



Data & AI Service
Surface | Structure | Scale

Your data is already telling you something

Most organisations just don't know what to look for.

AI doesn't fix that, it amplifies it.

Surface | Structure | Scale

This is how we help organisations build the foundation that makes AI worth doing.

This year alone, global enterprise spend on AI will total \$2.5 trillion yet just **28% of AI initiatives meet ROI expectations** (Gartner).

The story behind this isn't the spend but in the impact of a dashboard the Board keeps asking about, that the data team can't quite stand behind, or a new model deployed against data nobody has cleaned in two years.

In most organisations, there's excitement at the top, doubt in the middle, fragmented data underneath. Boards have stopped accepting 'we're learning' as an answer and now want to see the return...

The conversation has moved from 'can we do AI' to, 'show me where it paid back'.

Most organisations are data-rich and insight-poor. The possibilities with AI are endless and with each new version launched there's further excitement

to the art of the possible for creating business impact. We support just that; impact and outcomes.

We start with what is already in your data, build the foundation that makes AI possible, and then put intelligence on top of something that can actually support it.

Organisations reporting successful AI initiatives invest up to four times more, as a percentage of revenue, in foundational areas; data quality, governance, AI-ready people, and change management, than those reporting poor outcomes (Gartner). These organisations share three things.

- › They define success up front.
- › They invest in the data foundation first.
- › They treat deployment as organisational change, not a software launch.

Three different conversations we uncover in every organisation, and one underlying problem: the data is there, nothing is connecting it to the decisions that matter and AI is deployed on top of that gap that leads to bigger questions and less clarity.

The Board Conversation

There's pressure to show AI progress.
Funding is approved, a pilot is actioned and six months later it sits abandoned because nothing in the underlying data could support it being scaled, governed, or trusted with a real decision.

The Data Team Conversation

Skilled people are fighting the data fragmentation problem; ERP, CRM, finance, and operational systems that don't share a model.

The Commercial Conversation

Decisions are being made on dashboards nobody fully trusts, data exists somewhere, but the route from data to decision is still manual, slow, and contested.

Three tiers of service. Each one creates the conditions for the next.

The entry point is always **Surface**. Low risk, fast value, your own data sets the scene for what comes next.

Surface

What are you actually sitting on?

We listen, investigate, diagnose and prioritise the opportunities your data is already showing to give you a clear plan for what's worth doing.

A facilitated discovery workshop, three weeks of structured analysis inside your data, then an Opportunity Map that lands the conclusions in week four. Fixed price. Fixed deliverable.

Duration

4 weeks

Format

Fixed price, fixed deliverable

Output

The Opportunity Map

Structure

Build the foundation that makes it real

We architect, build, govern and integrate the connected data foundation your business needs to turn fragmented data into trusted, decision-ready intelligence.

We design the platform around what your data is already telling you, then build it on Microsoft Fabric with governance and reporting included.

Duration

12 - 16 weeks

Format

Hybrid: fixed for known scope; time & materials for engineering

Output

Connected data platform

Scale

Put intelligence on top of something that can support it

We deploy, operate, refine and extend AI on top of a foundation that can carry it, to deliver intelligence that pays back.

A first AI use case deployed against a real business question, then more as it improves impact. GenAI on Fabric as the entry point, building toward predictive analytics and agentic AI.

Duration

GenAI on Fabric:
4 weeks

Format

Fixed-price, managed service,
retained advisory

Output

AI that actually works

The Surface engagement in detail

A four-week diagnostic. Your data and your priorities, in the same room.

Surface is the first work we do together and the entry point to build in to 'Structure' and 'Scale'.

We combine what your business is trying to achieve with what your data is already showing, and turn it into a clear, prioritised plan.

Phase 1

Business Discovery Workshop

On site. Our practice experts open and close the session; our Business Analyst (BA) facilitates structured conversations with three to four stakeholders across your functions. We capture business priorities, decisions being made without good data, and the commercial outcomes you are trying to drive.

Output: a clear brief for the Data Scientist.

Phase 2

Data Discovery

Our Data Scientist works inside your data, guided by the workshop brief. Not open-ended exploration, they're looking for evidence that connects to, or challenges your business priorities.

