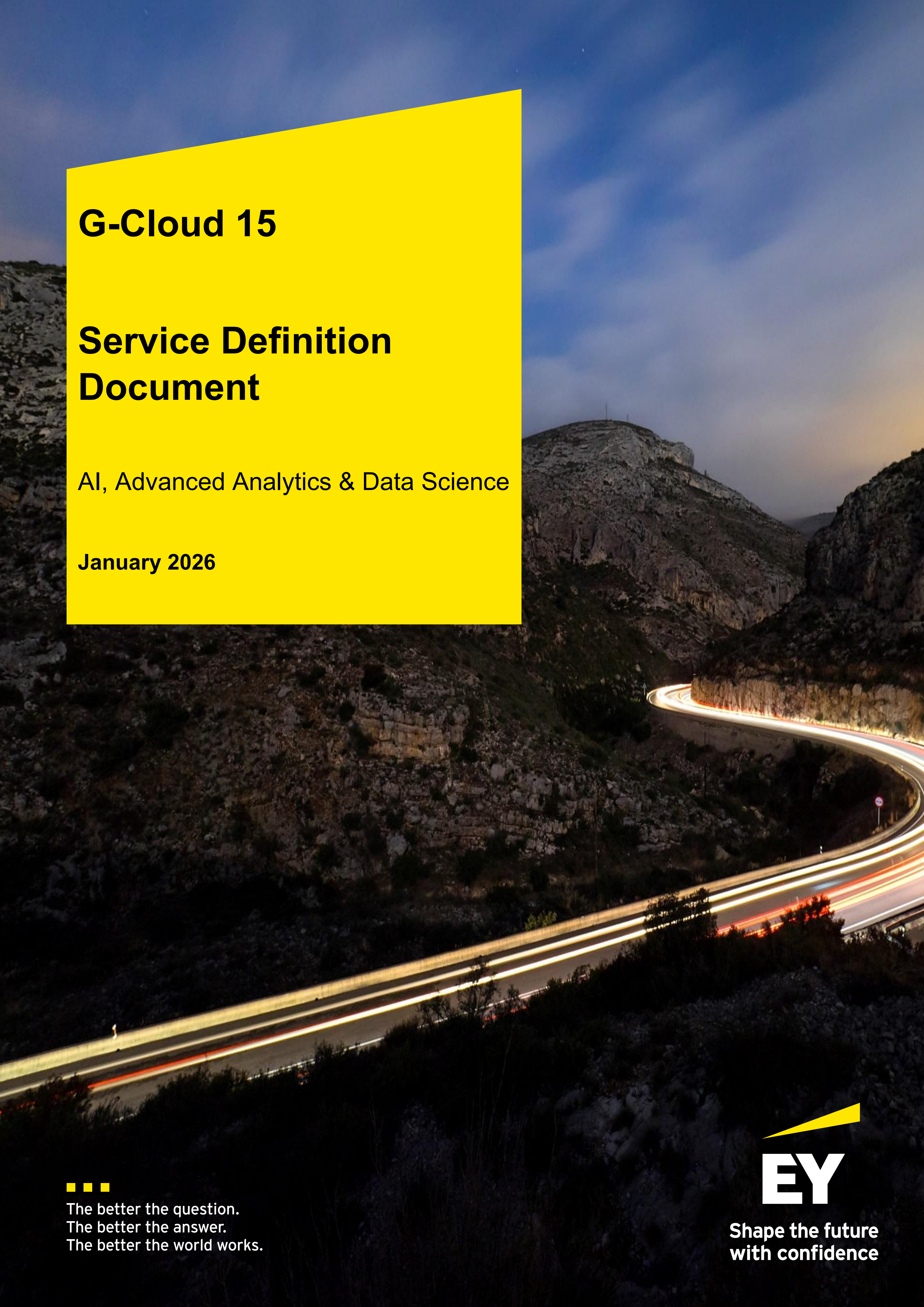

G-Cloud 15

Service Definition Document

AI, Advanced Analytics & Data Science

January 2026

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

EY

Shape the future with confidence

Contents

1. Service detail

1.1. Introduction to the Service

EY provides AI, 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 (AI) 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.

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 & 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 & 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 & 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

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.

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EY | Building a better working world

About EY

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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