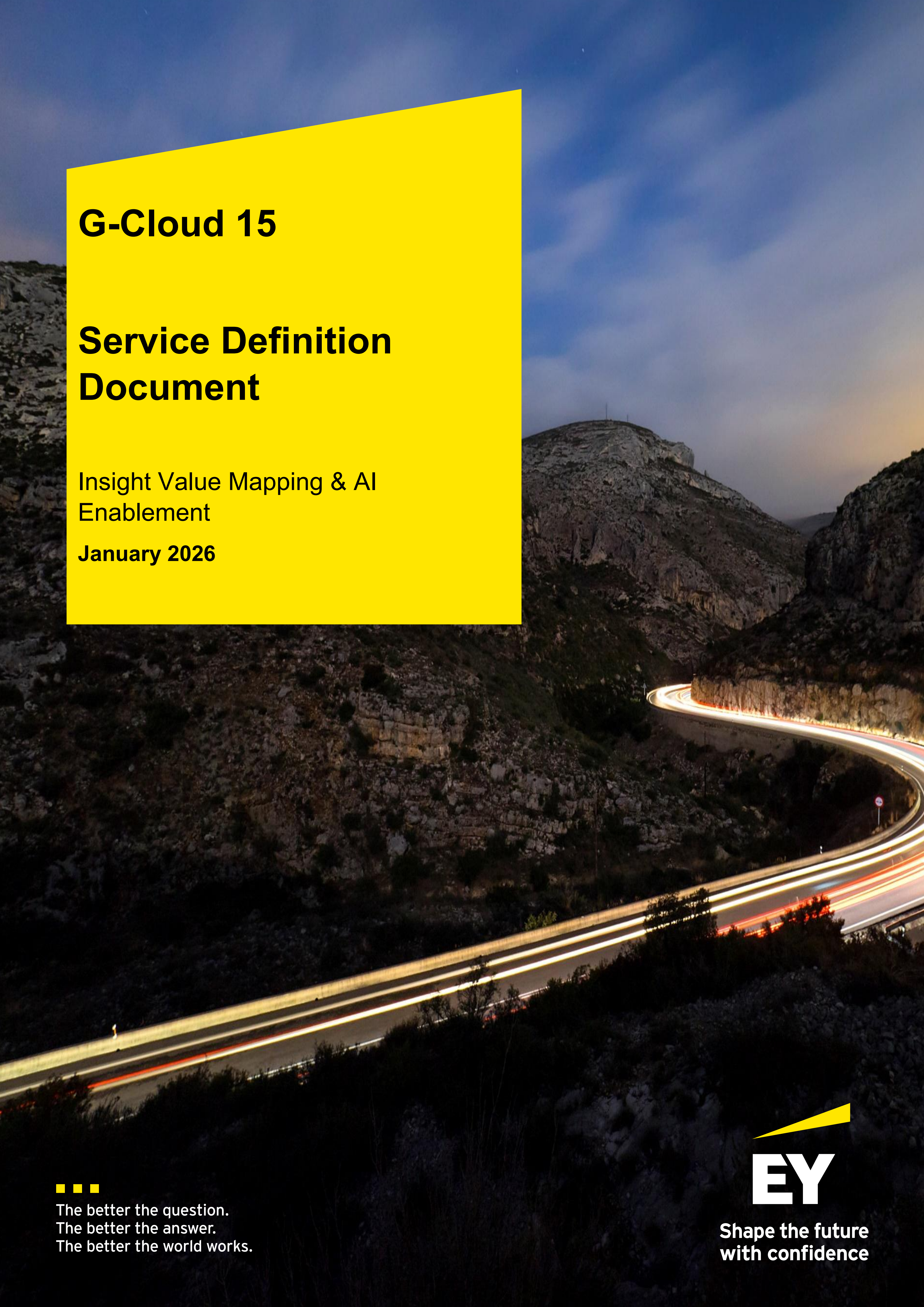

G-Cloud 15

Service Definition Document

Insight Value Mapping & AI Enablement

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

Data, and the insights it enables, now drive processes and deliver business outcomes. Government needs to think differently about data as an asset and about insight as the next engine of transformation for the full context of the business, not just limited to business processes.

Yet many organisations face challenges articulating and resolving the critical insights that unlock questions of where competitive advantage is won or lost. If you do not know how to ask the right questions, you discover nothing.

Organisations struggling to realise value from insight are commonly:

- **missing the transformation lens**: as data and analytics initiatives are first-and-foremost business transformation opportunities; a strategically aligned approach is essential to deliver on business objectives and outcomes
- **neglecting early engagement of value:** lack of early business engagement based on value statements and strategic enablement results in investment without RoI, loss of business support and resistance to data and analytics initiatives
- **failing to look beyond technology:** data and analytics initiatives scoped and delivered by IT, the majority of benefits conceived and communicated as IT services resulting in ‘bottom-up’ thinking and tool-centric outcomes
- **lacking organisational integration:** the most valuable insights are pervasive; spanning organisational silos as catalysts of business transformation. Integrated thinking and cultural alignment are essential to deliver change

EY Value Mapping starts at the other end by recognising that the value of data without insight is zero and that – until you understand the insights that can drive real value – you cannot target the right data, tools or outcomes.

