelligence (AI) Assurance Services

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Transforming Business using the Cloud

Enabling business and enterprise transformation using cloud is a complex, strategic consideration facing many private and public sector organisations. We have worked with many Central and Local Government clients to support the implementation of their business objectives using cloud technology.

Cloud technology and services have the potential to reduce cost, remove technology bottlenecks, and facilitate rapid business innovation. As a result, for most organisations globally, adopting cloud technology has become a question of “when and how” rather than “if”.

Opportunities for enterprises generally include a combination of one or more of the following:

- Implementing private and/or hybrid clouds for infrastructure and applications
- Smarter use of public cloud infrastructure for optimising existing business functions
- Using cloud for implementing new business services or digital operations
- Reducing cost by moving to consumption-based pricing models that only charge for the actual IT capacity and services used.

Migration or adoption of cloud must be properly choreographed for success. We understand the realities and the business and technical risks that should be fully considered, understood and mitigated before such a move. Critical considerations include:

- **Alignment of business and technology objectives.** This is essential to fully realise the targeted benefits of any cloud transformation or any refinement of existing cloud services. There can be a tendency to adopt cloud systems to fit current ways of working, rather than adopt and standardise processes where possible. The trade-offs between business, customer and technology requirements must be considered to make informed design decisions
- **Availability and reliability of services.** The avoidance of operational downtime to mitigate in lost revenue, unnecessary operational cost or reputational damage that can disrupt a business' operations
- **Decentralised support structures.** The need to tailor and revise the approach to operational security to cover the support structures employed by cloud service providers that will have a different risk profile for sensitive information
- **Data handling practices.** Data classification and data-handling practices that reflect the data flow within a cloud environment must be understood and tailored accordingly to protect customer data

- **Data privacy.** Compliance with GDPR to understand where and how information can be stored or processed. The cloud model enables data to bounce swiftly around the world by using available server capacity in various geographic locations, but this must be within the bounds of what is permissible. This is ever more of a concern as organisations review their front office, back office and out of office experiences
- **Future Technology Trends.** Cloud applications are the stated direction of travel for the major application vendors, but any upgrade path must also cater for the future technology needs of the organisation and seek to minimise technical debt where possible
- **Enabling AI.** How Cloud will support the rapid adoption of AI and GenAI in organisations.

A careful assessment of an organisation's needs and different cloud service provider's controls is required, enabling concerns to be addressed and the correct path to the cloud is selected.

As a trusted advisor PwC provides the framework, and the wealth of private and public sector experience, to consider the combination of Business, customer experience and Technology activities outlined above. There is no single answer that covers each and every client organisation; we tailor our frameworks to client circumstances to support them:

- As a partner through the complete lifecycle of strategy through to execution
- With point business issues encountered during implementation or running the business.

Artificial Intelligence Assurance Services

This section describes in more detail the service features and benefits included within this service definition document.

AI Assurance Services Description

AI Assurance provides the processes, tools and capability to give confidence and build trust in AI solutions through your transformation lifecycle, to effectively manage the risks from the proof-of-concept stage to production, and into deployment. It handles all elements of AI, beyond just the technological aspect, from strategy, to data and tech infrastructure and the cultural and organisational impact of AI.

AI Assurance Services Features

- Build AI enabled transformation confidence and assess maturity and readiness
- Lead and support the development of AI solutions to address organisational challenges
- Provide assurance on Responsible AI by design and focused service on GenAI
- Embed AI solutions in Machinery of Government change
- Evaluate and develop AI operating models, Increase clarity of information/reporting
- Evaluate your AI delivery frameworks and develop delivery models
- Build and assess AI governance and risk frameworks
- Prepare infrastructure to support AI development and deployment
- Develop corporate strategy to meet business needs incorporating AI
- Identify AI use cases and proof-of-concept to production/deployment pipeline.

