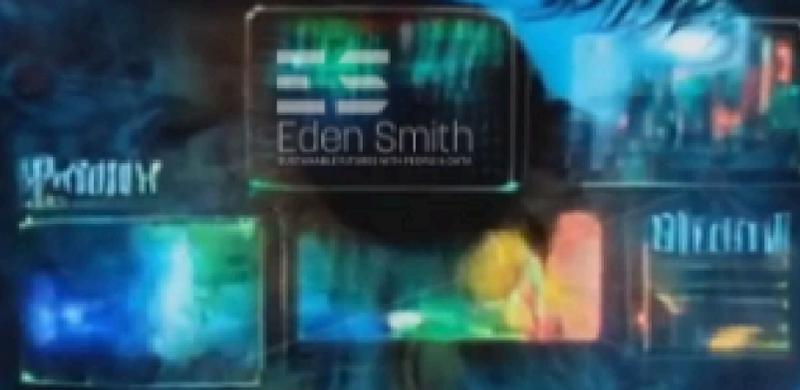# Eden Smith
PEOPLE-FIRST DATA & AI TRANSFORMATION PARTNERS

YOUR HUMAN-CENTERED TRANSFORMATION PARTNER

People-First Consulting for an AI-Accelerated World

www.edensmith.group

WHAT WE DO, SIMPLY

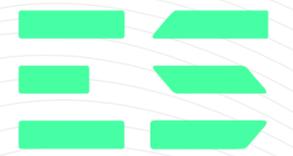**Eden Smith**
PEOPLE-FIRST DATA & AI TRANSFORMATION PARTNERS

We help organisations mature their data and become AI-ready by aligning process, people and systems, ensuring investments deliver real-world ROI.

Why it matters:
AI is moving faster than any previous shift. Those who adapt will lead; those who hesitate will fall behind. Most organisations don't have a technology problem - they have a people and adoption problem built upon data foundations with legacy systems, weak governance and meaningless dashboards that don't align to business goals.

We fix that.

DELIVERY DESIGNED FOR REAL-WORLD CHANGE

Our human-centered delivery approach sets us apart from the pack. PEOPLE have always been at the core of Eden Smith's values and this is clear in how we work.

Our Priorities

- Involving teams early, before decisions are locked in
- Working alongside people, not handing solutions over at the end
- Creating space for questions, uncertainty, and learning
- Adapting as priorities shift (because they always do)
- Measuring success by adoption and confidence, not just outputs

