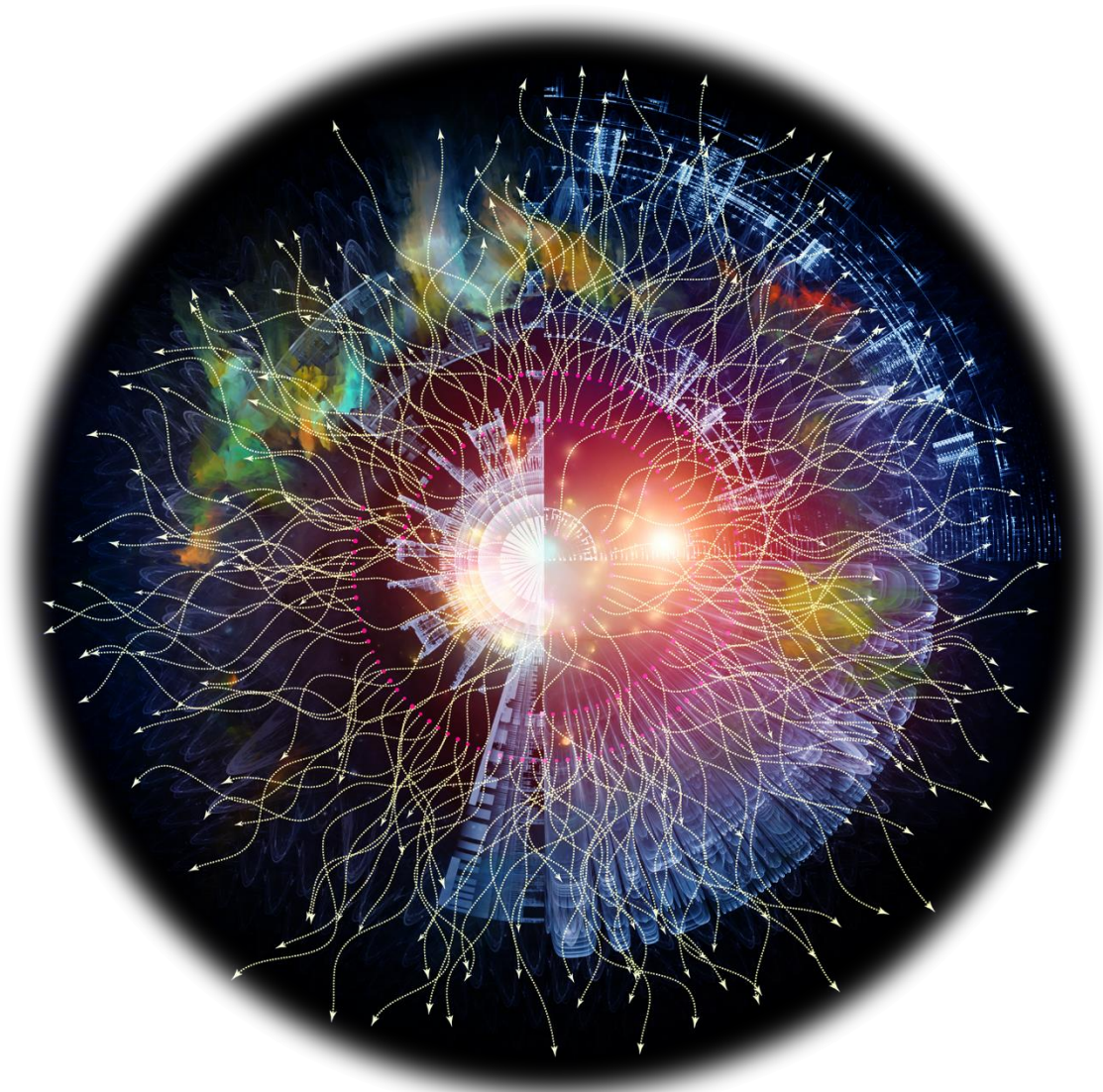




Transport Simulation & Analytics Capability

G-Cloud 15 Service Definition Document

January 2026

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1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 27,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver and Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a team of over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure, Google Cloud and Oracle Cloud Infrastructure (OCI):



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our AI Capability

Deloitte stands at the forefront of AI transformation and was recognised as a Leader in the 2025 IDC MarketScape for Artificial Intelligence (AI) services for the fourth consecutive time. Supported by a £3 billion investment in AI, Data, Automation, Cloud, and Cyber, we seamlessly integrate our deep AI expertise with our extensive cloud capabilities. Our UK team is part of 339K AI-fluent practitioners globally, and includes over 1,300 AI specialists and engineers, many of whom hold the necessary security clearances for public sector delivery.

