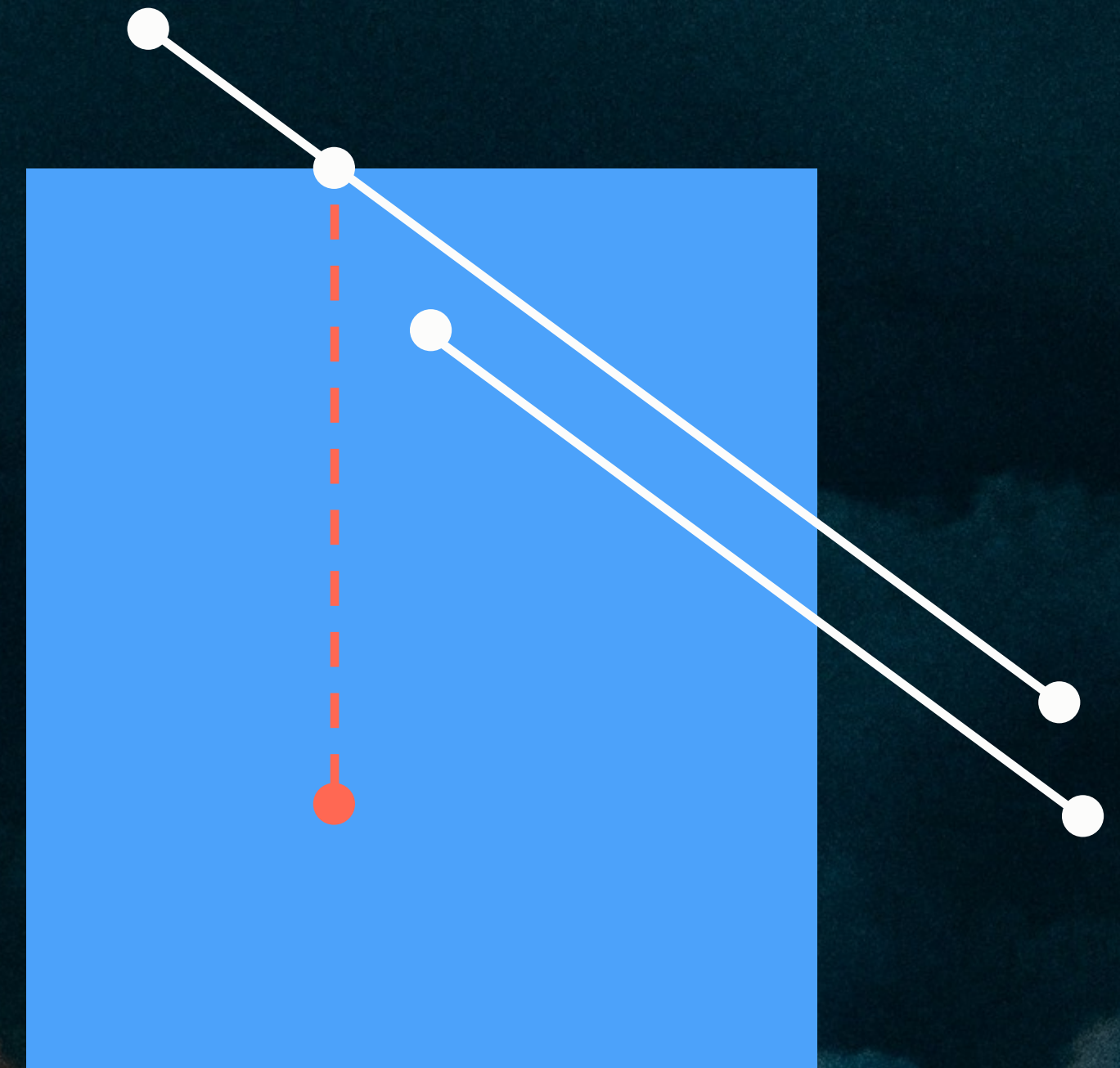




Generative AI

G-Cloud 15 Services

Service overview

Generative AI

This service helps organisations design, test, and deliver generative AI solutions in a safe, responsible, and practical way.

