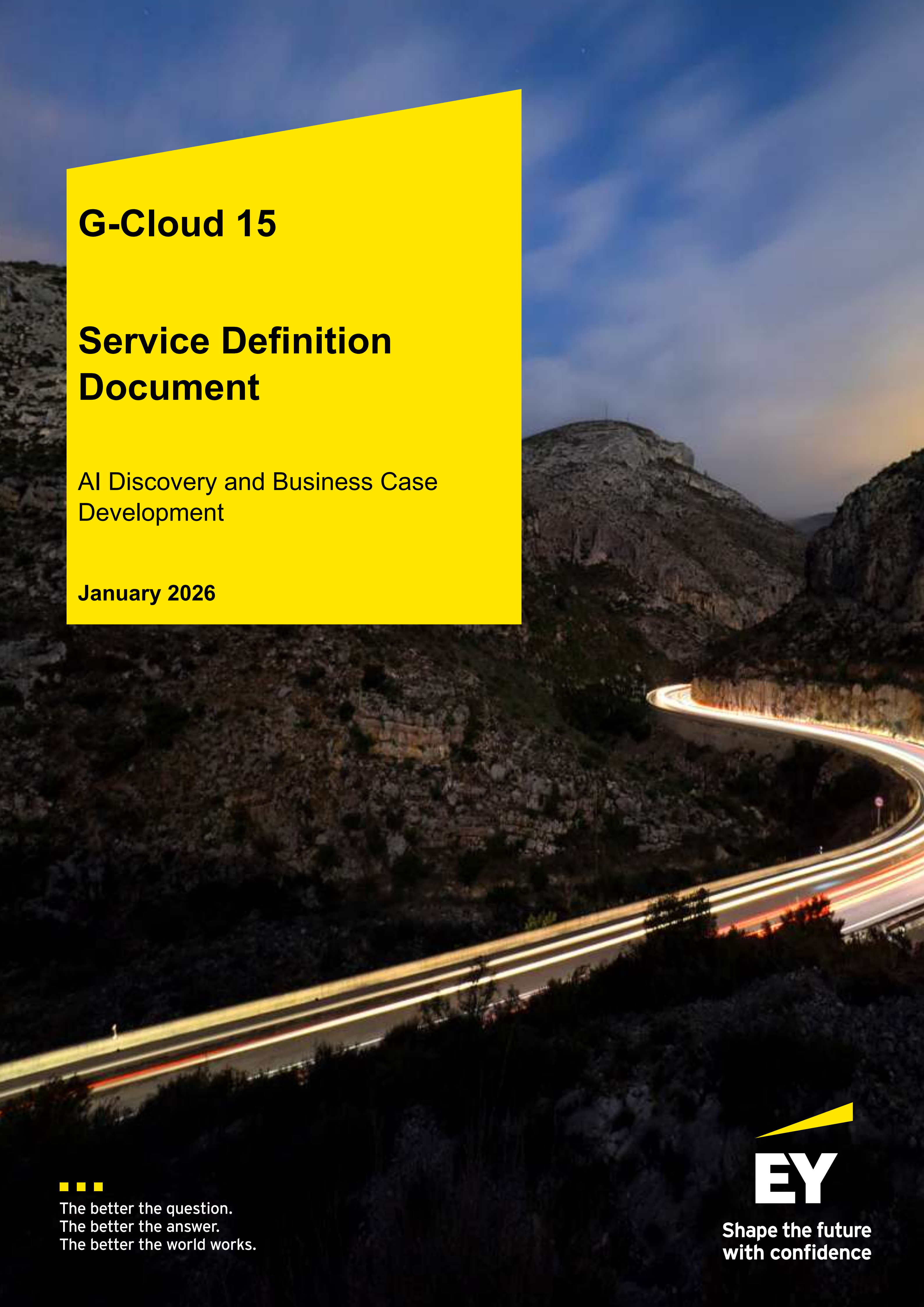

G-Cloud 15

Service Definition Document

AI Discovery and Business Case Development

January 2026

The better the question.
The better the answer.
The better the world works.

EY

Shape the future
with confidence

Contents

1. Service Description

1.1. Introduction

Artificial Intelligence (AI) continues to evolve rapidly, driven by breakthroughs in machine learning, generative AI, and advanced neural networks. The latest UK Government initiatives, including updates to the **National AI Strategy** and **National Data Strategy**, emphasise resilience, productivity, and ethical AI adoption across public services.

EY has strengthened its position with **US$1.4 billion investment in our EY.ai platform**, expanded partnerships, and embedding AI in proprietary EY technologies and platforms like **EY Fabric**, now supporting over 60,000 EY clients and 1.5 million users globally, as well as helping secure a series of EY technology acquisitions with supporting cloud and automation technologies.

