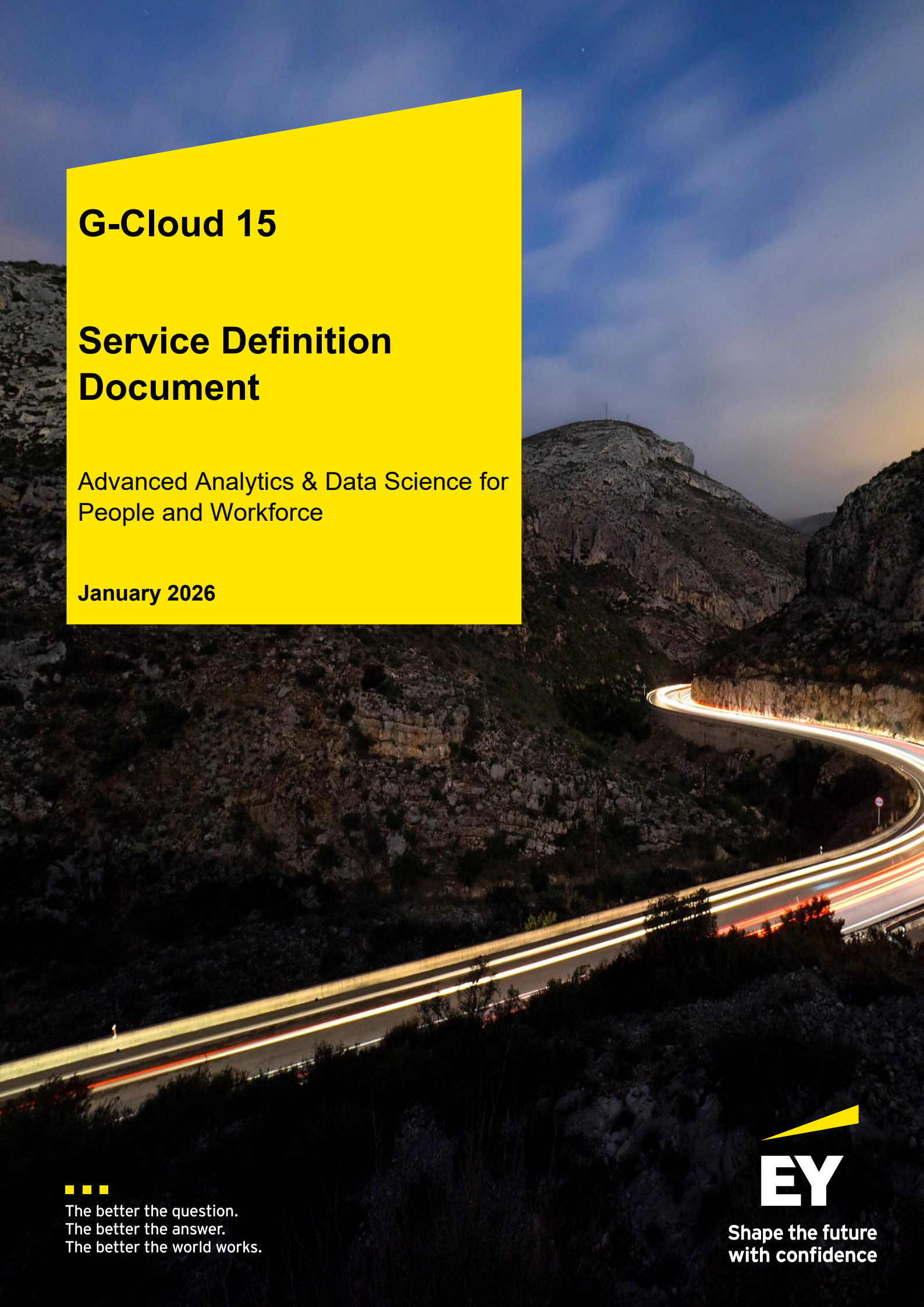




G-Cloud 15

Service Definition Document

Advanced Analytics & Data Science for
People and Workforce

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 advanced analytics and data science services for actionable insights from owned, acquired, and open data sources. Spanning descriptive, diagnostic, predictive and prescriptive analytics, we identify, develop, industrialise and integrate analytical models to enhance business outcomes with proven expertise in data science, machine learning, artificial intelligence and intelligent process optimisation.

To enable these outcomes, EY supports the full analytics lifecycle; from initial use case to fully implemented, secured and scalable service. We use tested approaches to rapidly deliver outcomes on client platforms or can host for clients on our accredited Client Technology Platform; a comprehensive and secure service hosted on Microsoft's Azure 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.