Each finding is documented with a hypothesis for what it means commercially. The BA runs structured stakeholder interviews alongside.

Phase 3

Synthesis and Opportunity Map

Our Practice Lead, BA, and data scientist combine findings into the Opportunity Map. Identifying three to five opportunities, each with evidence, outcome, effort, and value. The Practice Lead presents back to you.

This is the foundation for scoping Structure

Surface Plus

Optional add on - 2 weeks

Recommended for FTSE 250 organisations and complex group structures. Adds a fourth phase running in parallel: broader business landscape interviews across your wider organisation. The BA conducts structured conversations with multiple functions; findings combine with the data discovery to produce a richer Opportunity Map.

Structure

Building a foundation worth putting AI on.

Structure builds the foundation Surface identified. We design the platform around the things Surface said were worth doing, so we're building what your business actually needs. Then we connect your source systems, getting the data flowing cleanly, putting it somewhere your teams can actually trust.

What you get

- A connected data platform on Microsoft Fabric and Azure, scoped to the Opportunity Map
- Automated pipelines from your source systems : ERP, CRM, finance, operational
- Governance and self-service analytics built in alongside.
- Power BI reporting connected to data your teams can trust.

How it works

- Hybrid commercial model. Fixed price for known scope (the Opportunity Map provides this); time-and-materials for the engineering work, governed by formal change control. Twelve to sixteen weeks depending on the breadth of source systems.
- Databricks where your work needs advanced ML or multi-cloud rather than Fabric. We can advise honestly on which fits because we deliver on either.



Scale

AI that delivers **outcomes**

Scale puts AI on top of a foundation that can carry it. We start with a single use case deployed against a real business question, then extend as it impacts. Most clients begin Scale only after Structure is live and trusted.

The entry point

- GenAI on Fabric: a four-week, fixed-price deployment that puts a working AI capability against one of your priority business questions.
- Natural-language querying, automated reporting, or anomaly detection, depending on what Surface and Structure prioritised

What comes next

- Predictive analytics next: ML models trained on governed data, forecasting across operations, finance, and customer behaviour. Then agentic AI : systems that act on insights within defined guardrails, built on a foundation designed from day one to support it.

Format: fixed-price for individual deployments, with managed service and retained advisory available for clients running Scale at pace.

What we believe

Data first, AI second

AI on top of a broken foundation makes broken decisions faster. Most failed AI projects fail upstream of the model. We start where the failure starts.

Capability transferred

For clients who want internal capability rather than permanent dependency, that continuity extends further: we can run the work while your team learns, then transfer the skills or source and place the permanent hires who'll own it.

Outcomes not platforms

We commit to Microsoft Fabric and Azure as our primary delivery platforms, but we lead with the business problem. No platform decision is made before its commercial purpose is clear.

Honest scope

Surface ends with a recommendation, if the right next step is smaller than you expected, we say so.

If the data does not support what your board has been asking for, we will tell you.



Three ways to take this further.

Whichever route fits, the starting point is a working conversation, not a pitch. We ask about your data, your priorities, and what your board has been asking for. By the end of the call, you have a clear view of whether Surface is the right next step, and what scoping it would involve.

Book A 30 Minute Conversation

Direct with our Practice experts. We will ask about your data and your priorities; you decide whether to take it further.

hello@txp.co.uk

Request our Whitepaper

Request our Whitepaper written by our Practice Lead that explores 'why AI without a coherent data strategy, consistently underdelivers'.

[Request Whitepaper](#)

Send This To Whoever Would Own It

If you are not the right person to further discuss this work but know who is, this document is built to forward.

Share it at will

TXP is a UK technology business that helps organisations modernise their data foundations, operationalise AI and turn complex challenges into outcomes that last. Our Data, Analytics and AI capability combines deep engineering expertise with an agile, outcomes-led delivery model, working alongside your team to build the foundations, the platforms and the intelligence layer that modern insurance operations require.

We work with organisations across multiple sectors providing the technical depth and delivery pace that specialist transformation requires, without the overhead of a large consultancy.