EY has created the Cloud AI Discovery and Business Case Development Service, to help public sector organisations understand where and how AI can benefit them, build the necessary business case around this to achieve buy-in and where necessary, secure funding.

1.2. Overview

Our service remains an **end-to-end Agile offering**, delivered over **8–14 weeks**, covering:

- **Continuous User Research** using advanced analytics and AI-driven survey tools.
- **Process Mapping** enhanced with optional digital twin modelling for complex workflows.
- **Opportunity Identification** leveraging EY's updated **AI Opportunity Prioritisation Framework**.
- **Technology Evaluation** using the **Task-to-Tool Accelerator**, mapping pain points to AI domains and candidate technologies.
- **Business Case Development** aligned with the latest HM Treasury Green Book guidance, incorporating sustainability and social value metrics.

1.3. Description

(**Case)**

With a clear emphasis on enhancing efficiency, business and user impact, our service offers an end-to-end solution from meticulous user research (UR) through to complete business case development and corresponding roadmaps. Our service is designed to deliver in line with existing Government standards, e.g., the technology code of practice, the Service Standard, and in the spirit of the other relevant Government strategies, such as the National AI Strategy and National Data Strategy.

Our service is typically delivered by a multidisciplinary team in an Agile way over 8-14 weeks, comprising of the following activities: Research, Process Mapping, Opportunity Identification, Technology Evaluation and Business Case Development.

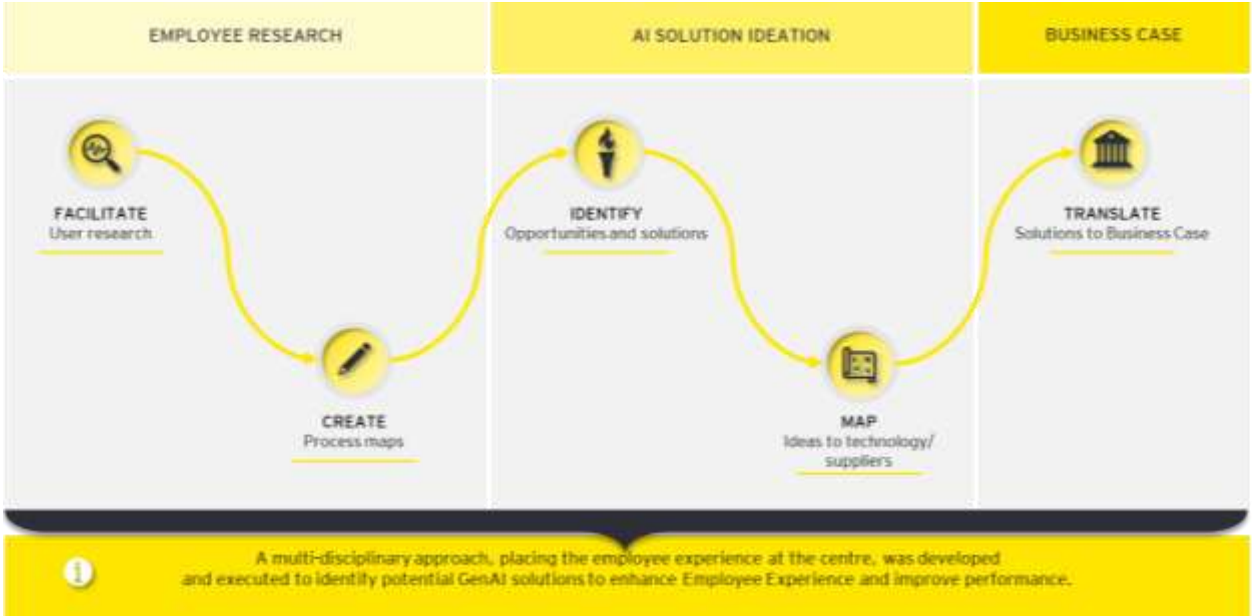

Figure 1 – A multi-disciplinary Approach

(User) Research: The UR aims to identify the unique opportunities and challenges within public sector organisations. UR is continuous throughout the processes, ensuring that assumptions are tested, and information is captured and iterated as ideas and potential solutions/artefacts are ideated. The UR is conducted through various techniques, that are designed to gather both Quantitative and Qualitative insights, for example:

- Interviews (Group and 1:1)
- Surveys
- Workshops/Focus Groups
- Documentation Requests
- Other relevant research techniques

Through these research techniques, the sort of information that the UR aims to capture, analyse, and synthesise includes, but is not limited to:

- As-Is/Current state
- Processes
- User Needs, Personas, and User Stories
- Pain points & Opportunities
- RACI / Organisational Structure / skillsets
- Tech and Data Landscape
- Regulatory and Compliance considerations

These findings are analysed and documented into a research report, which is used to inform other activities. As UR is a continuous activity, this report is expected to be iterated based on further research.

