



Generative AI in Cloud

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, Google 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.

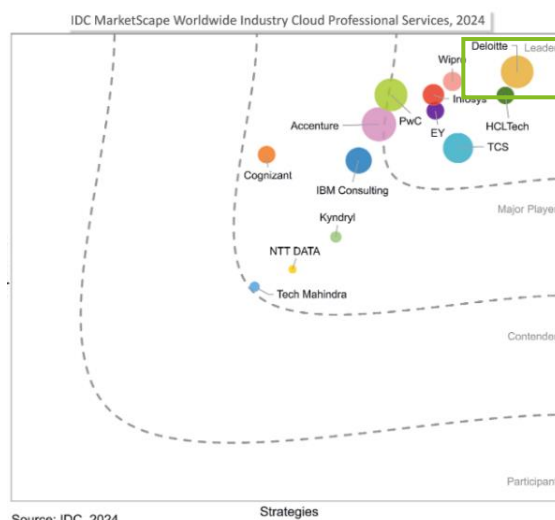


Gartner

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.

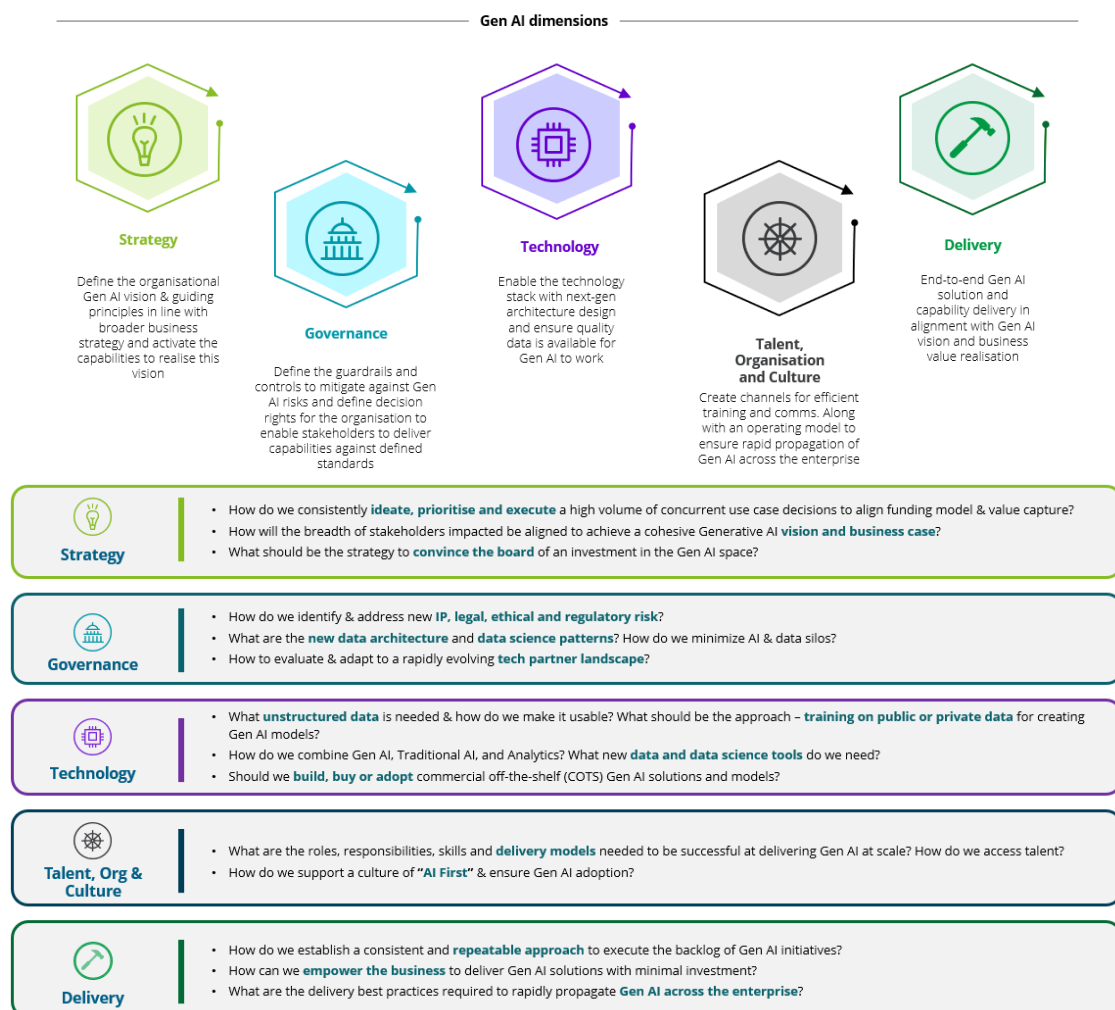
2 Service Overview

The recent explosion of Generative Artificial Intelligence (Gen AI), particularly in Large Language Models (LLMs) has created disruption across every industry, including public sector bodies, with unprecedented opportunities for service effectiveness, cost reduction, productivity, and efficiency.

Deloitte is a thought leader in Gen AI and has established a global AI Institute to drive research, eminence, and innovation. We develop Thought Leadership & Marquee Studies, build PoC's using Next Gen technologies for our clients, with insights from collaboration with academia, policy makers, start-ups, research and development groups, entrepreneurs, investors, and innovators in AI / Gen AI. Our mission is to help our clients transform with and apply AI and Gen AI through cutting-edge research and innovation, using proven and tested methodologies and tools, in a safe, secure, responsible, sustainable, and ethical manner.

Our advisory and delivery capabilities are supported by a strong technology partner ecosystem. We have established alliances with hyperscalers including AWS, Azure, and Google Cloud, as well as leading players in AI and Gen AI including NVIDIA to help reduce entry barriers for our clients, by providing access to latest infrastructure i.e., GPUs. We also have technology relationships with Microsoft and Open AI to deliver state of the art solutions and products. These alliances and relationships not only give us early insight and access to upcoming technology releases and access to SMEs, but also help accelerate delivery timelines, bring in cost efficiencies and quality assure architectural design, so we can deliver the best solution to our clients.

