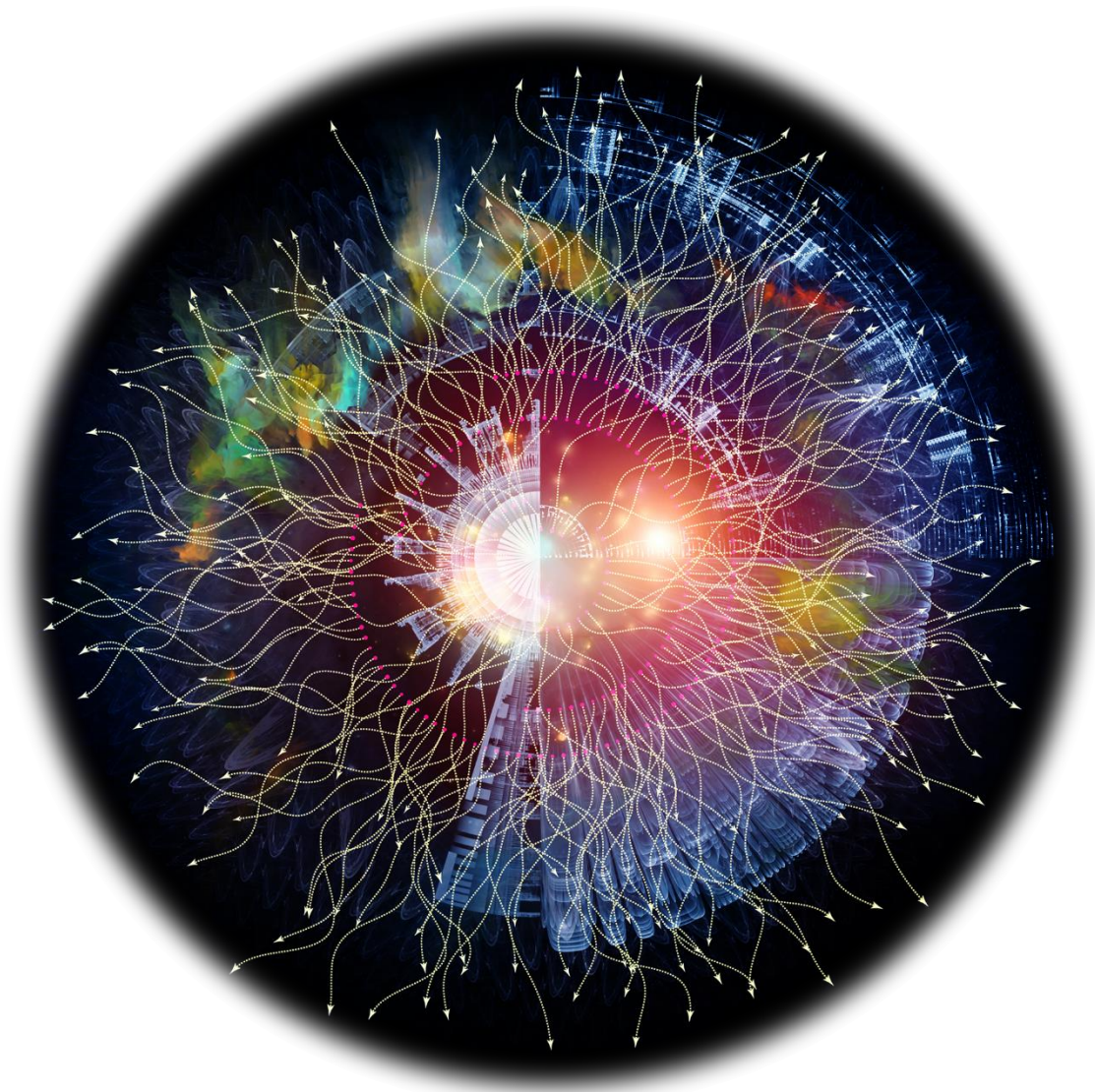




Google Cloud Analytics, Business
Intelligence and Artificial Intelligence
G-Cloud 15 Service Definition Document
January 2026

Contents

1	Deloitte Overview	1
2	Service Overview	3
3	Detailed Service Description	5
4	Contact Details	9

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**.



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

Overview

Deloitte provides a full-spectrum of data and analytics delivery capability built on Google Cloud, covering data ingestion, platform engineering, analytics, and AI-driven insight. The service supports the design, build, and operation of modern analytics environments using BigQuery, Dataflow, Dataproc, Cloud Storage, Looker, Vertex AI, Dataplex, and Gemini, across cloud-native, hybrid, and integrated enterprise estates.

Our solutions are engineered for durability, performance, security, and long-term adaptability, supported by certified specialists in data engineering, analytics architecture, and machine learning.