It supports the full lifecycle of generative AI adoption, from identifying where AI can genuinely add value, through prototyping and implementation, to operational support. Work is aligned to government guidance and delivered in line with the DSIT AI Playbook.

The service is technology-agnostic. We work with a range of large language models, including ChatGPT, and help organisations select and use the most appropriate option based on their needs, data, and risk profile.

Who this service is for

This service is suitable for organisations that:

- Are exploring how generative AI could improve services or internal operations
- Have early AI pilots or proofs of concept and want to move towards delivery
- Need help identifying realistic, high-value AI use cases
- Want confidence around governance, security, and compliance
- Need support turning AI experiments into operational services

It is particularly relevant where teams want to move beyond experimentation but need confidence that the foundations are in place to do so safely.



What the service includes & excludes

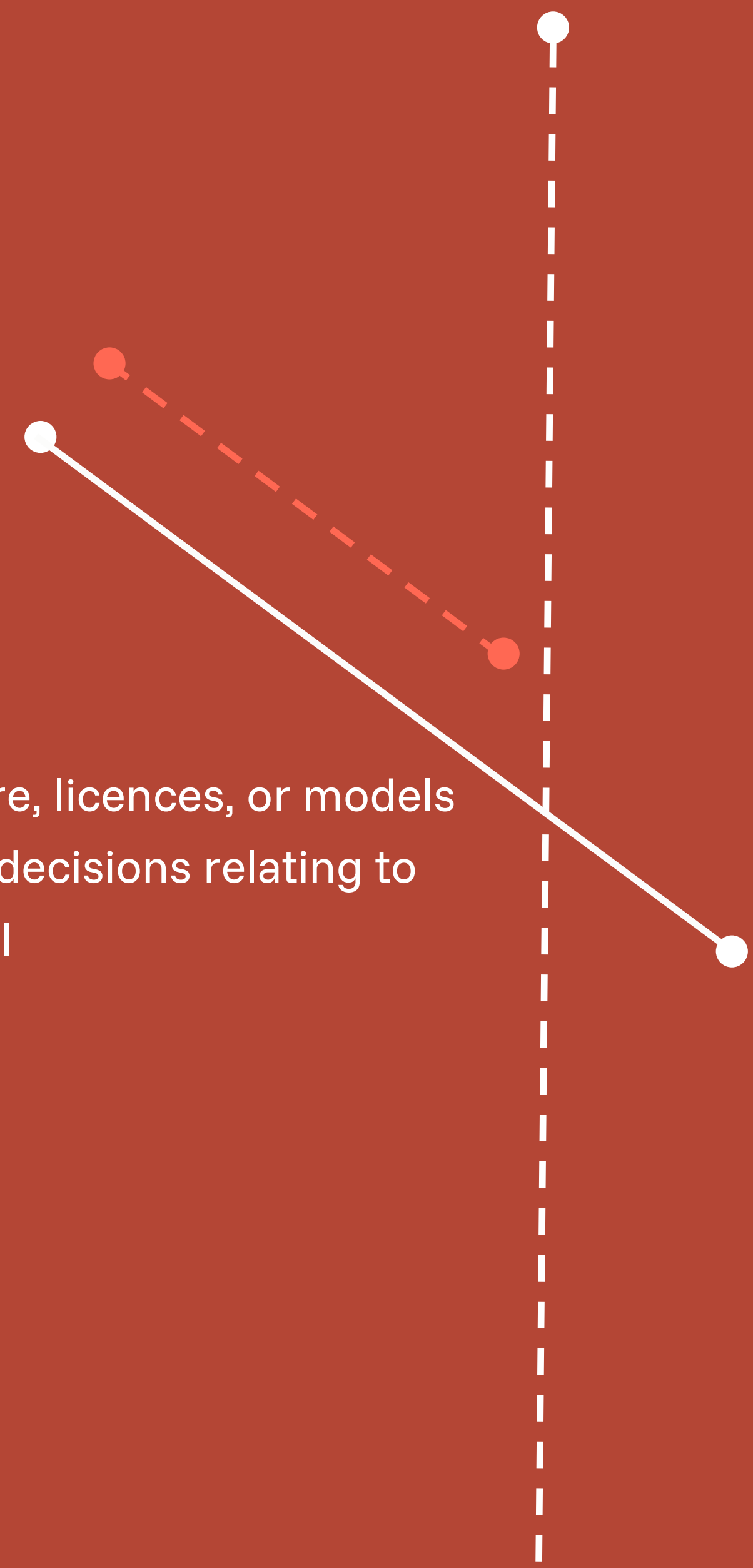
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In Scope

