



G-Cloud 15

Data Services for AI

January 2026



Contents

Transforming Business Using AI and Cloud 3

Data Services for AI..... 4

 G-Cloud Data Services for AI 4

 Our Experience - How can we help? 5

 Why Choose Us..... 7

Transforming Business Using AI and Cloud

The challenge of integrating AI solutions into 'business as usual' operations is becoming critical for organisations to draw out the touted benefits and value that many say the systems can provide. Despite the opportunities and building corporate knowledge, scaling AI within operational systems can still be a challenge. PwC has long been a leader in the field of Artificial Intelligence (AI), boasting a rich history of expertise and pioneering contributions that predate the surge in popularity of Large Language Models (LLMs). Our involvement in AI's evolution allows us to offer a robust suite of solutions, including proprietary software and comprehensive frameworks designed to manage the lifecycle of AI technologies from discovery to operationalisation. This proficiency in AI complements our strategic insight into cloud technology, which is increasingly becoming a fundamental foundation for public sector strategy to complement and enable AI technologies.

As Departments navigate the transition to Scaled AI across different cloud providers, our role has been pivotal in helping our clients leverage cloud strategies to achieve their AI objectives. Our services balance cost management and optimise cloud usage, fostering rapid adaptation to new operational methods. We provide opportunities to harness complex datasets, drive new use case opportunities through innovative cloud applications, and to provide robust security and compliance features embedded in the infrastructure used.

PwC offers customised frameworks that draw on our extensive experience across the private and public sectors, enabling safe and effective exploitation of cloud technology for AI. Our approach includes a blend of Business, Customer Experience, and Technology (BXT) strategies, tailored to each client's unique needs. We support clients throughout the entire strategy and execution lifecycle to address specific business challenges during implementation and provide trusted advisory services to manage risks and achieve programme success.

Our service offering is designed to integrate advanced Artificial Intelligence (AI) technologies with existing cloud infrastructures and systems, enhancing operational efficiency, scalability, and innovation for public sector entities. With extensive experience working with both Central and Local Government clients, we are well-equipped to support the implementation of business objectives using AI enabled technology transformation programmes. Our solutions leverage the latest in AI and cloud advancements, helping government departments to effectively meet their goals and adapt to rapidly evolving technological landscapes.

Data Services for AI

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

G-Cloud Data Services for AI

Our data services are designed to enable organisations to get their data and supporting governance ready to scale Artificial Intelligence (AI) across the enterprise. Without high quality and trusted data, supported by the right levels of governance and operating structures, finetuning AI to solve important business challenges isn't possible. The services we offer help organisations to establish that their data is organised, protected and structured in the right way to support their AI requirements.

Data Services for AI Features	Data Services for AI Benefits
• Assess data landscape readiness and changes needed target state • Establish the data foundations and policies for enterprise scale AI • Establish the right data platforms and infrastructure for data access • Implement robust data governance to verify data is used responsibly • Safeguard data and its integrity to support AI use cases • Improve data quality and embed data management to enable AI • Assurance over data governance and quality used in AI systems • Assurance in accordance with regulation and external standards • Implement data architecture to support the enterprise AI solutions • Upskill and improve the data capability for enabling AI solutions • Independent assurance on third party vendors, security and privacy provisions.	• Deliver improved data quality and information trust for AI solutions • Safeguard data and information to verify it's used correctly • Sustainably manage data and the risks around using AI • Build trust around the information and outputs delivered by AI • Regulatory compliance and assurance on the usage of data • Improved accuracy, outcomes and finetuning of AI outputs • Improved efficiency on integrating data into AI Systems.

Our Experience - How can we help?

Data services play a crucial role in enhancing AI capabilities by providing the necessary infrastructure, scalability, and efficiency for developing, deploying, and managing AI applications. As technology continues to evolve and new innovative technologies emerge, organisations are seeking ways to effectively deploy services to leverage AI and other emerging technology solutions, all underpinned by robust and trusted data.

Our services provide tested approaches to assist clients in deploying and scaling their AI solutions, ensuring optimal usage of data across the enterprise, and checking it is ethically managed throughout its full lifecycle. Our capabilities, proven methodologies, and tools allow us to objectively review and advise on how AI can best solve key organisational challenges and requirements.