Our Gen AI dimensions are built upon our core capabilities, which enable us to harness the potential of innovation, remain at the forefront of the industry and deliver the most effective solutions to our clients.



Service features

- Deliver AI & Data labs to develop foundational elements required for Gen AI:
 - Influence and define AI / Gen AI strategy, maturity, and readiness,
 - Identification and prioritisation of use cases through proven frameworks
 - Understand AI / Gen AI risks, technology enablement, and governance needs
 - Define business case, roadmap and initiatives required to deliver and embed priority use cases
 - Impact assessment on operating model, helping develop the target design
 - Define framework for Gen AI skills, culture, and literacy
- Data science and prompt engineering expertise for text, code, and image generation
- Experience of deploying proprietary and open LLMs e.g., GPT, Claude, Gemini, LLaMA, Falcon, StarCoder, StarChat etc.
- Proof of concept (PoC), scaling and productionisation of LLMs for delivery of Gen AI use cases
- Data discovery, preparation, and feature extraction for training and finetuning LLMs
- AI / Gen AI focused cloud architecture design and delivery, across AWS, Azure, Google Cloud
- Design and implement LLMs within government infrastructure, including private LLMs
- Training, fine-tuning and prompt engineering of LLMs for performance and cost optimisation of Gen AI use cases
- Safe and secure use of proprietary, enterprise data to develop private LLMs, for improved accuracy
- Establish trust and ethics framework to shape policies, guardrails, governance, and controls for embedding Gen AI use cases in BAU
- Integration with external platforms e.g., OpenAI, Azure, GCP, AWS and Anthropic
- Upskilling and training for data practice to develop Gen AI awareness and literacy
- Establish MLOps and LLMOps for scaling and productionisation of Gen AI use cases in BAU
- Develop and enhance data governance required for enabling and sustaining AI / Gen AI in BAU