Key features

To deliver comprehensive data analytics capabilities spanning the entire analytics lifecycle, from data acquisition to decision intelligence, this service encompasses the following elements:

Strategic Consulting and Architecture:

- Strategic guidance on shaping BI and analytics capability using Google Cloud as the core platform
- Integration of analytics platforms with legacy systems, SaaS applications, and operational technologies
- Engineering of batch and real-time data pipelines using Dataflow, Pub/Sub, Dataproc, and BigQuery
- Creation of scalable cloud data foundations with automated cost and security controls

Data Management and Governance:

- Design of trusted master data structures for core business entities
- Enterprise data governance using Dataplex and Data Catalog, including lineage, classification, and ownership
- Performance tuning, optimisation, and hardening of cloud data warehouses and lake house platforms
- Design of analytical models and business metrics using Looker's semantic layer
- Development of bespoke analytics applications on Cloud Run, App Engine, or Kubernetes

Analytics and Visualisation:

- Delivery of visual analytics through Looker and Looker Studio
- AI-enabled analytics workflows using Gemini and BigQuery ML
- Advanced machine learning and predictive modelling using Vertex AI

Key benefits

Key benefits of using the services listed above to design and implement data analytics solutions include:

- Ability to unify fragmented data into a single analytical environment
- Analytics delivery across cloud and on-premises estates without architectural compromise
- Security enforcement and compliance without slowing delivery
- Scale storage and compute automatically to match demand and control cost
- Creation of reusable, governed data products rather than isolated reports
- Improvement in operational planning across demand, capacity, and workforce management
- Simplification of ownership and access management of analytics assets
- Enablement of genuine self-service analytics supported by AI
- Continuous benefit from Google's rapid innovation in analytics and AI
- Consistent BI experiences across mobile, desktop, and enterprise platforms
- Usage of machine learning to automate decision support and optimisation of business processes

3 Detailed Service Description

Our approach

Our methodology emphasises adaptability to align with your unique organisational needs. Deloitte brings industry-leading proficiency across the complete Google Cloud technology ecosystem required for building traditional, hybrid, and cloud-native analytics solutions. Our validated framework for analytics delivery guarantees we can provide premier analytics capabilities from initial conception through ongoing support to address sophisticated public sector data challenges. Our delivery credentials are demonstrated through multiple prominent government analytics initiatives. Key elements of our approach include:

- **Understanding Your Analytics Needs.** When requirements remain in development, we will initiate a comprehensive discovery phase working collaboratively to define objectives. We will facilitate stakeholder workshops to secure departmental commitment and surface critical challenges that inform our prioritisation strategy. We will establish realistic discovery timelines that minimise disruption to operations and apply proprietary frameworks refined across numerous analytics engagements to assess your organisational analytics readiness and customise our recommendations.
- **Establishing Analytics Use Cases.** We will collaborate to identify and prioritise specific use cases, typically positioned along the analytics autonomy continuum. This spectrum ranges from empowered self-service capabilities to specialised reports or analytical workbooks addressing particular high-value scenarios.
- **Iterative Implementation.** We will employ validated agile practices and utilise DevOps platforms such as Cloud Build and Cloud Deploy to deliver solutions punctually and within financial constraints.
- **Organisational Alignment.** We will partner with your technical governance bodies and enterprise architecture teams to architect and deploy cloud infrastructure that satisfies both business objectives and technical specifications. We possess demonstrated expertise in designing and implementing sophisticated architectures including hybrid configurations spanning on-premises and cloud environments as well as multi-cloud strategies.
- **Security-First Design.** We will ensure your security requirements are fulfilled by leveraging Google Cloud technologies such as Secret Manager to safeguard credentials and service account keys. We will configure Cloud Logging and Cloud Audit Logs to maintain comprehensive records of data-related operations.
- **Data Governance Implementation.** We will provide guidance and oversee the establishment of data governance frameworks; our experience encompasses advisory services for master data strategies and governance implementations utilising Google Cloud Platform. We can counsel you on data stewardship within your organisation, including planning and appointing data custodians. We advise on access management using identity solutions like Cloud Identity and Google Workspace. We harness technologies such as Data Catalog and Dataplex for metadata oversight, potentially including the design and maintenance of your enterprise information model.
- **End-to-End Data Integration.** We architect and implement holistic data integration strategies. Our experience includes orchestrating data workflows with Cloud Composer and Dataflow. We have utilised BigQuery and Dataproc to consolidate information from varied sources, including third-party APIs, legacy systems, and cloud storage solutions such as Cloud Storage. We possess expertise integrating high-velocity streaming data using technologies like Pub/Sub, Dataflow, and DataProc.