- Depending on need, the service can include:
- Defining generative AI objectives, success measures, and KPIs
- Identifying and prioritising use cases
- Preparing data and target architecture
- Selecting and configuring appropriate models
- Prototyping and testing AI solutions
- Implementing and integrating AI into live services
- Supporting AI adoption within teams
- Productionising AI experiments and proofs of concept
- Ongoing support and incident management

Out of Scope

- Resale of third-party software, licences, or models
- Ownership of buyer data or decisions relating to policy or regulatory approval





Case Study: BBC
GenAI

CGTN Arabic

12:00 - 12:30 GMT

31 July 2025 | Transcribed in Arabic | [Check source clip](#)

AI generated summary

Not to be used directly in output. Find out more: [AI Editorial Guidelines](#)

Headlines [12:00 - 12:01] [1]

- Chinese Foreign Minister met with a high-level American business delegation.
- Canada announced its intention to recognize the State of Palestine, similar to France and the United Kingdom.
- The Lebanese Hezbollah party refused to disarm.

1: Chinese-American Relations [12:01 - 12:05] [2]

Overview:

During a meeting with a high-level American business delegation in Beijing, Chinese Foreign Minister Wang Yi emphasized that China is willing to develop relations with the United States based on mutual respect, peaceful

Solutions Delivered

Softwire helped bring GenAI, responsibly and securely, to BBC News journalists.

BBC VOLT aids journalists in monitoring television channels from around the world. It ingests ~1500 clips/day, transcribes ~3000 hours/week, and processes ~50TB/month of TV clips. Users can search through transcripts, and in multiple languages.

We have used generative AI to deliver product outcomes that were previously not feasible:

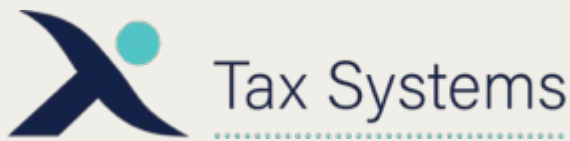
- Summarising long transcripts into clear, digestible bullets
- Generating daily digests and sending key highlights to users
- Allowing natural language search across transcript content to find semantically similar topics
- Improving the accuracy of video transcriptions with the Whisper model

We worked directly with BBC editors and journalists to co-design grading criteria to benchmark AI output on coherence, factual accuracy, completeness, and trustworthiness, ensuring editorial standards were met. Summaries included verifiable references with timestamps, ensuring trust and transparency.