Service benefits

- Clear strategy around navigating Gen AI
- Ability to explore the art of the possible with Gen AI
- Ability to build a strong business case for priority use cases by identifying avenues for innovation and value creation through drivers around on cost, productivity, and efficiency
- Prioritised use cases and roadmap for Gen AI use cases
- Delivery of Gen AI use cases with considerations in safety, security, AI ethics, sustainability, alongside regulatory obligations
- Data management and governance framework to enable implementation and scaling of Gen AI
- Use cases could include but not limited to the following:
 - Accelerate legacy migration/modernisation and data transformation through Gen AI
 - Co-pilot capability for data architects, modellers, engineers, and software developers
 - Personalised assistant / coach for agents and analysts
 - Augment existing workforce using Gen AI to improve productivity and efficiency
 - Gen AI applications with data security and privacy by design
 - Gen AI enabled decision making support and intelligent agents
 - Intelligent case notes, knowledge base and enterprise search
 - Chatbot and Gen AI powered contact centre and citizen support
 - Automated natural language document search and summarisation
 - Auto generated content for training, communications
 - Intelligent risk profiling, including fraud and error, for triage
 - Automatic analysis on recruitment, legal and compliance documents

3 Detailed Service Description

Approach

Our approach is based around five key facets:

1. How can we help our clients leverage the power of Gen AI
2. How can we help explore the art of the possible through use cases
3. How can we help deliver priority use cases for our clients in BAU
4. How can we help establish the right data management and governance to realise Gen AI value
5. How can we navigate AI ethics putting appropriate controls and guardrails in place to manage risks

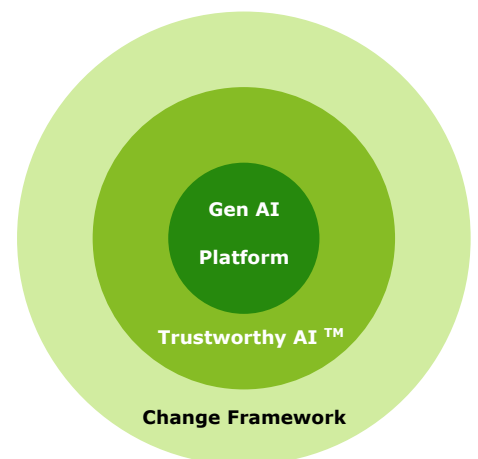
Through our support, we enable our clients to :

- **Deliver value** – we help you identify your business case for Gen AI application(s) and achieve value realisation.
- **Deliver safely** – we help with early recognition of risks around ethics, safety and compliance and embed governance framework and controls to mitigate.
- **Deliver sustainably** – we help assess readiness of foundational elements for embedding Gen AI, such as technology roadmap, e2e operating model, data quality and governance, literacy, and cultural factors etc., and we support them in scaling the maturity curve in line with their strategy and ambitions.
- **Deliver in partnership** – we are not only trusted partners to you, but we also bring in a wide alliance ecosystem of technology providers, SMEs, innovators to bring in the latest thinking in a highly evolving and dynamic space in addition to value.

1) How can we get our clients ready for leveraging Gen AI

Deloitte's overarching **Gen AI change framework** offers an adoption framework for Gen AI capabilities within the organization considering:

1. Value definition and monitoring as well as use case catalogue
2. KPIs/value creation levers focused on quality, productivity, efficiency, and cost reduction
3. Fluency and adoption framework for education
4. Communication and change management
5. Operating model design and implementation
6. Capability model uplift
7. Total cost of ownership management
8. Operations and management of technology
9. Technology vendor management
10. IP related advice
11. Design and branding
12. Market scanning for new solutions
13. Security, data privacy and cyber threats management



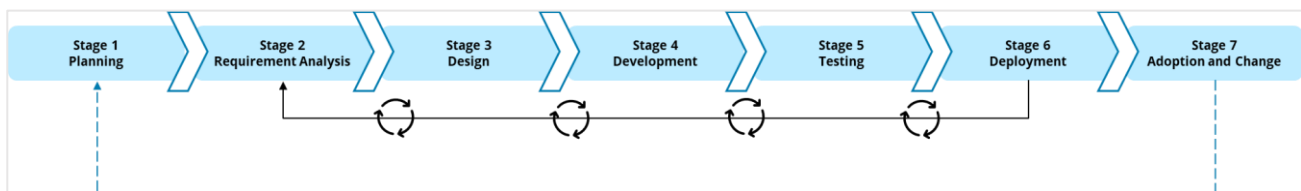
2) How can we help explore the art of the possible with regards to use cases

