



SERVICE GUIDE • 2026

# AI Strategy & Consulting

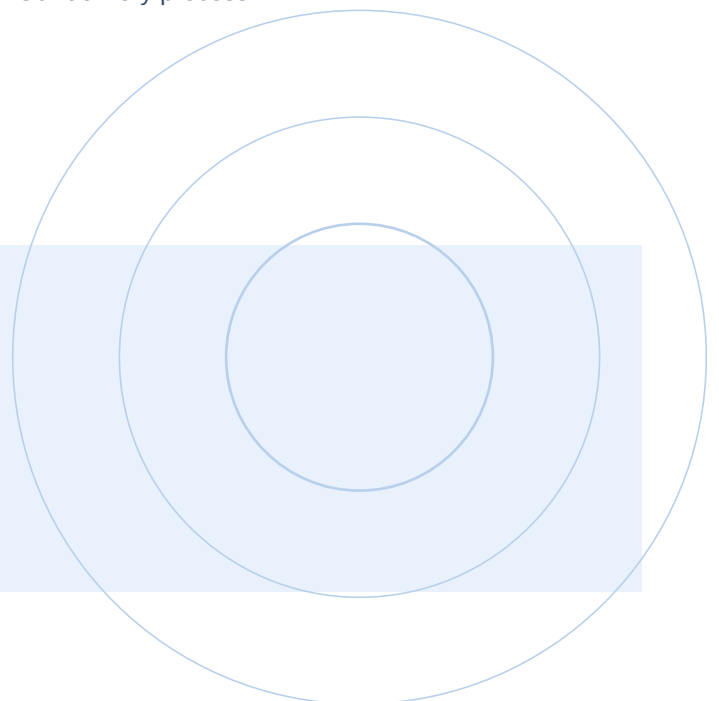
Work out what is actually worth  
building — before you build it.

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## ENTRA AI

[www.entra-ai.com](http://www.entra-ai.com)  
[info@entra-ai.com](mailto:info@entra-ai.com)  
+44 2034 323178



## WHAT IS AI STRATEGY &amp; CONSULTING

# Cutting through the noise

Almost every organisation now knows that AI matters. Far fewer know *where* to start, *what* is realistic on their data, or *how* any of it turns into money saved or money made. That gap is expensive — it is where budgets disappear into pilots that never ship.

This service closes it. We give you **a practical, evidence-based plan grounded in how your business actually runs** — what to do first, what to leave alone, what it will cost, and what it should return.

## THINK OF IT LIKE THIS

*Imagine having a trusted advisor sitting alongside your leadership team — someone who knows the AI landscape inside out, has seen what works and what quietly fails, and can translate fluently between the technical and the commercial. That is the role we play.*

## 01

## How It Works

A plain-English overview

### ■ We Listen First

We start with your business, not the technology — how you operate, where the friction is, what data you hold, and what you are really trying to achieve.

### ■ We Assess Rigorously

We map the opportunities, judge what is feasible today, and tell you straight which ideas will pay off and which ones will not.

### ■ You Get a Roadmap

A clear, phased plan that puts value first, keeps risk manageable, and fits the budget and timeline you actually have.

## 02

## What It Can Actually Do

Real outcomes, not slideware

### ■ Opportunity Assessment

We identify where AI would deliver genuine value across your business — and, just as usefully, where it would be the wrong tool for the job.

### ■ Vendor & Tool Selection

We compare platforms, models, and partners objectively — sparing you a long evaluation cycle and steering you clear of lock-in.

### ■ Roadmap & Business Case

A phased delivery plan with realistic costs, timelines, and expected return — written to survive a board meeting.

### ■ Feasibility Studies

A hard look at a specific idea: is the data there, is the technology mature enough, and what would it really take to deliver?

### ■ Governance Frameworks

The policies, oversight, and controls you need to deploy AI responsibly, covering risk, ethics, and regulatory obligations.

### ■ Team Capability Review

A clear-eyed read on your current AI skills and the structure, hires, or training you would need to deliver the plan.

## 03 · WHERE IT APPLIES

# Real scenarios, real outcomes

Below are the areas where our consulting work most often lands. Each one replaces guesswork with evidence, and each one is designed to leave you with something you can act on — not a document that

## A

## Strategy & Discovery

Knowing what is worth doing before you do it

### ■ AI Opportunity Mapping

Workshops with your teams to surface every plausible use case, then rank them by value, feasibility, and effort so the shortlist becomes obvious.

### ■ Proof-of-Concept Design

We design a focused, low-risk pilot around your strongest opportunity — built to prove or disprove the value before you scale the spend.

### ■ Data Readiness Audit

An assessment of what data you hold, what is missing, and what it would take to get it into a state where AI can actually use it.

### ■ Competitive & Market Scan

How are your competitors and peers using AI? What is becoming table stakes in your sector, and where can you still differentiate?

## B

## Architecture & Delivery Planning

From idea to something you can execute

### ■ Solution Architecture

The technical design for your chosen initiatives — data, models, integrations, hosting, and the operational realities of running it.

### ■ Implementation Roadmap

A phased plan with realistic milestones, dependencies, and resourcing — designed to show visible progress early and often.

### ■ Build vs. Buy Decisions

A rigorous analysis of whether to build, buy off the shelf, or adopt a platform, including the long-term cost and risk of each route.

### ■ Risk & Compliance Planning

Regulatory, ethical, and operational risks identified up front, with the controls and processes needed to manage them properly.