Results & ROI

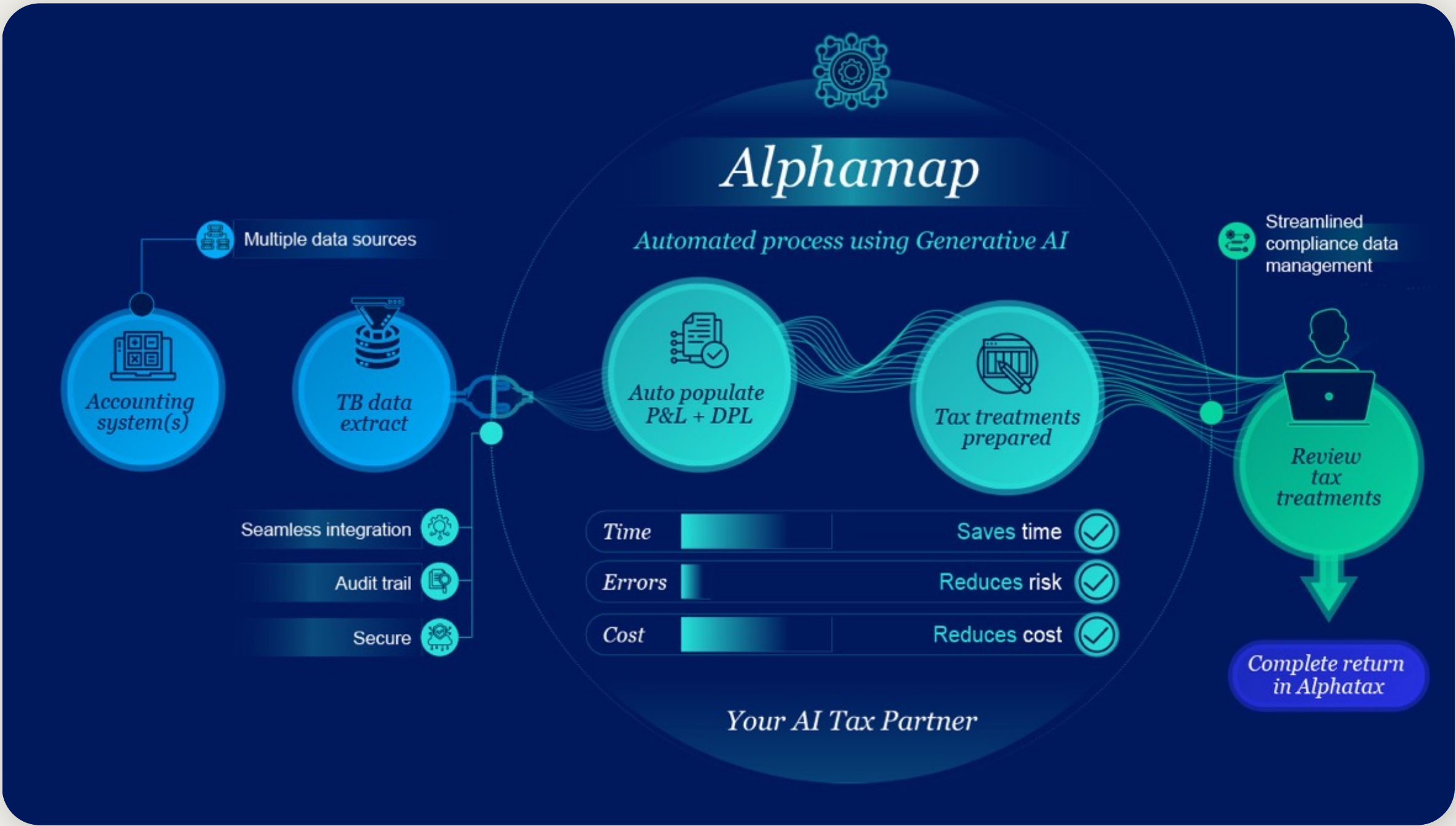
VOLT has evolved from a search-and-transcribe tool into an intelligence platform, empowering BBC journalists with near real-time analysis, cross-channel comparisons, and digestible daily tailored insights. This has saved their time wading through 3,000+ hours of weekly content and manual searching.

The project established BBC best practices for AI evaluation, validation, and deployment, feeding into wider organisational efforts to adopt generative AI responsibly.



Case Study: Tax Systems – AI-powered Automation of tax computations

G-Cloud 15 Services



AI Powered Accounting Intelligence

We helped Tax Systems revolutionize tax computation for the UK's leading accountancy firms through AI.

Our solution automates the complex task of categorizing revenue and expenditure items according to HMRC requirements, achieving 93% classification accuracy through custom-trained language models.

The platform has transformed a process that typically took accountants 5 hours into a 15-minute task, with real-time processing and intelligent confidence scoring helping users quickly identify entries needing review.