OUR CORE OFFERING

Strategy

We partner with you to create enterprise-level, people-first transformation strategies:
- AI & data strategy
- Operating models
- Governance frameworks
- Adoption & enablement roadmaps
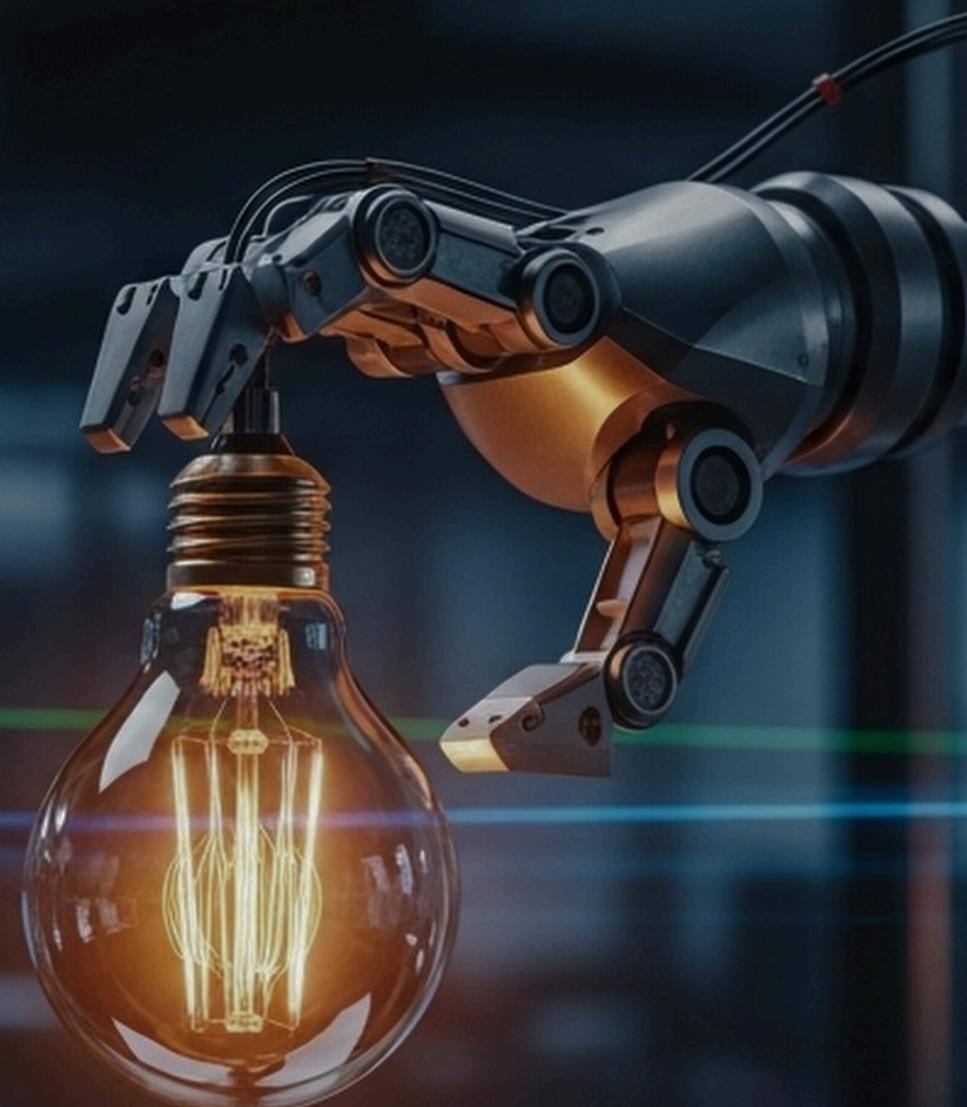- Value & ROI frameworks

Enablement

We develop the capability your organisation needs for sustained performance:
- Technology audit
- Vendor/solution selection & optimisation
- Use-case design & validation
- Culture & behavioural change
- Skills mapping
- Upskilling & training
- Talent attraction & retention

Adoption

We work with your stack and your people to embed change and develop long-term resilience:
- Implementation & optimisation
- Knowledge transfer
- Sustainable exit strategies

IMPACTS & OUTCOMES

With Eden Smith, organisations achieve:

- Enterprise-wide digital, data & AI readiness

- Stronger alignment across all executive functions

- A future-fit workforce and leadership team

- Increased innovation capacity

- Reduced risk & improved governance

- Faster adoption & utilisation of AI technologies

- Demonstrable return on investment

CLIENT CASE STUDIES

CASE STUDY 1: AI-Powered Safety Platform
Enterprise Safety Solutions

Modern Data
ML & Agentic AI

Objective
Enable proactive, data-driven safety decision-making through a modern, scalable data & AI platform.

Solution
- Designed and implemented a best-practice architecture using Snowflake, Cortex AI, Sigma, Tableau, and Streamlit.
- Built an automated ML workflow covering feature prep, training, tuning, testing and deployment.
- Delivered Agentic AI capabilities via Cortex Agent, Cortex Search and Cortex Analyst for conversational data analysis and auto-generated insights.
- Rolled out intuitive, real-time dashboards for non-technical business users.

Impact
- Automated daily safety-risk identification, reducing manual workload and improving responsiveness.
- Enabled self-serve analytics through dashboards and conversational AI tools.
- Delivered a scalable dataverse foundation, improving data accessibility and decision quality.

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CLIENT CASE STUDIES

Eden Smith
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CASE STUDY 2: Global Legal Firm
Multi-Source Migration & Secure Data Platform

Enterprise Data Modernisation Governance & Security

Objective
Modernise a complex, legacy on-prem data warehouse and create a secure, scalable platform suitable for highly sensitive legal data.