AI & Data Labs: Our AI and Data Labs help define your Gen AI journey across 3 phases i.e., understand, ideate, and embed. By adopting a modularised approach, we build a personalised experience in these labs - tailored to your needs, strategic goals, maturity, challenges, and aspirations. The outputs of these labs are tangible, something which our clients contribute to and can own, to help turn their ambitions into action.

- **Understand:** These modules help you define your strategy and vision with regards to AI and Gen AI, while exploring different possibilities. Gaining a developed understanding of AI and Gen AI, you can identify areas that unlock value, with a recognition of potential risks to realisation including challenges around ethics and sustainability. This is where artefacts like Deloitte's Technology, Trust and Ethics framework and Maturity Assessment scorecards provide structure to the process.
- **Ideate:** These modules help you identify and prioritise Gen AI applications (use cases) with a strong business case, while recognising foundational capabilities around technology, data, governance, and people required to deliver. There is an emphasis on sustainability drivers for transitioning proof of concepts to a productionised solution. This is where Deloitte's AI Complexity calculator and Carbon Footprint Calculators can play a major role.
- **Embed:** These modules help you define key considerations for your future operating model and to provision AI and Gen AI services in a sustainable manner. These include planning around the right skills, culture, safeguards, and controls to deliver trusted outcomes with a human touch. These elements, along with LLMOps or MLOps delivery methods and library of risk and security controls, contribute to a roadmap with tangible actions and milestones that key stakeholders can buy into.

3) How can we help deliver the priority use cases for our clients in BAU

Delivery Lifecycle: A typical delivery of a Gen AI platform for deploying LLMs, comprise the following stages, which may be delivered in a completely Agile manner or, hybrid Agile depending on the problem statement. At its heart could be Gen AI platform accelerator, a Deloitte owned multi-cloud, configurable, self-service, user-interface driven platform designed to support activation of Gen AI applications.



- **Stage 1 Planning:** contracting, scoping and gap assessment, planning for dependencies, and resource.
- **Stage 2 Requirement analysis:** collection and baselining of functional, technical requirements, and non-functional requirements, and architectural considerations around the design of the components for Gen AI solution.
- **Stage 3 Design:** application design, security and data design, service design with UI/UX, operating model and user personas, and LLMOps process definition (LLM evaluation and selection, cataloguing, training, fine tuning, prompt engineering, orchestration etc.) in line with design of the control framework for risks/guardrails (data privacy, vendor assessment, cyber security etc.) following Trustworthy AI, as well as data governance.
- **Stage 4 Development:** containerisation of the Gen AI core platform, with guardrail library and CI/CD pipelines, and integration with security services in line with policies. This is followed by development of the actual Gen AI use cases and instantiation of the platform.
- **Stage 5 Testing:** functional, non-functional, security, penetration testing based on the defined strategy and specific use cases, governed by our Gen AI testing framework comprising scenarios which are Gen AI specific.
- **Stage 6 Deployment:** deployment of the core platform and use cases into production, following a well-defined release planning and management strategy.

- **Stage 7 Adoption and Business Change:** effective conveying messages to intended audiences, utilizing multi-channel approach and approved methods, including ensuring awareness of risks, compliance to guardrails, and acceptance of compliance for regulatory purposes, with an ability to monitor on an ongoing basis.

4) How can we establish the right data management and governance to realise Gen AI value

Data governance plays a pivotal role in fostering innovation in the evolving AI landscape by ensuring responsible data practices, mitigating biases, and safeguarding privacy. A robust data governance strategy is the key to unlocking the full potential Generative AI use cases.

Implications for Generative AI



Ensures input training **data is fit-for-purpose** leading to **higher quality outputs and insights**.



Allows users to **identify potential sources of bias, errors, and unethical content** that may be present in generated outputs.