- **Contemporary Data Platform Patterns.** We will collaborate with your existing analytics teams to architect and build data platform solutions. Our background includes implementing enterprise data platforms on Google Cloud (utilising BigQuery, Cloud SQL, and Dataproc) to enable analytical modelling and query performance optimisation. We will deploy OLAP capabilities using tools like BigQuery and Looker. Platform patterns we have implemented for other government clients include data mesh architectures. We have expertise in data virtualisation, using BigQuery's federated queries and external tables to reduce the overhead and complexity associated with data duplication.
- **Analytical Modelling Excellence.** Our analysts will gather intelligence about your information landscape while our engineers will design and implement analytical models in BigQuery and Looker. Our capabilities also extend to traditional on-premises solutions when required. We have proven experience modelling complex and heterogeneous datasets to enable application-layer analysis and optimise query performance.
- **Software Engineering Applied to Analytics.** We will partner with you to prototype, design, and build reporting and visualisation solutions meeting your analytics presentation requirements. We have a track record of delivering actionable intelligence and persuasive data narratives using Looker and Looker Studio deployed to both cloud and traditional infrastructure. We typically validate analytics services through automated testing protocols including functional, integration, and accessibility verification, utilising DevOps platforms like Cloud Build to ensure quality standards.
- **Advanced Analytics Delivery Experience.** We will work intimately with your organisation to implement advanced analytics and machine learning capabilities using Vertex AI and Google Cloud AI services. Our experience includes generating insights through microservices developed with Python and containerised with Cloud Run or GKE, deployed in hybrid architectures incorporating Google Cloud.
- **Empowering Self-Service Analytics.** We will focus on democratising data access, connecting government subject matter experts and specialists directly with information. Our experience includes enabling public sector users to create independent Looker dashboards and analytical notebooks. We employ education programs and AI accelerators like Gemini to bridge the gap between practitioners and their data.

Inputs

We have assumed that you will be in a position to provide certain inputs to the service, which we have listed here. If you are not in a position to provide all of these inputs then we can discuss options, as it is likely we can reach agreement to alter our approach to accommodate your situation.

- Information about the business need and the vision for change;
- Existing service architecture and details about the challenges and constraints of your current solutions;
- Business requirements, prioritisation and contextual information;
- Any outline business case or cost/benefit analysis that has been previously done on multi-cloud;
- Business SLAs; and
- For detailed designs, provision of key documentation on existing systems and services such as IT service policies and technical standards (for example IAM and RBAC policies).

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 contribution 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 stakeholders and decision-makers to attend workshops and meetings for this project;
- Providing visible senior leadership to the project in order to drive its delivery in the business;
- Providing access to the best available information about the existing situation, plans and strategies;
- Providing dedicated resource to the project in order that Deloitte and the customer can work collaboratively to achieve the results of the project;
- Providing effective working space for our joint team in a co-located space (as required); and
- Contracting separately for the provision of any necessary software licenses and hardware for the technology solution.

Outputs

The deliverables of this service will depend upon the roles that are agreed for Deloitte's scope in the Service Order. They will be documented in the Service Order. Indicatively, the kind of deliverables that we may produce are:

- Analytics Assessment Report, interactive reports primarily on Looker encompassing
 - Current state analysis of existing data and analytics capabilities
 - Analytics maturity assessment aligned to industry frameworks
 - Gap analysis identifying opportunities for improvement
 - Technology landscape review and recommendations
- Analytics strategy and Roadmap
- Self-service enrolments where Gemini can be safely used to accelerate dashboard development or run ad-hoc queries using 3rd party platforms
- Data Governance Framework
- Solution Architecture Documentation
- Data Model Documentation
- Data Integration
- Machine learning/AI services/applications – these will typically solve specific business problems and might be deployed through various means e.g., as a Python/Docker application deployed to an Google Kubernetes cluster.
- Self-Service Environments. These are environments where users can securely access data and tools to derive their own business intelligence insights.

Our personnel

Deloitte's global Google practice has over 2,000 practitioners, of which over 250 are Google certified. In the UK the corresponding numbers are over 200 practitioners, 78 Google certified and increasing the number of Google certified practitioners is one of our strategic priorities. Deloitte has 250+ skilled and certified Google Data

practitioners and developers with experience creating advanced solutions for public sector clients using the following technologies:

- BigQuery for serverless data warehousing, petabyte-scale analytics, and SQL-based querying
- Looker for enterprise business intelligence, semantic modeling, and embedded analytics
- Looker Studio for creating interactive dashboards and self-service reporting
- Dataflow for serverless stream and batch data processing using Apache Beam
- Cloud Data Fusion for visual, code-free ETL pipeline development and data integration
- Cloud Composer for workflow orchestration and scheduling using Apache Airflow
- Dataproc for managed Apache Spark and Hadoop clusters for big data processing
- Pub/Sub for real-time messaging, event streaming, and data ingestion
- DataStream for serverless change data capture (CDC) and real-time replication

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.



This publication has been written in general terms and we recommend that you obtain professional advice before acting or refraining from action on any of the contents of this publication. Deloitte LLP accepts no liability for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 1 New Street Square, London, EC4A 3HQ, United Kingdom.

Deloitte LLP is the United Kingdom affiliate of Deloitte NSE LLP, a member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"). DTTL and each of its member firms are legally separate and independent entities. DTTL and Deloitte NSE LLP do not provide services to clients. Please see www.deloitte.com/about to learn more about our global network of member firms.

© 2026 Deloitte LLP. All rights reserved.