Solution
- Designed a cloud-native solution using Azure Data Factory, Data Lake Storage, Synapse and Power BI.
- Streamlined ingestion of wide-ranging data sources (APIs, Access, Oracle, Axia, CMS systems).
- Introduced a metadata-driven, automated framework to reduce manual processes.
- Embedded a secure-by-design approach: encryption, private endpoints, masking, classification, and role-based controls.
- Delivered knowledge transfer to empower internal teams and ensure long-term sustainability.

Impact
- Centralised data, improved quality and accelerated analytics across the firm.
- Maintained continuity for SQL-centric teams while enabling modern cloud capabilities.
- Significantly strengthened security and governance, protecting highly confidential legal data.
- Built internal capability to evolve the platform independently.

CLIENT CASE STUDIES

CASE STUDY 3: Multi-Year Strategic Partnership in the Insurance Sector

Consulting Partnership Long-Term Value Creation

Objective
Support a specialist international insurance organisation to mature its data function, grow capability and deliver critical initiatives over several years.

Solution
- Formed a deep partnership grounded in understanding their business, culture and technical roadmap.
- Delivered 40+ experienced data professionals across Data Engineering, BI, BA, PM and Data Visualisation.
- Supported multiple major initiatives, including:
  - Redesign of the insurance hierarchy solution.
  - SQL expertise for compliance and regulatory reporting.
  - Migration from Tableau to Power BI, supported by visualisation specialists.
  - A Snowflake-based project staffed with Data Engineers and a BA.
- Provided consistent alignment of technical skill, cultural fit and long-term capability building.

Impact
- Accelerated delivery across numerous strategic programmes.
- Strengthened the client's internal data capability and operational maturity.
- Created a trusted, repeatable partnership model with year-on-year value delivery.
- Supported both day-to-day operations and long-term transformation through a blended talent + consulting approach.

Over the last 10 years, Eden Smith has grown into a leading data, AI, and transformation consultancy, bringing our clients more innovation and more value.

JEZ CLARK
CO-FOUNDER & CEO

OUR CLIENT MODEL

We deliver through dedicated **Account Leads**, who are industry specialists, each responsible for long-term value creation for our client partners.