AI Assurance Services Benefits

- Delivery framework enables scaling: use case, concept, deployment
- Governance model enables effective prioritisation of AI and risk mitigation
- Embedded controls into the AI delivery framework
- Increased effectiveness of management decisions regarding AI
- Assurance of plans, methodology and AI practices
- Realistic, supportable and trackable Business Cases that secure sufficient funding
- AI roadmap design and execution that helps organisations realise AI benefits
- Effective integration of AI solutions with legacy systems
- Responsible, ethical and sustainable AI by design
- Improved AI monitoring/explainability
- Organisational culture which embraces AI and innovation.

Our AI experience – how can we help?

Organisations are increasingly considering adoption of AI use cases to drive operational improvements, consistency in delivery and address the pressure of doing more with less, with 76% of CEOs stating that in the next year they will invest in cloud infrastructure, data and AI, and 42% having already adopted GenAI across their company^[1].

In a landscape where not only regulation and best practices are evolving, but the technology itself is constantly developing and improving, both private and public sector clients are being challenged to keep up with the change.

CEOs agree that AI and particularly GenAI come with increased risk, 47% believing GenAI will increase the risk of legal liabilities and reputational risks^[1].

Our services will help you accelerate innovation while maintaining control, managing risk and embedding responsible and sustainable principles into your AI solutions. This will ensure your investment in AI provides the desired outcomes and helps you meet strategic targets, while protecting you from the inherent risks of AI.

[1] <https://www.pwc.co.uk/ceo-survey.html>

Our view on Generative AI

Our 27th Annual CEO survey shows that 38% of CEOs have changed their technology strategy because of GenAI. The accessibility of GenAI models means organisations will be able to take advantage of the technology and see added value when it comes to rapid data analysis, streamlined processes and significant time and cost savings.

However, the availability of GenAI has also increased exposure to operational and third-party risks, as well as lowering the barriers to attack for cyber threat actors looking to leverage the technology for their activities. This means organisations need to understand and prepare for GenAI specific risks and implement robust security governance and controls around data and the responsible use of GenAI.

Our accelerators are regularly reviewed and updated to cover the latest changes in regulation, industry best practices, and technological advancements extending from just traditional AI to incorporate GenAI.

Our Responsible AI practice

In 2017, PwC launched its global Responsible AI (RAI) business, which now operates in 37 territories. Our services range from helping clients develop their Responsible AI strategy, navigate upcoming AI regulations, through to validation of Generative AI solutions. The initiative has earned the firm accolades and recognition as a Responsible AI leader from esteemed organisations such as Forrester, IDC, and

Gartner. The RAI toolkit developed by PwC was recognised as a 2020 World Changing Idea by Fast Company.

We actively partners with NGOs, regulators, standard-setting bodies, and think tanks, engaging in responsible AI discussions with groups such as the All Parliamentary Group on AI, ICO, and OECD. With extensive expertise in various sectors including financial services, technology, government, and consumer markets, we have a long-standing experience in working with clients to harness the potential of AI responsibly.

Our AI Assurance Services

We have a mature AI Assurance service and have developed several tested approaches, solutions, and tools to provide end-to-end assurance throughout the AI lifecycle. We apply our expertise and accelerators to objectively review the risk landscape that organisations face, analyse these risks and provide insights based on good practice and our experience.

Our view on the service features and benefits in this service definition document are presented below.

1. Trust in AI

“Are you confident in navigating and managing AI risks, whilst meeting evolving regulatory expectations on AI safety?”

In a world where trust is facing constant erosion, organisations need to make the right decisions that balance their risk and reputation with the right business reward.

As a rapidly evolving technology that is not easily explainable, and with regulatory and policy perspectives that are developing at a pace to match, AI, and particularly GenAI, is testing this balance.

Organisations, especially those in more risk averse industries with more sensitive data are seeking support to ensure and assure a responsible and ethical approach as they seek to safely access the potential benefits of AI.

