



DECISION INTELLIGENCE

**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
A three-tier service from TXP

Decision Intelligence, delivered in three tiers

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

Decision Intelligence is what every organisation is trying to build, even when they don't yet have the words for it. Reports the business actually trusts, data joined up across functions, AI on top of a foundation that can carry it and decisions made on numbers that hold up.

We deliver it through three tiers. **Surface** diagnoses what your data is telling you. **Structure** builds the foundation that turns it into trusted intelligence. **Scale** puts AI on top of something that can support it.

Clients can enter at any tier, but the work is sequential – each one earns the next.

The three conversations we find in every organisation.

The decision to engage us usually comes from one of three places, and most organisations have all three running at once.

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.

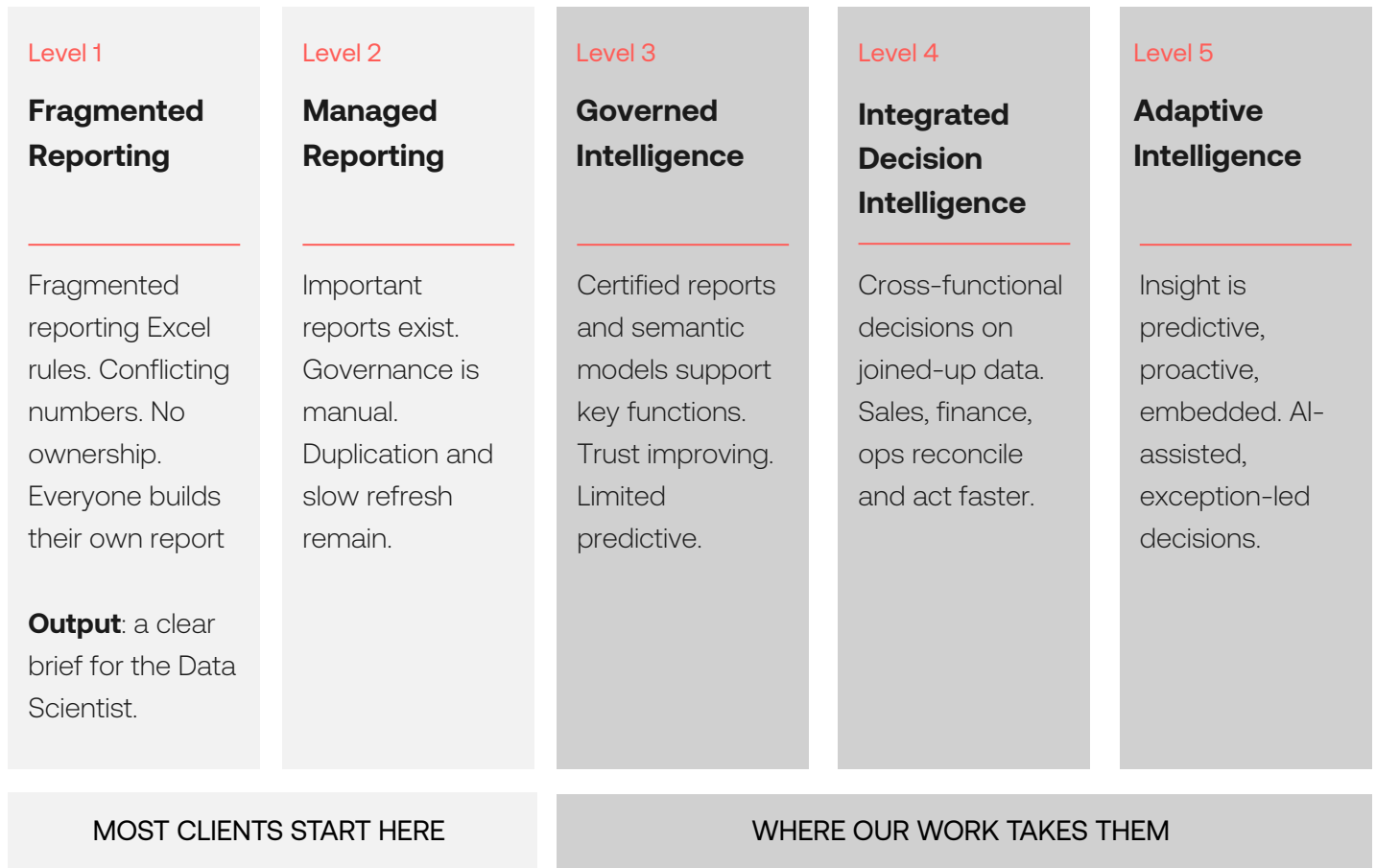
The Commercial Conversation

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.

One underlying problem connects all three: the data is there, nothing is connecting it to the decisions that matter, and AI deployed on top of that gap makes the gap bigger.

WHERE YOU SIT

Five levels. Most clients sit at one or two.



Before we talk about what to build, we work out where you are.

Most organisations recognise themselves at Level 1 or 2; important reports exist, but trust is patchy, governance is manual, and predictive insight is out of reach.

Our work systematically takes clients to Level 4, with a clear path to 5. We map this in the first week of **Surface**. By the end of the engagement, you'll know your current level, your target level, and what it takes to close the gap - quantified.

OUR SERVICE

Three tiers. 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

Diagnose what your data is telling you.

Duration
4 weeks

Output
Opportunity Map

Format
Fixed price, fixed deliverable



Structure

Build the foundation that makes it real.

Duration
12-16 weeks

Output
Connected Platform

Format
Hybrid



Scale

Put AI on top of a foundation that holds.

Duration
From 4 weeks

Output
AI In Use

Format
Hybrid

Surface: listens, investigates, and prioritises the opportunities your data is already showing. Four weeks, fixed price, ends with an Opportunity Map you can act on.

Structure: architects and builds the connected data foundation. Twelve to sixteen weeks, hybrid commercial model, ends with a platform your teams can actually trust.

Scale: deploys AI on top of that foundation against a real business question. Four weeks for the first deployment, fixed price, builds from there.

THE SURFACE TO SCALE

Surface

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.

TXP SURFACE TO SCALE

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.



TXP SURFACE TO SCALE

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

Four things you can hold us to:

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.



Technology
X People

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

Talk To Us About Structure Or Scale

if you've already done the diagnostic work and know what you need to build next, we can move straight into scoping.

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.

www.txp.co.uk | 0121 788 4550

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.