

G-Cloud 15

Service Definition Document

Gen AI Enabled Application Development

January 2026



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1. Service detail

1.1. Introduction

EY's Gen AI Enablement Service is designed to help public sector clients unlock the transformative power of artificial intelligence. We provide expertise in creating AI strategies, establishing governance, defining responsible AI principles, and developing generative AI applications using platforms such as Azure AI and Microsoft Copilot Studio. Our approach is methodical because we want AI adoption to be effective and aligned with each client's operational goals (not just implemented for the sake of technology).

We have invested over \$1.4 billion in EYQ, our Generative AI platform, and embedded AI adoption across the organisation. This ensures that clients receive solutions that are innovative and tailored to their needs. Our three-step journey focuses on creating a Generative AI strategy and roadmap, defining governance and responsible AI principles, and delivering scaled generative AI-enabled application development for identified use cases.

1.2. Description

EY's Gen AI-Enabled Application Development Service offers a holistic development approach. It starts by creating an AI Strategy and Roadmap, then goes on to define AI Governance and Responsible AI principles. Finally, it conducts scaled application development on the selected use cases.

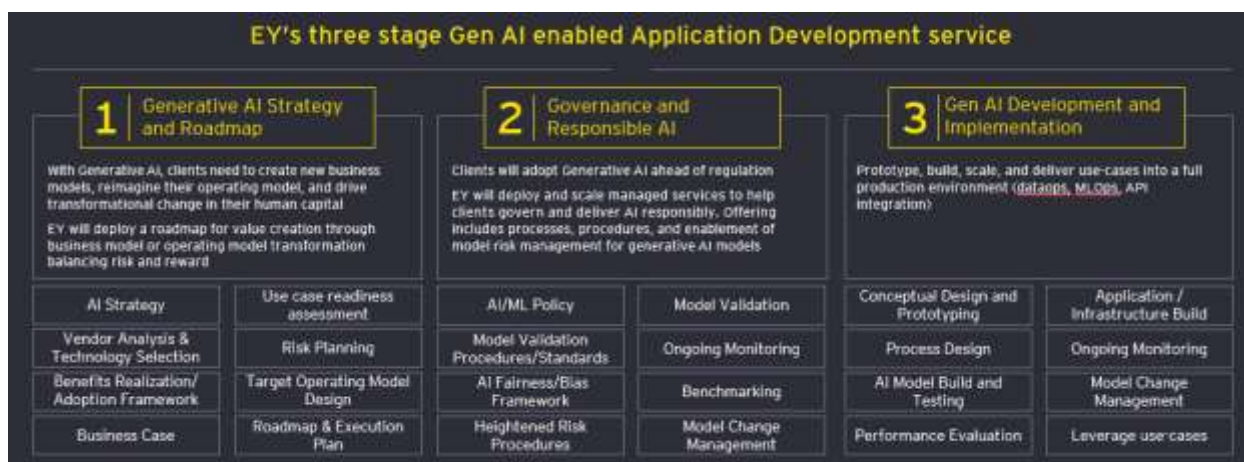


Figure 1 - EY's Three Stage Gen AI enabled Application Development Service

Service Features

- **Generative AI Strategy and Roadmap:** With Generative AI, clients need to create new business models, reimagine their operating model, and drive transformational change, EY will deploy a roadmap for value creation through business model or operating model transformation balancing risk and reward.
- **Governance and Responsible AI:** EY will deploy and scale managed services to help clients govern and deliver AI responsibly. Offering includes processes, procedures, and enablement of model risk management for generative AI models.
- **Gen AI Development and Implementation:** Prototype, build, scale, and deliver use-cases into a full production environment (Gen AI Applications, chat assistants, DataOps, MLOps, API integration)

Service Benefits

- ▶ **Strategic Planning:** The service provides a comprehensive AI Strategy and Roadmap, which includes use case readiness assessment, vendor analysis, and technology selection. This strategic planning ensures a clear path for AI implementation and benefits realisation.
- ▶ **Business Transformation:** With Generative AI, clients can create new business models and reimagine their operating model. This leads to transformational change and the creation of a robust business case.
- ▶ **Risk Management:** The service includes Governance and Responsible AI principles, which involve AI/ML Policy, Model Validation, Ongoing Monitoring, benchmarking, and Risk Procedures. These features ensure that AI is used responsibly, and risks are effectively managed.
- ▶ **Prototyping and Design:** The service offers Conceptual Design and Prototyping as part of the Gen AI Enabled Application Development. This allows for the creation of effective AI models and applications.
- ▶ **Application Development:** The service includes AI Model build and testing, and Application build. This ensures that the developed applications are robust and perform well.
- ▶ **Performance Evaluation:** The service conducts a performance evaluation of the developed applications. This ensures that the applications are efficient and meet the required standards.

To reflect current best practice, we have added emphasis on sustainability and ethical AI. This means embedding energy-efficient AI model design and monitoring environmental impact during scaled deployments (aligned with GreenOps principles).

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.



Ketan Vora

Director, Cloud Engineering, UKI

Email: eytenders@uk.ey.com

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About EY

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