Through the Deloitte AI Institute, our hub for cutting-edge research and innovation, and strategic alliances with leading hyperscalers, we empower public sector clients to optimise costs, streamline processes, and navigate their AI journey. We achieve this by leveraging our ReadyAI™ models, which provide end-to-end support for AI solution implementation, and our Trustworthy AI™ framework, ensuring responsible and ethical deployment.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹, and SAP. A selection of our partners and alliances are presented below:



What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

Originating in 2021, Deloitte has been recognised as a Leader in this category for four years in a row. Deloitte was also positioned as a Leader in the **Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide** in 2021, 2020 and 2019, the previous form of this category.

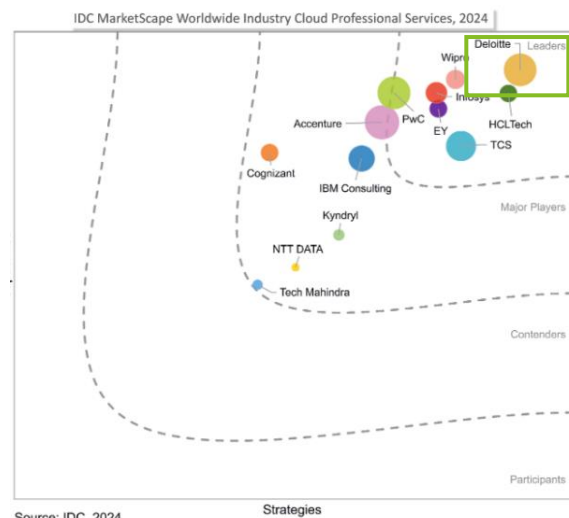


Gartner

Gartner: Magic Quadrant for Public Cloud IT Transformation Services. © Gartner inc. 2025

IDC

Deloitte has been awarded Leader status in the **IDC MarketScape: Worldwide Industry Cloud Professional Services 2024** Vendor Assessment. We have also been recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



Source: IDC, 2024

IDC MarketScape: Worldwide Industry Cloud Professional Services Vendor Assessment © IDC inc. 2024

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

2 Service Overview

The pace of change in the transport business is ever-increasing and finding new areas for growth, efficiency and competitiveness means ensuring that the right people have access to the right information at the right time to make the right decisions. For these insights to be discovered, we have developed a powerful suite of next-generation solutions, powered by the latest AI, simulation and big data technologies, to revolutionise the planning and operation of transport networks in ways that were previously impossible.

Deloitte offers a variety of advanced analytics and data science solutions to help our clients generate value from their ever-increasing data stores. Our solutions support:

Rapid timetable re-design

Changes to staff availability, and constraints on passenger capacity caused by changing demand and social distancing rules, will require new timetables to be produced continuously and rapidly.

Dynamic capacity assessment

Organisations will need to rapidly re-assess their capacity based on social distancing regulations and demand fluctuations, identifying changes to both the demand for public transportation, and the 'new' safe operating capacity at which vehicles can operate.

Asset and resource prioritisation

Faced with limited human and capital resources and increasing cost pressures, organisations need to prioritise asset maintenance, allowing them to minimise failures and disruptions and keep services running.

Dynamic staff planning for operations

Decreases in workforce availability, and changes to operational requirements, will require organisations to dynamically plan daily operations, ensuring services are maintained and SLAs are achieved, against a backdrop of unpredictable medium to long-term conditions.

Business case assessment

Economic and societal changes will require organisations to perform scenario planning for the future. New business cases need to be made to support future investment decisions and activity prioritisation as firms enter a 'Recovery' phase.

City mobility planning

City planners are continuously prioritising active travel, and given a forecast increase in car usage, need to form integrated mobility planning to ensure cities can keep their people, goods and services moving.

3 Detailed Service Description

Our Approach

Throughout both the build and the service provision stage, we will work closely with you to ensure value is maximised and the solution remains relevant to emerging and evolving requirements.

The broad summary of our solution is listed below and the users (Traffic Controllers, Timetable Planners and Asset Managers) we cater across any transport network. The level of detail and time to deliver for each stage depends on the nature of the service, the quality and quantity of data available and the level of complexity behind the questions being asked.