What is Trust in AI?

Supporting clients in governing and providing assurance over AI, in line with evolving regulatory requirements and standards, to ensure safe and ethical adoption aligned to their purpose.

Why is it important?

- Clients need AI governance to manage new and exacerbated risks, but also align with upcoming AI regulations and developed standards

- Clients want to validate any AI weaknesses (e.g. bias, toxic data) and know how to address them
- Clients want to manage the new threat/attack vectors introduced by AI.

Client challenges where we can help:

- I need governance around AI to manage new and exacerbated risks, but also align with upcoming AI regulations and developed standards
- I want to validate any weaknesses in the AI (e.g. bias, toxic data) and understand how to address them
- I want to manage the new threat/attack vectors introduced by AI.

We offer the following services in this space:

1. **Responsible AI:** Support to understand evolving regulatory and standards landscape in AI, as well as developing responsible AI frameworks to manage new and exacerbated risks
2. **Secure AI:** Help organisations gain visibility of AI in use across their business and implement robust security controls around data and the use of AI
3. **AI Explainability and Validation:** Help organisations to have robust tools, processes and approaches for AI Validation. This includes the development of bias and explainability testing, and frameworks to enable audits and technical tests
4. **AI Assurance:** Provide independent assurance opinion over compliance with regulation or external standards.

2. Data for AI

“Incomplete and inaccurate data = inaccurate and risky AI outcomes. Do you have confidence in your data?”

Automating bad processes and data does not deliver good results and building in siloes only adds to tech debt. But with constraints to budgets, and increasing complexity, many clients are making trade-offs rather than informed decisions on tech.

To take advantage of the AI opportunity, organisations need their tech, cloud and data infrastructure to be set-up effectively, both the technology ecosystem and the capabilities within it.

Organisations are seeking support to evolve their tech and data estates, to set up secure infrastructure and to convene the right talent in the right structures to unlock sustainable, scalable value at pace.

What is Data for AI?

Having the right data foundations will enable rich, meaningful, and contextual data for faster, trusted decisions.

Why is it important?

- Clients want to understand how to get their data ready to scale AI enterprise-wide
- Clients have no access to high quality data to develop or finetune GenAI
- Client data is not in a place that is organised, structured, and secured.

Client challenges where we can help:

- I want to understand how to get my data ready for scaling AI enterprise-wide
- I have no access to high quality data to develop or finetune GenAI
- My data is not in a place that is organised, structured, and secured
- I have not centralised my data, both unstructured and structured.

We offer the following services in this space:

1. **Data Readiness for AI:** Assess readiness of our client's data landscape, to understand their current and target state, and provide an implementation roadmap
2. **Data Foundations for AI:** Establish the foundations to enable scaling of AI. This includes establishing a data strategy for AI, through to designing and implementing a data platform to ensure that data is in one place
3. **Data Trust for AI:** Implement robust data governance frameworks with ethical considerations, safeguarding the integrity and responsible use of data in AI-driven environments
4. **Data Assurance:** Provide independent assurance opinion over data governance and data quality used in AI systems in accordance with regulation or external standards.

3. Trusted AI Transformation

“A clear strategy and roadmap to both create and protect value is critical. Are you confident your AI strategy will deliver a tangible ROI?”

AI has the potential to catalyse the reinvention of business models – whether through opportunities for growth or productivity gains. But starting in the right place is key to sustainable, scalable success.

A value-led approach to prioritising opportunities for transformation will see organisations realise value while reducing tech debt, avoiding siloed solutioning, and optimising the cost and carbon impact of AI.

Organisations are seeking support to set their strategic intent, to identify the opportunities for value creation, and to begin their reinvention, whether with small proof-of-concepts or an enterprise-wide approach.

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Why is it important?

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- Client data is not in a place that is organised, structured, and secured.