Process Mapping: Following on from the core research, we look to translate the initial findings into as-is process maps including touchpoints/hand overs**,** mapping of key tools/services, and mapping of teams/personas/stakeholders. This will provide us with insight into how the organisation operates, pain points, improves user stories, and can be used to validate and test our understanding/assumptions with the organisation.

Opportunity Identification: Based on research insights, and the process mapping, we can start to identify opportunities for AI to improve insight/efficiencies/processes/user experience etc. These opportunities are compiled in a backlog, including all non-technical, technical, and AI, to provide a robust and complete output from the finding and make sure any opportunities are not missed. From this backlog, we can identify and filter opportunities that lend themselves to being automated or assisted using AI. We can then apply these AI opportunities to an EY accelerator prioritisation framework to provide a technical suitability priority. This is then, where possible, workshopped to co-create an organisation-centric prioritisation.

Technology / Service Candidate Identification: EY will use our 'Task-to-Tool' accelerator to convert pain points, use cases and/or opportunity statements defined in the Opportunity Identification phase into functional requirements. These functional requirements are then mapped to AI domains, that in turn provide a long list of candidate technologies/solution providers that can address the required. Technologies/solution providers are then further refined based on the organisation/departments existing technology estate.

Understanding the critical nature of technology partnerships, EY has forged powerful alliances with industries. These strategic collaborations ensure that our clients have access to market-leading solutions and services that align with their diverse needs and accelerate their journey to cloud AI and IoT integration.

Translation into Business Case: Our team is well-versed in the complexities and nuances of public sector organisations, translates these insights into robust, compelling business cases (BC) that not only justify AI investments but also map out a clear path to their realisation. Through the research findings and following the Treasury's BC Green Book process, the BC will quantify the size of the prize and attribute more granular benefits of specific opportunities/use cases. The business case will be tailored for the buyers' specific needs, but would look to include:

- Prioritisation of solution(s)
- Enablers:
  - Technology Change & Rationalisation
  - Indicative Process Maps
  - Organisational Change (Where appropriate)
  - Governance
- Risks, Assumptions, Issues & Dependencies
- Roadmap and Next steps

1.4. New Enhancements

- **Generative AI Use Cases**: Added focus on automation, predictive analytics, and conversational AI for citizen engagement.
- **Expanded Strategic Alliances**: Partnerships now include leading AI and IoT providers for integrated solutions.

► **Compliance & Ethics**: Updated to reflect 2025 UK AI governance principles and data protection standards.

1.5. Service Benefits

While each engagement will be tailored to align with the benefits the buyer is looking to achieve, through this service offering, we typically aim to achieve the following benefits:

1. **Comprehensive Discovery:** This service provides and end-to-end discovery and assessment of People, process, technology, Risk & Compliance associated with AI.
2. **Adaptable Methodology & Accelerators**: Our Agile methodology for AI integration is both systematic and flexible, adjusting to the unique demands of public sector entities while accelerating the adoption process.
3. **Rigorous Problem Solving**: Pain points and opportunities are identified with precision through our research and ratified with the organisation, so that the AI solutions adopted are directly relevant and impactful.
4. **Evidenced Return on Investment**: We emphasise solid business case articulation, highlighting the tangible benefits and timelines of AI investments to ensure our clients make informed financial decisions.
5. **Informed Decisions**: Our comprehensive user research delivers in-depth insights, empowering our clients with knowledge for wise decision-making in their AI journey.
6. **Enhanced Productivity**: By focusing on AI use cases that are tailored to specific workflows, we ensure that the productivity of public sector workflows is significantly uplifted.
7. **Identify & Reduce Risks**: Thorough assurance and Subject Matter review to identify risks and create mitigation strategies.
8. **Technology and Supplier Selection**: Our service simplifies the complex process of technology and supplier selection, suggesting strategic partnerships that streamline operations.
9. **Operational Transformation:** We are committed to driving operational efficiency and fostering innovation, redefining public sector workflows by integrating powerful, effective AI solutions.
10. **Roadmap for AI Adoption:** We will provide a comprehensive roadmap that incorporates all service benefits to enable the organisation to accelerate their AI adoption journey.

1.6. Pricing

This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g., time & materials, fixed price, etc. ‘Ordering and Invoicing’ and ‘Termination’ are to be undertaken in accordance with G-Cloud 15 contract terms unless varied by mutual agreement and detailed within a call-off contract.

2. Key contacts

For further information please get in touch via the email address below.

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