Description of Solution

We have articulated the multiple solutions that we offer within this service.

Asset Insight

Asset management has traditionally focussed on asset age and condition, but by taking account of operational data as well, Asset Insight can create an asset criticality map. This allows managers to improve the prioritisation of asset maintenance and renewals, focusing tight resources on the most critical assets on their network, to ensure resilience whilst minimising costs.

Asset Foresight

Utilising AI technology, we take criticality-based maintenance one step further by predicting future asset conditions based on current maintenance data and future patterns of use, enabling pre-emptive maintenance and enhanced operational resilience.

Timetable Simulator

Modern timetables are complex and time-consuming to compile, but despite being theoretically sound, may struggle in reality. Our unique AI simulation tool enables rapid iterative timetabled design, by stress-testing any new timetable design (such as frequency changes or new station stops) against real-world conditions, identifying weak points of the new timetable and assessing crew requirements before it is deployed.

Timetable Analytics

We produce a suite of timetable reports that were never possible before to optimise timetable design. By analysing timetables against real world data, Timetable Analytics can extract maximum information from the past, assisting timetable planners to improve frequencies, resilience and schedules, enabling dynamic capacity assessments and staff operations planning.

Motion Controller

The Controller solution turns the art of controlling into a science that can be studied and improved over time.

- Replay

Empowers controllers to revisit any past event and inspect all activities that happened at the time, to review & learn from the past, enabling improved decision-making, and root-cause analysis.

- Vision

Using AI pattern recognition techniques, Vision identifies decisions taken in the past, and can provide analysis of the incidents that occurred and their resolution, supporting controllers to improve their practices and enhance future operations.

- Assist

Takes advantage of AI and Simulation algorithms to offer optimised strategies for resolving any incident, supporting controllers to better understand network resilience and recovery capabilities.

Unified Data Model

We combine multiple sources of data sets including operations, asset and signalling data, with externally available data to create a foundation data model.

Your Contribution

Our services are designed to be delivered with you rather than to you. We have assumed that you will be able to make the following contributions to the work. If you are not in a position to take on these responsibilities then please get in touch to discuss options, as it is likely we can reach agreement to alter our approach to accommodate your situation.

- Making available the time of senior stakeholders and decision-makers to attend workshops and meetings for the project – we will endeavour to be flexible around diaries, but our price for this service is predicated on achieving a fast pace of delivery and this could be significantly impacted if key stakeholders do not make this a priority
- Providing access to operations, asset and timetable data
- Providing dedicated part-time resources to our joint working team, including the followings roles:
 - A data analyst who has in-depth knowledge of the different data sets and can provide access to other data owners

Outputs

What will you get in terms of deliverables, outputs and outcomes from this service?

- The key output could be an analytical tool, an advanced analytics cloud-based system or an intelligent algorithm that allows you to model decision-making based on selected KPIs over time across different pre-determined scenarios
- These could be developed and licensed as SaaS, or built and handed over to your in-house teams to fully control and manage through knowledge transfer and capability building, or anything in between – the appropriate model will be discussed and agreed with you to align to your needs

Business Context

What situations is this service designed to be used in?

The pace and complexity of business is ever increasing and finding new areas of growth, efficiency or competitiveness means ensuring that the right people have access to the right information at the right time to make the right decisions. For these insights to be discovered, transport networks need to appropriately process their own data at the same time as taking advantage of external data.

With the rise of more sophisticated analytical tools and models that can accommodate a much larger range of data, there is an opportunity to use advance analytics to forecast and analyse how different variables could evolve under different conditions.

This service is for all transport organisations. It is relevant to organisations that wish to understand the impact of their policies on running their network smoothly in order to inform other decisions. It is relevant to public sector organisation that wish to bring their disparate data sources together into a common data environment on the cloud, build an analytics platform on top of it and predict future state, this being impact of incidents, asset failure, increasing capacity and improving performance on the network.

Scale and Complexity

The effort involved in delivering our service is driven partly by what we will do and is also driven by the scale and complexity of your business situation.

This section describes the scale and complexity that we have designed this service to address. If your business situation is bigger or smaller than this then we can discuss options, as it is likely we can reach agreement to alter our approach to accommodate your situation.

The precise scale and complexity would differ according to the service specification chosen.

Exclusions

For the avoidance of doubt, we will clarify in advance, depending on the specific scope of the project, any activities that (in our experience) are sometimes expected to be in our scope but which are not included within this service.

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



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