Field force is one of the largest areas of OPEX spend for a significant number of organisations globally. Low levels of productivity is a key challenge facing organisations and increasing productivity is notoriously difficult to achieve. Also in many circumstances, productivity improvement projects fail to deliver the required benefits due to a lack of understanding of key drivers as well as internal barriers such as resistance to change.

Our data driven approach to understanding workforce productivity employs sophisticated algorithms including machine learning techniques to analyse drivers of workforce demand, benchmark internally to identify best practices for delivery and investigate a wide range of field force deployment scenarios.

Why should organisations focus on field productivity improvements?

1. To be able to better align demand to field force levels, ensuring the right people are in the right place at the right time
2. To understand why there may be differences in productivity and delivery times and how to unlock potential efficiencies by managing productivity
3. To better plan for and determine the impact of future changes, such as technology advancements on demand and field force requirements
4. To deliver high quality customer service at the right cost
5. To deliver cost savings through productivity improvement and organisational right sizing

1.2. Service Description

Our approach to advanced analytics and insight is underpinned by our Analytics Operating Model that has been proven to deliver transformational outcomes and enable effective operations across Government.

Value led – Insight driven

- Value-oriented prioritisation for developing analytics
- Iterative improvement for innovation to quickly reach proof-of-value

- Iterative development to build on existing findings for future research assurance and quality
- Quality and assurance roles and processes for the delivery of analytical tools
- Strategies to retain quality when producing analytics and insight under rapid response Governance, auditability and ethics
- Reproducible analytics and effective versioning of code and models
- Reproducible research best practice and documentation
- Auditable production of analytics and tools
- Ethical standards for analytical models

Delivery standards

- Standards applied to all aspects of delivery: from code to visualisation and branding
- Rigorous checks to ensure data suitability
- Best practices to ensure confidence in results and analytical tools
- Comprehensive testing to ensure performance aligned to expectations

Our approach follows our 7-step process methodology:

- ***Step 1 – Agree the business objective/situation or risk***
Define the long list of risks/risk sub-categories/situations. Agree prioritisation of these risks/ situations.
- ***Step 2 – Define the associated opportunities and questions***
Use EY Value Mapping framework to define the key questions to answer. Integrate past experiences; mapping any pain points and challenges to understand opportunities for improvement
- ***Step 3 – Quantify benefits and prioritise value***
The quantification of benefits, identifying top priorities where significant value can be driven and assessing the data availability to inform value/ease assessment
- ***Step 4 – Refine the questions to answer***
Defining the insights required to address the opportunity/risk. Ensuring the question meets the criteria for value driven analytics; determining the assets required to answer the question and any linked insights across the optimisation value chain
- ***Step 5 – Find the data***
Identifying the data sets (internal and external) required to answer the question(s) and prioritising on importance/ease of acquisition. Adopting a layered approach, enabling a start with something over waiting for everything
- ***Step 6 – Prove the value***
Assembling the pod of business experts, engineers, scientists and story tellers to experiment to reach the objective, assess the scale of impact and prove the value.
- ***Step 7 – Operationalise and industrialise***

Hardening models, tools and processes to meet required functional and non-functional requirements to transition to live service

EY's analytics toolkit, to determine efficiency savings, covers the value chain from end to end:

1. Understanding the drivers of demand and forecasting future demand levels:

Using advanced analytics to understand what is driving demand and how to unlock efficiencies through demand management, answering questions as:

- Which assets/customers are the key drivers of demand
- What are the best planned maintenance schedules for my assets
- What is the right balance between preventive and reactive maintenance
- How do service level targets affect demand and at what cost
- What is the impact of introducing new technology to future demand

2. Defining delivery productivity and identifying the drivers of productivity: Defining clear productivity KPIs and deploying machine learning techniques to link these to the real productivity drivers – on and off tools; answering questions such as:

- How do changes in job mix affect achievable productivities
- What are the most effective levers to increase productivity
- What do productive teams do that others do not
- What productivity should teams realistically be able to achieve

3. Determining future workforce levels and deployment opportunities:

Understanding how staff rosters, T&Cs, absence, overtime and other factors impact resource requirements; answering questions such as:

- What are the right staffing levels to service demand
- Do the teams make the most out of contractual agreements
- Are the staff rosters fitting demand needs
- Is staff absence managed so as to manage demand variation
- What is the right mix of direct staff, overtime and contractor usage

2. Key contacts

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



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About EY

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