Our verticals include:
- Financial Services & Insurance
- Public Sector & Charities
- Legal, Risk & Regulatory
- Clean Tech, Utilities & Energy
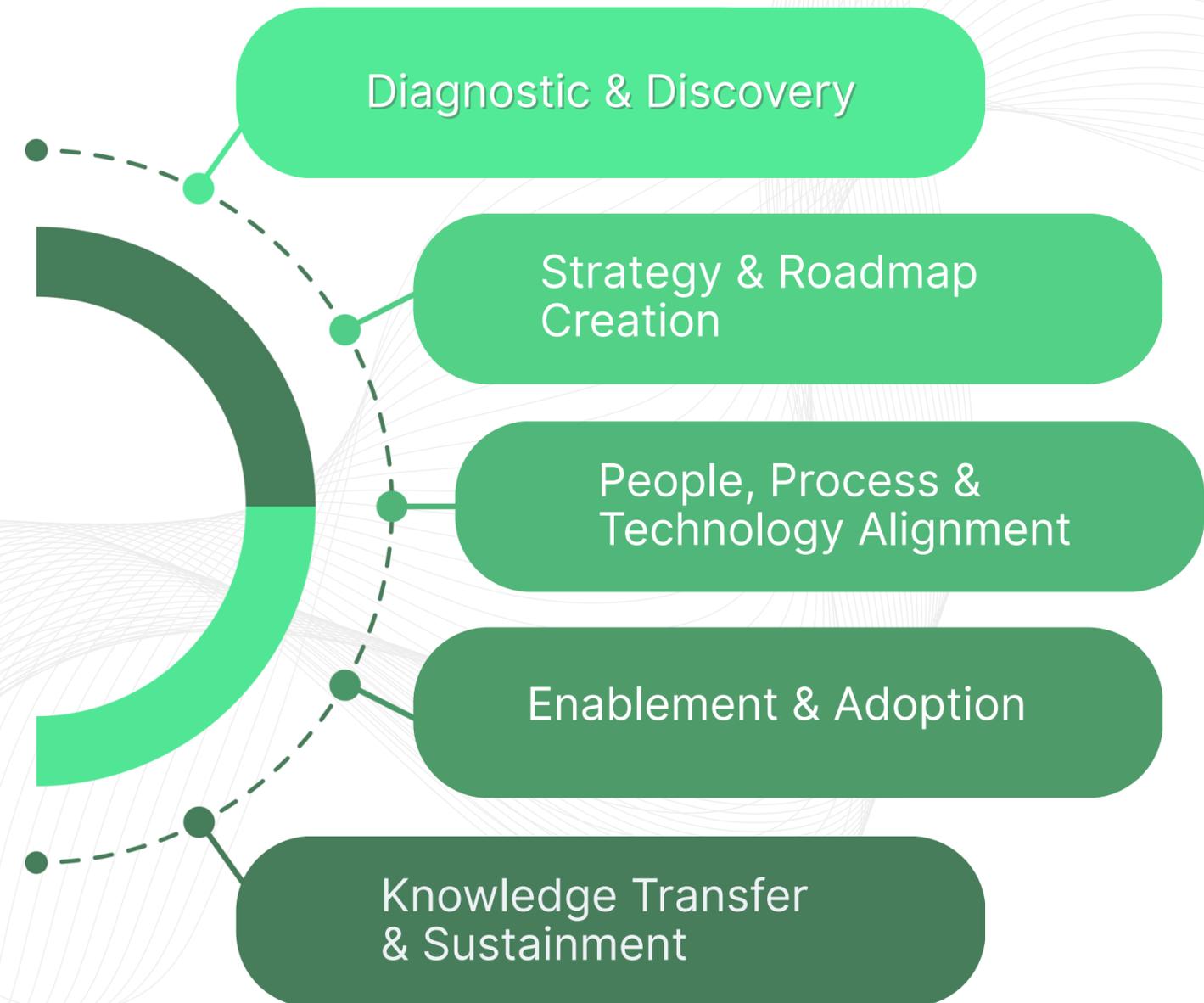- Brands, Retail & Ecommerce

This model ensures:
- Deep industry insight
- Stronger partnerships
- Consistent client experience
- Faster time-to-value

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HOW WE WORK WITH YOU

Modular. Flexible. Scalable.

- People-first transformation experts in data & AI

- Agnostic and independent: our solutions are based on your organisational goals

- Clear, measurable ROI at every stage

- Long-term partnerships over short-term engagements

- A curated network of specialist partners for niche expertise

- Sustainable adoption through training, culture and capability uplift

ES
Eden Smith
PEOPLE-FIRST DATA & AI TRANSFORMATION PARTNERS

Diagnostic & Discovery

Strategy & Roadmap Creation

People, Process & Technology Alignment

Enablement & Adoption

Knowledge Transfer & Sustainment

The Eden Smith Engagement Model

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WHY PARTNER WITH EDEN SMITH

Our unique business model delivers end-to-end service coverage that is built upon 10 years experience, transparent and offers measurable value.

1. People at the centre
We focus on human capability, not tech alone.

2. Agnostic and independent
We work with your tech and the best external partners - only where needed.

3. Vertical expertise
Industry-aligned delivery teams with deep insight.

4. Sustainable transformation
Knowledge transfer, workforce uplift, exit strategies.

5. Proven account-led model
Relationships that compound value year after year.

6. ROI obsession
Every engagement is tied to clear value measures and real-world outcomes.

LET'S BUILD YOUR ADVANTAGE

BOOK YOUR **20 MINUTE** STRATEGY CALL TODAY

Workforce Planning

Transformation & Change

Digital, Data Tech & AI

STRATEGY

Technology & Systems

Products

PEOPLE
AI & DATA Model

ENABLEMENT

Skills & Training

ADOPTION

Processes

Programme

Talent Acquisition

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