Results

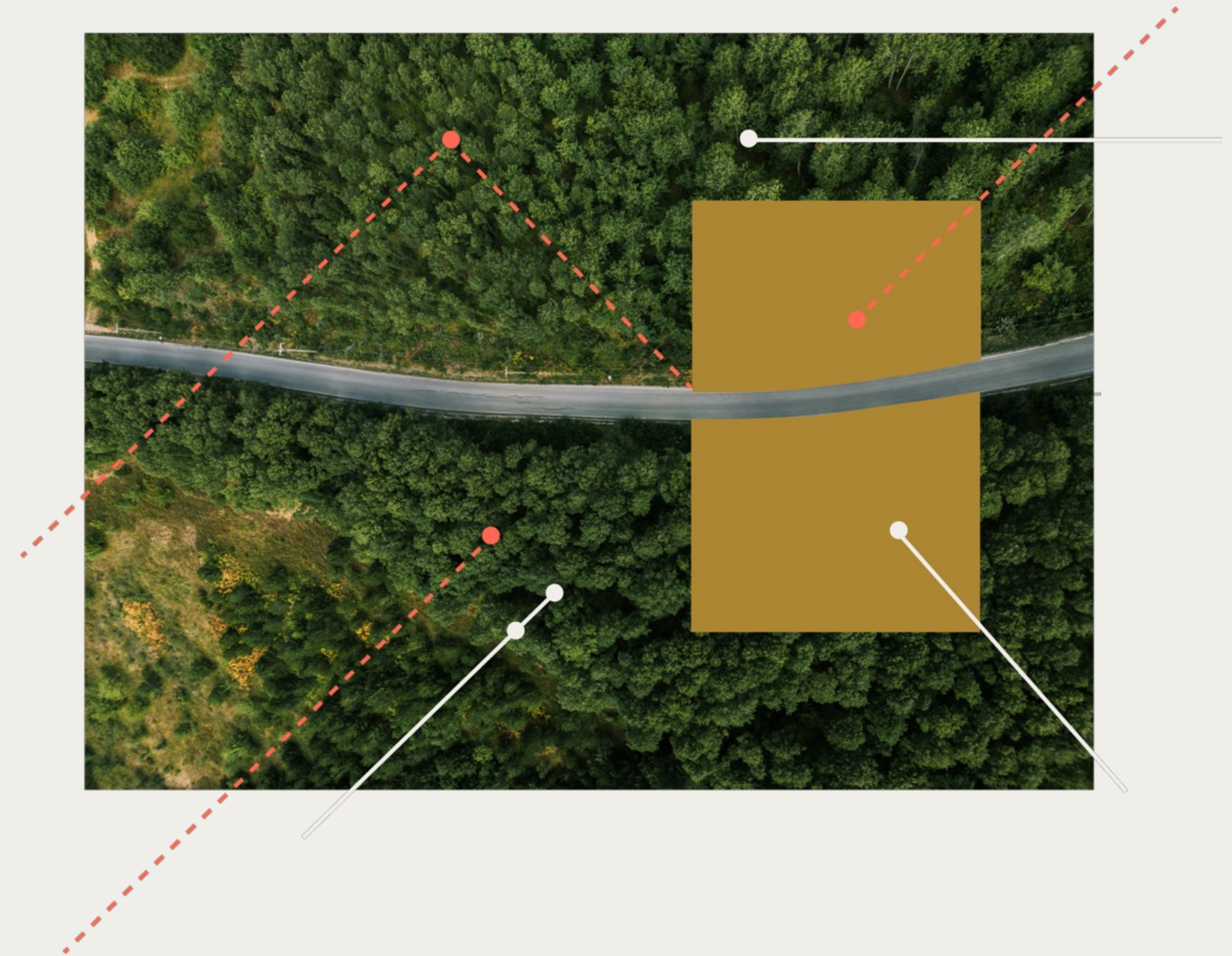
Now used by 80% of the UK's top accountancy firms, the system demonstrates how AI can dramatically improve efficiency while maintaining the high accuracy demands of financial services.