## C

## Governance, Capability & Adoption

Making AI work inside your organisation

### ■ AI Governance Framework

Policies, oversight, approval routes, and audit practice — tailored to your sector, your size, and your appetite for risk.

### ■ Team & Skills Plan

What roles you need, what to hire, what to train, and what is sensible to keep with a delivery partner.

### ■ Responsible AI Policy

Clear, practical principles for how AI is used, monitored, and explained, meeting both regulatory and reputational expectations.

### ■ Change & Adoption Support

The communication, training, and incentives that decide whether people actually use what you have built.

## 04

**What You Get**

Tangible deliverables, not just opinions

■ **Use-Case Inventory**

A prioritised list of AI opportunities across the business, each scored for value, feasibility, and effort.

■ **Solution Architectures**

Technical blueprints showing how each solution would be built and integrated, clear enough for any partner to deliver against.

■ **Governance Frameworks**

Documented policies, processes, and oversight structures, ready to adopt and adapt as your AI portfolio grows.

■ **Business Cases**

Detailed cases for your strongest opportunities — costs, benefits, risks, and timelines, ready for approval.

■ **Roadmaps & Plans**

Phased delivery plans that sequence initiatives sensibly, manage dependencies, and show visible value at each stage.

■ **Briefing Materials**

Plain-English briefings for leadership, operations, and IT, so everyone understands the plan and their part in it.

## 05

**Governance & Responsible AI**

Accountability, built in

■ **Clear Decision Trails**

Every recommendation comes with the reasoning and evidence behind it, so your team can challenge it and then own it.

■ **Regulatory Alignment**

Advice mapped to the obligations that actually apply to you — sector rules, data protection, and emerging AI regulation.

■ **Risk Registers**

Identified risks with named owners, likelihood, impact, and the specific controls that bring each one down.

■ **Independent Perspective**

We are not reselling anyone else's platform. Our recommendations are based on fit, not on commission.

## 06

**How We Work With You**

Engagements sized to the question

■ **Discovery Sprint**

A focused engagement to map opportunities, assess data readiness, and produce a prioritised shortlist.

■ **Focused Deep Dive**

One question answered properly — feasibility, architecture, or build-versus-buy on a single initiative.

■ **Advisory Retainer**

Ongoing access to us as your AI sounding board for reviews, decisions, and course corrections as the programme runs.

**GO DEEPER · TECHNICAL COMPANION GUIDE****07 · The Entra AI technical library**

Every service in our range has a technical companion guide written for engineering and architecture teams — retrieval architectures, model selection and evaluation, protocol-level integration, and edge deployment. If your team wants the detail underneath the strategy, those guides are the place to start, and we are happy to walk anyone through them.

[www.entra-ai.com/assets/docs/Entra\\_AI\\_RAG\\_Service\\_Guide.pdf](http://www.entra-ai.com/assets/docs/Entra_AI_RAG_Service_Guide.pdf)

**08****Training & Handover**

Leaving you more capable than we found you

Advice that only lives in our heads is not much use to you. Every engagement is structured so your team ends up understanding the reasoning, not just the conclusion.

**■ Leadership Briefings**

Focused sessions for senior stakeholders covering outcomes, governance, risk, and how success will be measured.

**■ Documentation You Can Use**

Clear, plain-English write-ups that stay useful long after the engagement ends.

**■ Working Sessions**

Hands-on time with the teams who will deliver, so the plan is understood by the people executing it.

**■ Follow-Up Support**

We stay reachable. As the plan meets reality, we help you adjust it rather than defend it.

## 09

## Common Questions

The things clients ask us first

### ■ Do we need our data in order first?

Usually not entirely. Part of our job is telling you which opportunities your data already supports and which need work first.

### ■ How long does an engagement take?

It depends on the questions you need answered. We agree the scope and the timeline together before any work starts.

### ■ Will this survive scrutiny?

Business cases come with assumptions stated openly, so your finance team can test them rather than take them on trust.

### ■ What if the answer is 'do not use AI'?

Then we say so. A clear no on three ideas and a confident yes on one is a far better outcome than four expensive maybes.

### ■ Do you build what you recommend?

We can, but there is no obligation. Our deliverables are written so any competent partner could execute them.

### ■ What does it cost?

Engagements are fixed-scope and fixed-price, agreed before we start. No open-ended day rates.

## 10

## Our Delivery Process

From first conversation to a signed-off plan

### ■ 01 — Discovery Call

We learn about your business, your challenges, and where we can most usefully help.

### ■ 04 — Draft & Challenge

We share findings early and invite your team to push back hard.

### ■ 02 — Scoping & Proposal

We agree the questions to answer, the outputs, and the timeline.

### ■ 05 — Final Recommendations

A prioritised roadmap and business case, presented to your leadership.

### ■ 03 — Research & Analysis

Interviews, data review, technical assessment, and market scanning.

### ■ 06 — Ongoing Support

We stay available through delivery, whether we build it or you do.



**NEXT STEP**

# Ready to find out where AI pays off for you?

Start with a conversation. We will listen to where you are, what you are trying to achieve, and tell you straight what AI can and cannot do about it.

## **GET IN TOUCH**

### **WEB**

[www.entra-ai.com](http://www.entra-ai.com)

### **EMAIL**

[info@entra-ai.com](mailto:info@entra-ai.com)

### **PHONE**

+44 2034 323178