Our data services features

Scaling Artificial Intelligence

Accurate and robust data foundations are crucial to supporting AI solutions to deliver effectively into business operations 'at scale'. Our services enable organisations to use their data ethically, enabling AI applications into core processes that enhance efficiency, effectiveness, and trust around the services they support. This is done through:

- **Enablement of AI:** Define and assess the veracity and quality of data, where it is sourced from, and how it should be managed and made available to support AI use cases. We provide capability to deliver and define data requirements for customising AI models
- **Operationalizing AI:** Provide the necessary governance frameworks and operating structures to address foundational areas such as data management, data policies, data skills and training, and integration services that enable and support AI across business operations
- **Sustainable AI Transformation:** We help to build compelling investment cases across data enablement requirements for AI, identifying effective delivery structures, and future data operating requirements to sustainably deliver use cases into operation. We help to define the key principles and enablement strategies, processes, and workflows that will deliver lasting outcomes. We provide the appropriate KPIs to track how models are performing and what data is being used, alongside its data quality issues
- **Data skilling and training:** We help develop or provide the right skills and data professionals to support AI service requirements, including data and prompt engineers

Data governance, privacy, protection, and compliance

Ethical usage and protection of data across the AI enterprise is critical to managing risk and compliance to regulatory standards. We help organisations to implement the right measures to protect sensitive information, manage data integrity, adhere to regulatory requirements, and establish correct data life-cycle management. These services include:

- **Data Privacy:** Implement privacy controls and protocols to safeguard personal and sensitive data, such as encryption, access controls, and anonymisation. This manages compliance with privacy regulations and protects individuals' privacy rights
- **Data Security:** Implement robust security measures to protect data from unauthorised access, breaches, and cyber threats. This includes implementing firewalls, monitoring, intrusion detection systems, encryption, and secure data storage practices
- **Compliance and Regulatory Scanning:** Adherence to relevant regulations and standards - i.e. EU AI Act, GDPR, Data Protection Act, or industry-specific compliance requirements. This involves implementing policies, procedures, and controls to meet regulatory obligations and mitigate legal and financial risks. We provide mechanisms to scan future regulatory changes around the usage of AI models
- **Data Governance:** Establish frameworks and processes to manage data throughout its lifecycle, including data classification, data retention, and data access controls. These services address data quality, integrity, accountability, and compliance with retention requirements
- **Data Retention:** Implement policies and procedures to determine the appropriate retention period for different types of data. This includes defining retention periods based on legal, regulatory, and business requirements, and securely storing and disposing of data once the retention period expires
- **Audit and Monitoring:** Implementing monitoring tools and conducting regular audits (assurance) to detect and address any potential security or compliance issues. This helps identify vulnerabilities, track data access, establish ongoing compliance, and monitor adherence to data retention policies.

Embedding AI efficiencies into new or existing Cloud and data infrastructures

Our AI integration and implementation services help organisations seamlessly integrate AI technologies with new or existing data and cloud infrastructure, systems, and operating capabilities. We understand the unique challenges faced by organisations and tailor our services to address these and prioritise existing and new tooling integration delivers value for money and positively impacts public services. Our services include:

- **Data infrastructure design and delivery:** Assess cloud design and data architecture requirements to enable AI integration, whilst safeguarding and protecting information. Selecting and tailoring data tooling to enable key processes for sustainably rolling out AI enterprise tooling
- **Curated data cataloguing:** Centralise and create curated data catalogues and data stores (unstructured and structured), with appropriate tagging to enable AI use cases across core processes
- **Establishing datastores:** Deliver databases commonly used to support AI applications. These include Relational databases; NoSQL databases; Distributed file systems; Object storage; Specialised data platforms with AI capabilities; Times-series databases and Vector databases
- **Capability development and operating support:** Provide comprehensive training and ongoing support for smooth adoption and optimisation data organisation to enable AI across the enterprise.

Why Choose Us

Our expertise and experience in AI and cloud technology are backed by a proven track record in the public sector, understanding the complexities of enterprise and business transformation using cloud technology.

We have a commitment to tailoring our solutions for our clients and understand that there is no one-size-fits-all answer. This comprehensive service offering is designed to address the specific challenges faced by government entities when adopting AI and cloud technologies, to achieve successful, responsible and safe integration and transformative impacts can be seen in front line public services.



Confidential. This document does not constitute a Call-Off Contract for Services with PricewaterhouseCoopers LLP. Where we are engaged to provide Services, our Services will be governed by a subsequent Call-Off Contract that may be entered into between us. If you receive a request under freedom of information legislation to disclose any information we provided to you, you will consult with us promptly before any disclosure. All information contained in this document or otherwise provided or made available as part of any Award Procedure is confidential and may not be disclosed to anyone else without our prior consent.

© 2026 PricewaterhouseCoopers LLP. All rights reserved. 'PwC' refers to the UK member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.