Time scales and effort

Timescales vary depending on scope and maturity, but typical engagements include:

- Short discovery or assessment phases to identify and prioritise use cases
- Time-boxed prototyping to test feasibility and value
- Iterative implementation and integration into live services
- Ongoing support agreed at call-off

Effort is agreed per engagement and scaled based on complexity, risk, and operational needs.



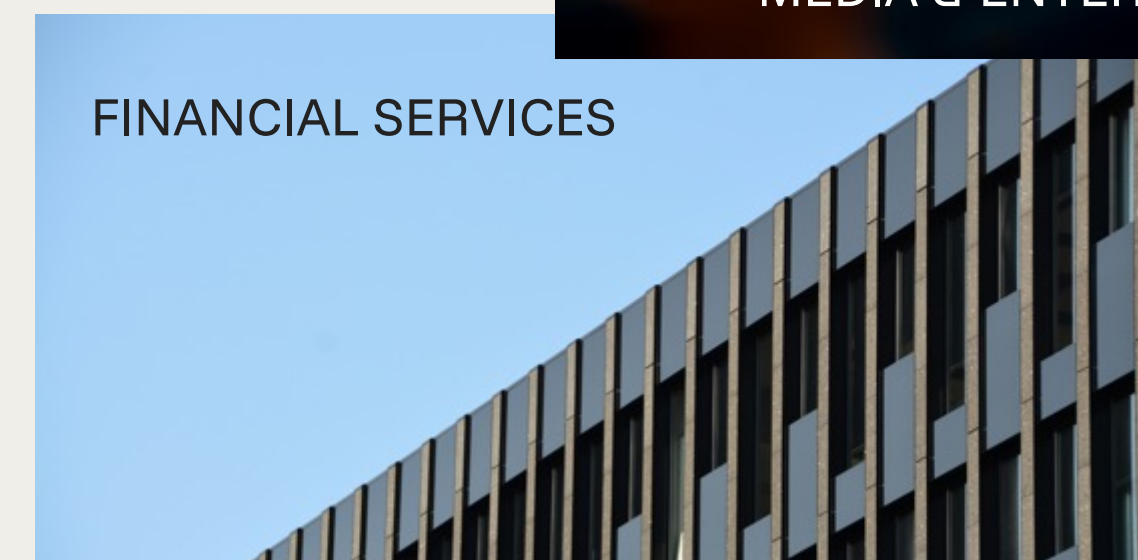
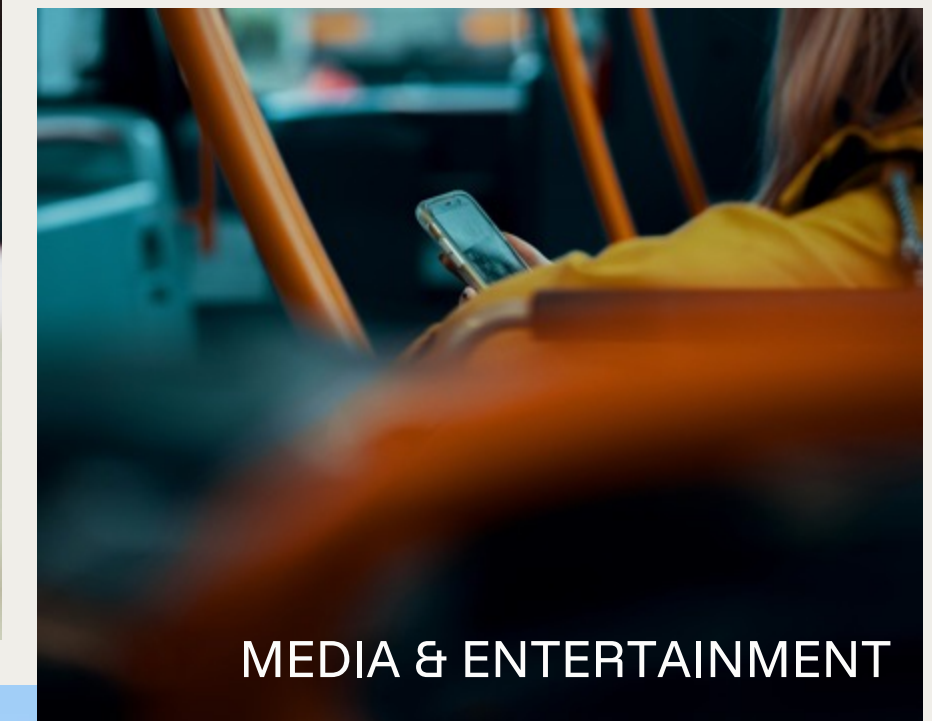
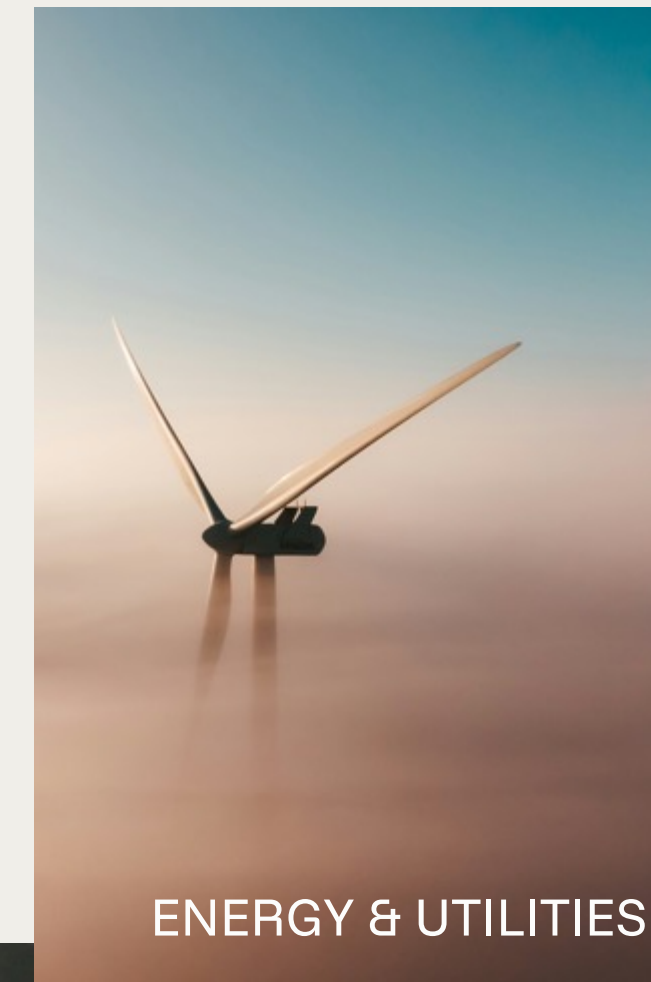
About Softwire