Mitigates security risks and ensures that only **approved users have access** to Generative AI capabilities and data.



Promotes **transparency** and helps stakeholders **understand the data required** for their Generative AI models



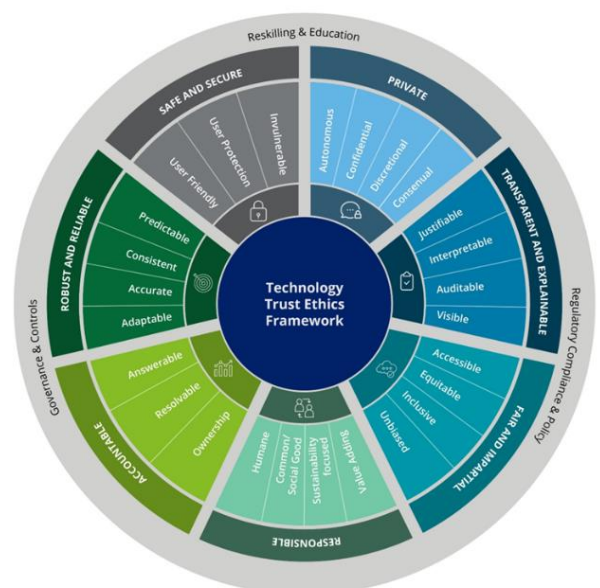
Ensures roles and responsibilities are defined, with **clear accountability for the proper use** of Generative AI across the organisation.

5) How to navigate AI ethics, have appropriate guardrails in place to manage risks

Deloitte has a multidimensional AI framework to help you develop ethical safeguards across seven key dimensions—a crucial step in managing the risks and capitalizing on the returns associated with artificial intelligence.

Trustworthy AI™ requires governance and regulatory compliance throughout the AI lifecycle from ideation to design, development, deployment, and machine learning operations (MLOps) anchored on the seven dimensions in Deloitte's Trustworthy AI™ framework.

1. Transparent and explainable,
2. Fair and impartial,
3. Robust and reliable,
4. Respectful of privacy,
5. Safe and secure, and
6. Responsible and accountable.



Inputs and Contributions

Deloitte delivers Gen AI services working alongside our clients, propelling your AI/Gen AI journey starting from the ideation stage through labs, to delivering outcomes in a collaborative manner with clearly defined success criteria, showing proof of value, testing outputs and successful adoption. Client team inputs are crucial in this regard, and may include (but not limited to the following):

- Prioritisation of use cases for delivery, business case for a given application
- Access to data owners and datasets for model training
- Provisioning of infrastructure to host the solution (although alternatives can be explored)
- Information about existing technology and data architecture
- Access to stakeholders for user research and building backlog of requirements for solution
- Access to policies and guidelines around, data, security, use of technology and regulatory / compliance
- Access to technology and data teams for supporting deployment, running, and embedding solution
- Understanding of systems and data, quality issues and particular challenges, including expected changes to the data, application landscape
- Data privacy, confidentiality, and access rules

Deloitte services are designed to be delivered working closely your teams but if you are not able to take on these responsibilities then options can be discussed mutually w.r.t tailoring the approach to accommodate scenarios.

- Making available senior stakeholders and decision-makers to attend workshops and meetings - while Deloitte will endeavour to be flexible around diaries, 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 the best available information about the existing situation, plans, policies, and strategies

Deloitte embraces hybrid working and can deliver this service remotely. But from experience, working jointly in a co-located space when increased interaction between teams/individuals is required can increase productivity and effectiveness. If this co-location can be hosted in client offices, provisioning of effective working space for the joint team will be expected.

Outputs

The specific outputs will be dependent on the scope of the project, but some typical outputs are:

- Prioritised Gen AI use cases
- Gen AI implementation roadmap
- Gen AI proof of concept(s)
- Framework for LLM scaling and productionisation
- Data management and governance framework for embedding Gen AI
- Productionised Gen AI applications
- Fine-tuned LLM(s) to deliver specific use case(s)

Exclusions

Our service description above defines the scope of what we offer. Depending on project scope, we will clarify at the outset any activities that (based on our experience) are to be excluded.

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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