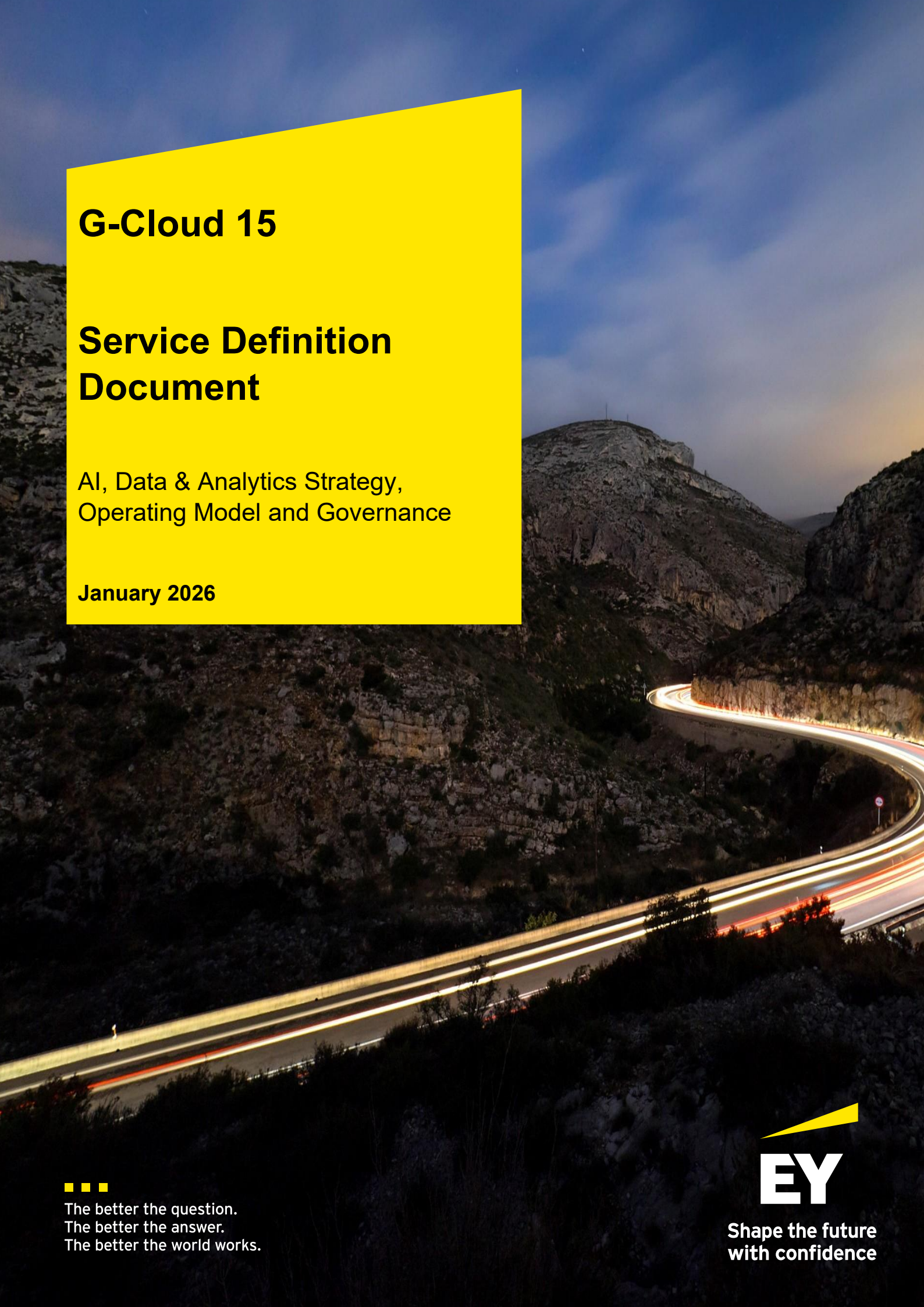




G-Cloud 15

Service Definition Document

AI, Data & Analytics Strategy,
Operating Model and Governance

January 2026



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



**Shape the future
with confidence**

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1. Service detail

1.1. Introduction to the Service

EY provides data strategy, operating model, business case development, governance and data audit services to enable accurate and consistent data and operational capability as a foundation of the modern value-driven organisation, and its strategic enablement in the Artificial Intelligence (AI) paradigm. We enable Government, Government Departments and Public Bodies to ensure the value of their data is maximised whilst properly managing the risks with an approach that links strategy and vision, operating model, data governance, people and technology architecture through a value-first approach, using our proven Information Strategy Framework.

EY is a Microsoft Gold partner for Data Analytics and holds Microsoft Advanced Specialisations for Analytics, AI and Machine Learning on Microsoft Azure. EY has been named Microsoft Global Advisory Services 'Partner of the Year' for the past 4 years and is a Microsoft Gold competency collaborator. Microsoft's Global Partner Development Director wrote: "EY is one of our highly capable partners and is a member of the "Inner Circle", we recommend you consider EY for your project based on their combination of deep business and industry expertise and technical capability related to the Microsoft cloud platform".

We provide services and experience to realise analytical outcomes for Government, Government Departments and Public Bodies spanning policy areas including education, healthcare, sustainability, HR and talent development, law and order, supply chain, transport and mobility.

1.2. Service Description

EY's strategic services for insight-driven transformation adopt an approach across three pillars that drive growth, industrialise optimisation, and enable organisational resilience.

Employing practical, cross-functional strategies, we rapidly identify and industrialise digital innovation and AI opportunities with a focus on business value. Our approach equips your analytics structures and operations to deliver capabilities that are as fast-moving as your market and competitor landscape.

Further, EY's AI & Data framework structures current-state assessment and subsequent vision and design for your analytics capability in six dimensions: Strategy; People; Process; Technology; Governance; and Data Management and Access. Each dimension brings a specific focus; from leadership and objectives to operating model, data audit, vendor management and value realisation to rapidly execute in phases aligned to defining, establishing, maturing and industrialising value from data including being ready for AI.

Our approach creates velocity while minimising the wider human impacts with an equal focus on behaviour and data culture, engagement and knowledge transfer to your teams. Our focus on business outcomes – leveraging our Value Mapping methodology – delivers better and measurable returns on investment in critical data-enabled transformation programmes.

Combined with comprehensive capabilities across the public sector value chain, EY is ideally positioned to be your data and analytics partner to harness analytical insight as an agent of business transformation.

1.3. 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.



Pete Alltree

Director

Email: eytenders@uk.ey.com

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