Softwire is a digital and technology consultancy that works with organisations to design, build, and improve digital services.

We support teams across the public sector with work ranging from discovery and delivery through to data, cloud, and AI-enabled services. Our focus is on solving real problems, working collaboratively, and delivering work that stands up to scrutiny.

We take a pragmatic approach to AI, helping organisations explore where it can add value, put appropriate controls in place, and integrate it safely into existing services and ways of working.

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Our Capabilities

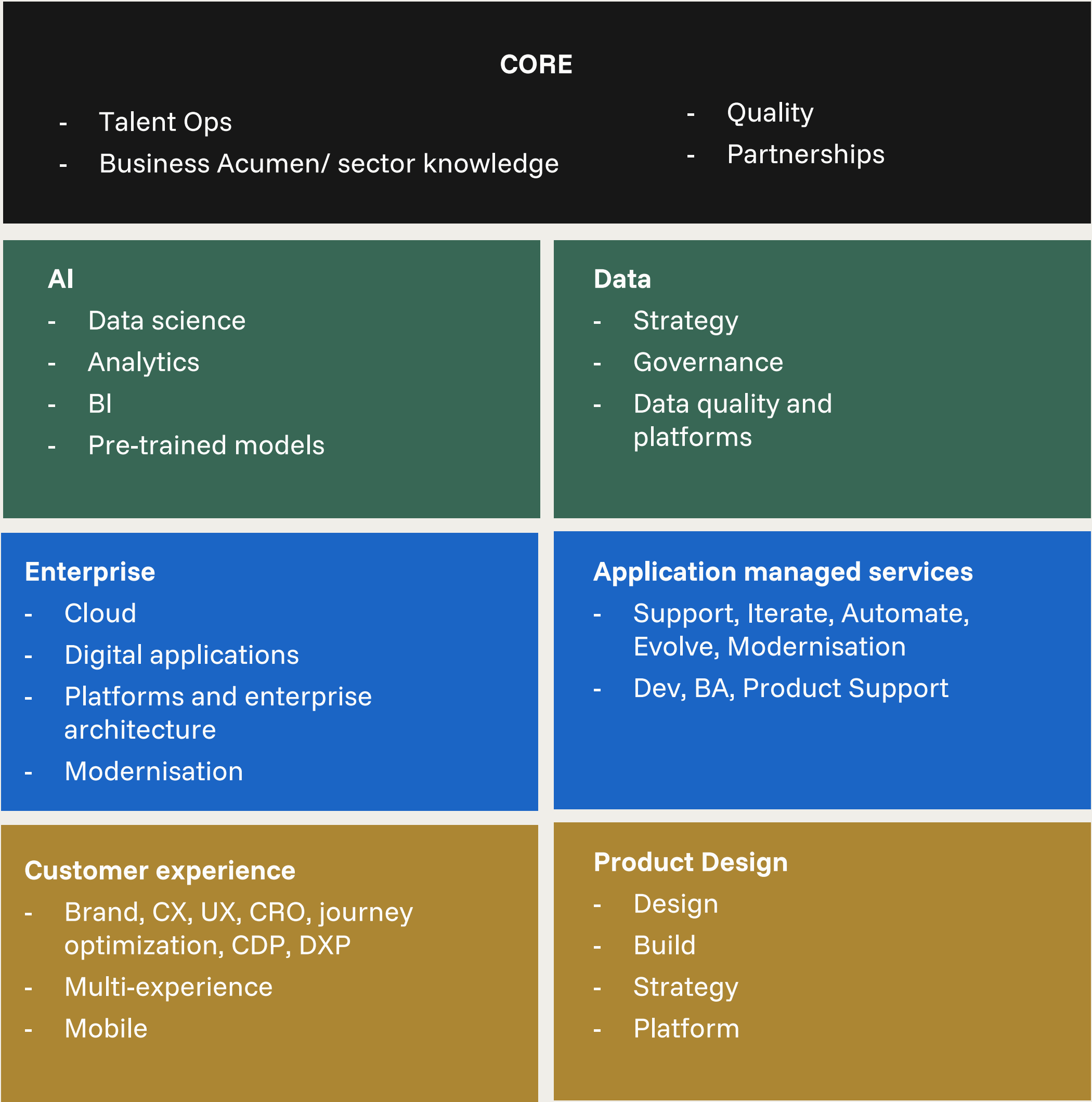
We have expertise across multiple sectors

Our multi-skilled cross-functional teams offer full-lifecycle management and ownership of outcomes across a range of domains, using a range of specialisms.

 Enablers

 Brand, Differentiated Experience, Engagement Revenue

 Optimisation, Modernisation, Continuous improvement



Working in the the public sector

We have experience delivering work across central government, arm's length bodies, and the wider public sector.

Our teams are used to working within public sector constraints, including governance, assurance, procurement, and delivery standards. This includes supporting the responsible use of data and AI, with appropriate oversight, transparency, and risk management.

We work closely with policy, operational, and delivery teams, adapting our approach to fit existing processes, capability, and levels of confidence with emerging technologies.

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Thank you for reading

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