Client challenges where we can help:

- I don't know where to start in my GenAI journey. I am worried about the risks and whether I will derive any value from it
- I am not sure if my organisation is ready to adopt AI and what the strategy should be
- I do not know whether I should build or buy. If so, what vendor solution to go with and how to optimise costs
- I want to transform my risk and data function with Generative AI to realise efficiencies.

We offer the following services in this space:

1. **AI Strategy and Readiness:** Supporting organisations get ready for their AI adoption by establishing an AI strategy, assessing data and technology readiness and assessing the current AI delivery capability

2. **AI Build, Adoption and Scaling:** Supporting organisations to transform their businesses with AI by building proof-of-concepts through to deployment, developing AI centres of excellence and supporting with change management
3. **Managed Risk AI Intelligent Platforms:** Delivering an AI platform to organisations that unlocks the opportunities AI creates across Governance, Risks, Processes and Reporting & Controls; including managing the orchestration within their environment
4. **AI-driven cost reduction:** Identification of opportunities to leverage AI in processes, to drive efficiencies and improve quality across data, governance, risk and controls space. This includes quantifying financial benefits such as: productivity gains, cost savings; and broader non-financial benefits such as customer satisfaction; which informs a business case for investments.

AI for Government

The public sector faces significant change, and digital transformation is happening at pace. With leaders looking for innovative ways to face their challenges, AI offers a unique proposition to transform the public sector. Government needs guidance on how to implement AI, while prioritising safety and resilience, as well as support in identifying where AI can be used.

We have extensive experience supporting public sector clients in their AI journeys, helping increase AI awareness, provide assurance on AI practices, and improve services to the public.

AI for Government Hackathon

In addition to engagements with government departments, agencies and other public bodies we are continuously investing in AI for government. One such example is the AI for Government Hackaton held in November 2023.

What PwC did

In collaboration with Microsoft and the CDDO of the Cabinet Office, PwC held an “AI for Government” Hackathon to showcase the power of GenAI. Public sector leaders and employees were invited to participate and learn how GenAI can be used for government, as well as discuss where AI is already in place and is delivering value.

GenAI solutions across policing, flood defence, call centre efficiency and many other areas were explored, with a focus on how to safely implement AI for government.

Results for the public sector

Government leaders and employees got the chance to get hands-on experience with GenAI tools, finding ways in which AI can help them improve citizen services, save time and boost productivity.

PwC have continued working with government departments exploring AI opportunities and helping implement responsible AI solutions.

Publications covering this event can be found here:

[gov.uk publication](#)

[PwC publication](#)

