

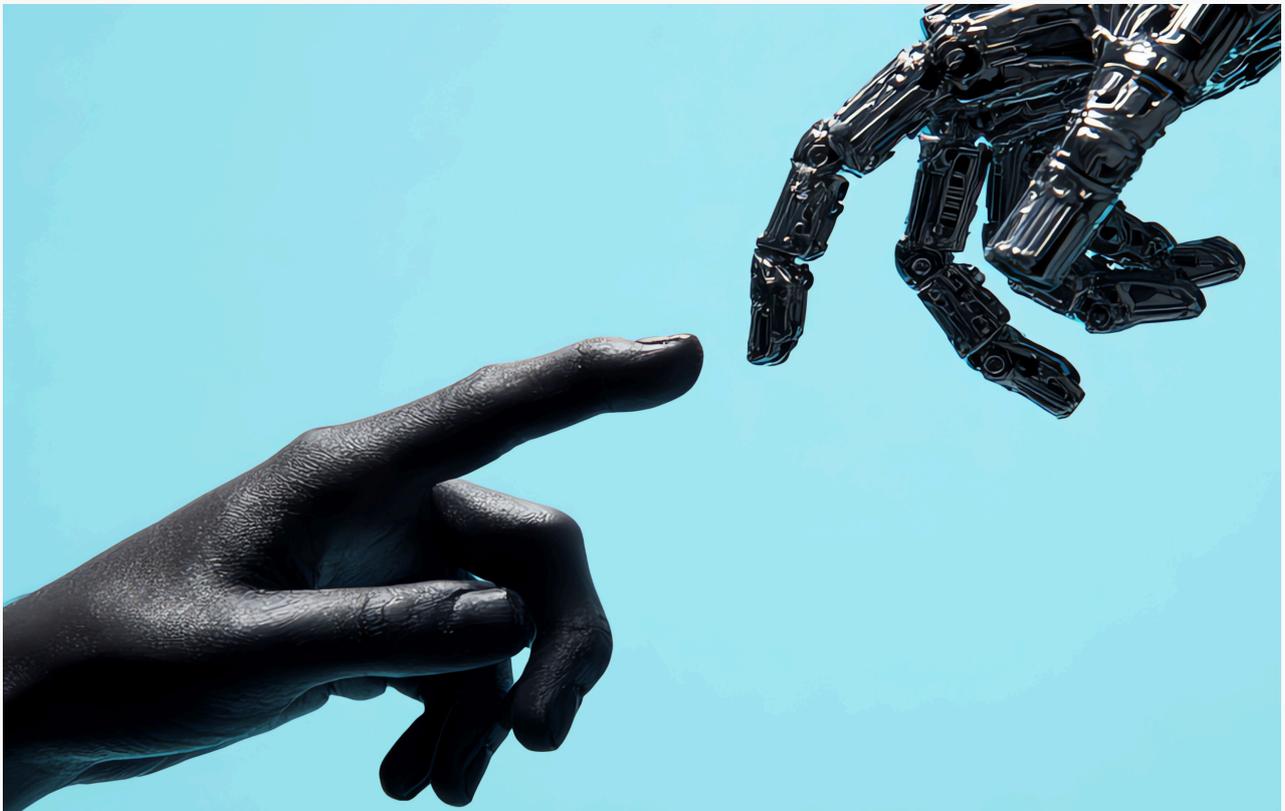
# Welford Analytics & AI Services

Service Definition



## SERVICE SUMMARY

Welford Systems provides end-to-end Analytics and Artificial Intelligence (AI) services to help public sector and enterprise organisations deliver measurable outcomes from data. We combine analytics, machine learning, data engineering, and MLOps with strong security, privacy, and governance to support safe, scalable deployment in regulated environments.



## OUTCOMES WE DELIVER



Improved decision-making through trusted metrics, dashboards and analytics



Automation and efficiency gains using ML and AI-assisted workflows



Safer AI adoption through governance, auditability, and human oversight



Production-ready delivery through MLOps, monitoring, and lifecycle management



# SERVICE PORTFOLIO

## Data strategy & analytics consulting

-  Data strategy, analytics roadmap, KPI frameworks and maturity assessment
-  Use-case discovery and prioritisation
-  BI strategy and dashboards (e.g., Power BI, Tableau)

## AI & machine learning solutions

-  Supervised/unsupervised models, NLP, computer vision, forecasting
-  Model training, evaluation and optimisation
-  Explainability and performance reporting for stakeholders

# Retrieval-Augmented Generation (RAG) & AI agents

- ➔ RAG solutions grounded on buyer documents and knowledge sources, with citations
- ➔ Agentic AI assistants that can call tools/APIs to support workflows
- ➔ Human-in-the-loop design: AI assists; humans retain final decisions
- ➔ Controls to minimise risk (guardrails, access restrictions, audit trails)

## Advanced analytics & statistical modelling

- ➔ Predictive analytics, time-series forecasting, scenario/risk modelling
- ➔ Optimisation and simulation models (where appropriate)

## MLOps & lifecycle management

- ➔ CI/CD for analytics/ML, model deployment patterns and monitoring
- ➔ Drift detection (data/model drift) and retraining strategy
- ➔ Documentation, runbooks and knowledge transfer

## DELIVERY APPROACH

We deliver engagements as fixed-scope packages or day-rate consultancy



### Discovery & scoping

objectives, constraints, success criteria



### Design & architecture

solution design and governance model



### Build & validate

iterative delivery with stakeholder feedback



### Deploy & assure

secure deployment, monitoring and controls



### Operate & optimise

continuous improvement and lifecycle management

# SECURITY, PRIVACY AND RESPONSIBLE AI

We embed security and governance by design



RBAC/least privilege, encryption in transit/at rest, logging and audit trails



Privacy-by-design practices (minimisation, purpose limitation, retention/deletion)



Responsible AI controls: transparency, explainability, bias evaluation/mitigation, human oversight



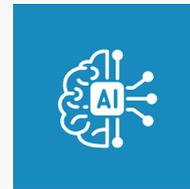
Governance support: model documentation/versioning, risk/impact assessments, monitoring and review



## DELIVERABLES (EXAMPLES)



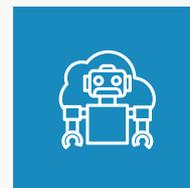
Use-case shortlist, options analysis,  
roadmap and delivery plan



Data/AI architecture (HLD),  
security controls and governance  
model



Model documentation, evaluation  
results, limitations and  
assumptions



Deployment/MLOps design,  
monitoring approach, runbooks  
and handover

# CONSTRAINTS

- ➔ Buyer must provide access to stakeholders and required documentation
- ➔ System access (if required) is agreed, least-privilege and time-bound
- ➔ Outcomes depend on data quality, buyer operating model, and third-party constraints



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