EY Value Mapping provides the framework and methods to guide your effort and link your investment to value, solving business challenges and establishing the cultural foundations for an insight-led business through transformation – not tools.

1.2. Service Description

EY Value Mapping is realised through four integrated phases to connect your business strategy and analytics focus to the insights that matter to your business; delivering rapid value, return on investment and the business and cultural change to make it stick.

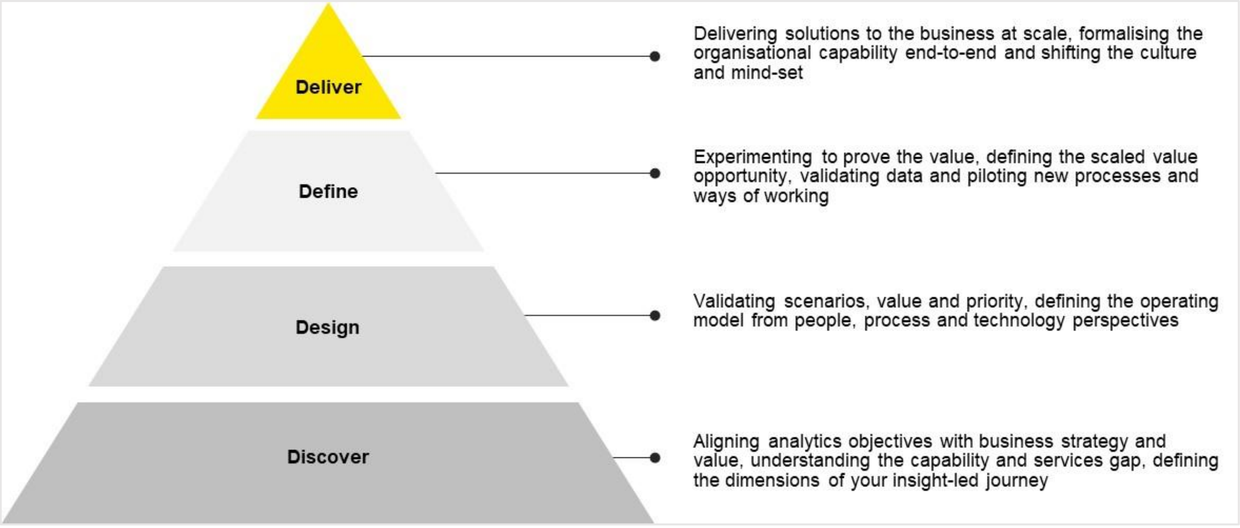

Figure 1 - EY Value Mapping Phase

Value Mapping Identifies the **business value cases** where an insight-led approach can drive transformational change, prioritises and links value cases to derive value the from insights and **drives organisational alignment** and captures and quantifies the value of change and what it will take to **make the change happen.** It defines your optimal route to insight-led value; reflecting organisational attitudes to complexity, risk, cost and speed-to-value delivering connected insights as a series of linked optimisation problems spanning silos & functions.

Value Mapping principles guide the priority and roadmap to execute as an insight-led organisation to articulate the RoI, build alignments, prioritise, sequence and launch initiatives at scale and build confidence and maturity in internal capability.

Value Mapping Principles	Enabling organisation to
Focus on value – Investing time to understand the insights that are most valuable and using these as the starting point	**Build alignment** for identification, execution and structuring the analytics capability
Minimising time to insight – Iteratively prototyping, testing and learning to rapidly develop valuable insights and de-risk the development process	**Articulate the ROI** of analytics investments in each domain and their contribution to performance commitments
Support increasing complexity - recognising a mixed landscape of data exploitation, from descriptive and diagnostic to predictive and prescriptive	**Priorities execution sequence** and logic to achieve quick wins as well as drive confidence in an insight driven performance approach
Deliver and engage at scale - aligning functional engagement with best and fastest execution to minimise time to value	**Define resource and capability** requirements to execute efficiently and grow to meet demand
Leadership & culture are critical - shifting the mindset of teams to ensure an insight-led focus on delivering what is most valuable Leadership & culture are critical	**Launch** properly planned initiatives to deliver value with confidence and at scale
	Test and refine the proposed analytics operating model. Build confidence in internal capability and how to operationalise within the organisation

Figure 2 - EY Value Mapping Principles

Value Mapping confirms the value, identifies the insights and quickly identifies the required data solutions and in 8-10 weeks, drives stakeholder alignment on data and analytics priorities and support your transition from data driven to insight led.

EY bring ways-of-working, connected thinking, rapid realisation and an insight-led approach from our work across industries and Government and with organisations at different stages of their insight-led journey.

Start ‘at the other end’, adopt an insight-led approach and maximise the benefits ‘big data’ offers.

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

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