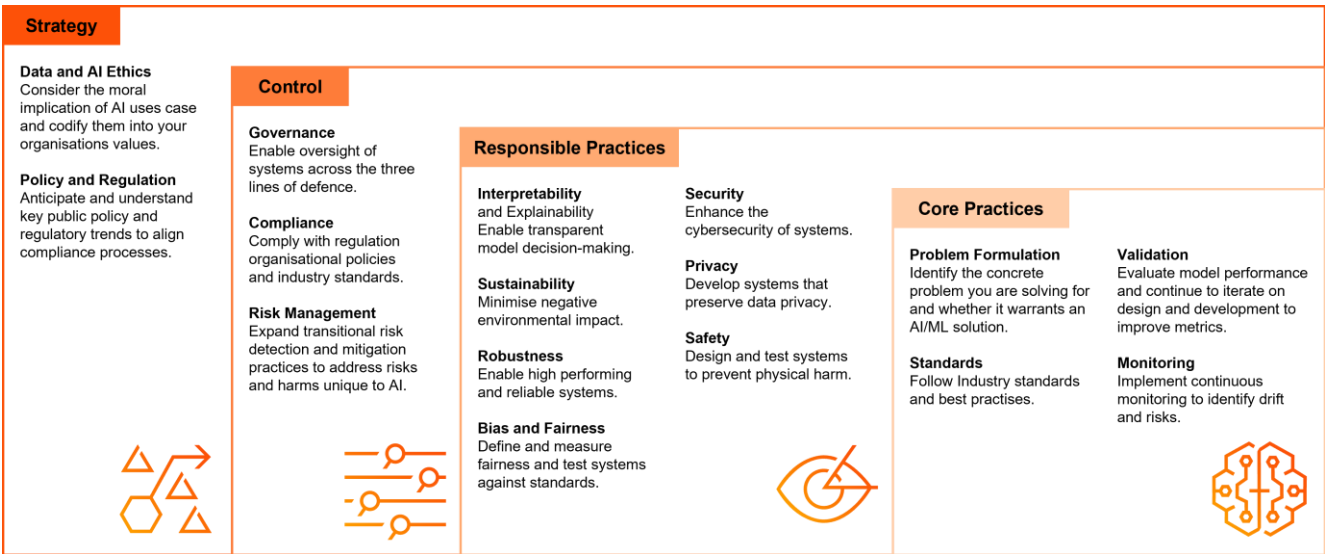
Other relevant citations

Contact us for any further information on citations in AI.

PwC Accelerators and existing solutions

We have developed several solutions and tools to support clients with AI activities or help assess existing AI frameworks and practices. Some of our accelerators are detailed below:

Responsible AI Toolkit: A suite of customisable frameworks, tools and processes designed to help clients harness the power of AI in an ethical and responsible manner - from strategy through execution.



AI Regulation Tracker: Comprehensive overview of Global AI legislative initiatives, cases, and industry standards which can be used to inform engagements with up-to-date information on AI.

AI and GenAI Risks and Controls Matrix: A risks and controls matrix for AI, with specific considerations for GenAI, and requirements mapped to regulatory frameworks.

AI Tools Repository: A non-exhaustive set of tools, both code based and framework based, that can be leveraged to support responsible and ethical AI in different stages of the AI lifecycle.

AI and Data Ethics metrics: List of example metrics and KPIs that can be used to track the organisational maturity of AI and Data Ethics, enabling good AI governance.

AI Readiness Framework: Comprehensive evaluation designed to gauge preparedness to harness the full potential of AI. It serves to streamline the transition from experimental proof-of-concepts to a resilient and scalable AI implementation.

Our assessment identifies potential challenges, gaps in skills, infrastructure requirements, and ethical considerations, enabling businesses to develop informed strategies for successful AI integration. By understanding their readiness, organisations can optimise resource allocation, mitigate risks, and maximise the benefits of AI adoption in alignment with their strategic goals and objectives.

AI Readiness assessment framework

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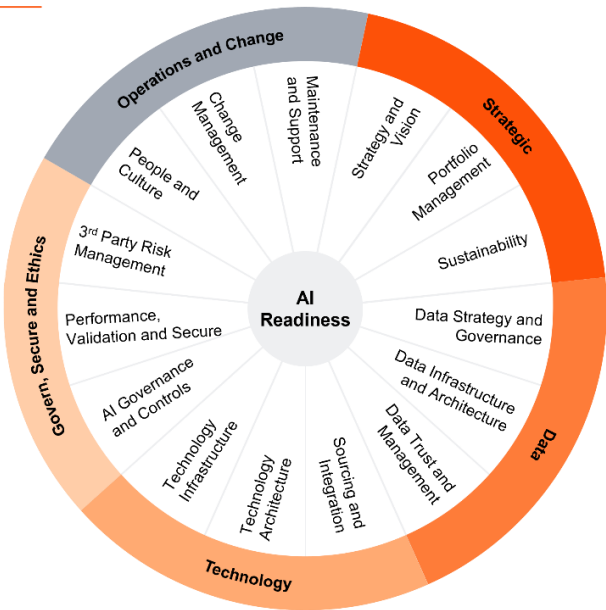
Domains

15

Sub-domains

100+

Curated questions,
with detailed guidance





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