Eden Smith

PEOPLE-FIRST DATA & AI TRANSFORMATION PARTNERS



TURNING DATA AND AI INVESTMENT INTO MEASURABLE BUSINESS IMPACT

We help organisations unlock value from data, AI, and transformation by aligning people, capability, and delivery.

www.edensmith.group

DELIVERY DESIGNED FOR REAL-WORLD CHANGE

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THE CHALLENGE

- Organisations are investing heavily, but struggling to scale impact
- Fragmented data estates slow delivery
- Too many pilots, not enough outcomes
- Internal capability gaps create long-term dependency

OUR BELIEF

- People-first approach. Technology alone doesn't create value
- Every initiative must link to measurable business outcomes
- Capability must be built, not outsourced
- Build for long-term value, not short-term delivery

OUR OUTCOMES

- Define clear data and AI strategy aligned to business value
- Deliver scalable platforms and use cases
- Embed capability and adoption across teams
- Build operating models for long-term success

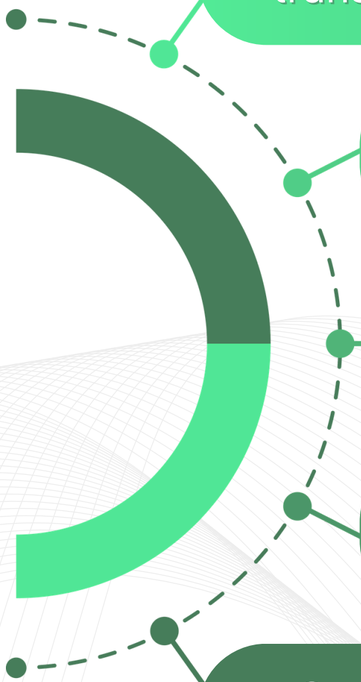
"Transformation only works when PEOPLE, data, and business align"

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WHY EDEN SMITH IS YOUR IDEAL PARTNER

Eden Smith
PEOPLE-FIRST DATA & AI TRANSFORMATION PARTNERS

Modular. Flexible. Scalable.



PEOPLE-first transformation partner	We work as one integrated team, embedding knowledge transfer and upskilling from day one. By prioritising your people as much as the technology, ensuring your internal teams can independently sustain the solution.
Strategy & delivery in one team	Our model ensures that all clients receive the same high-quality team. We design, build and embed – no disconnect. Senior leaders and subject matter experts remain actively involved at every stage of delivery.
We work your way, not our way	For each client, we establish a tailored engagement model that maximises collaboration and effectiveness whilst leveraging proven frameworks & blueprints. We're committed to transparent relationships built on trust.
Our accelerators help speed up delivery	With clear understanding of your challenges and objectives our models, AI tools and ready-to-adapt artefacts have been tested, refined and aligned to leading industry standards allowing for rapid delivery.
Outcome-led and independent	We focus on delivering measurable business value without pushing specific technologies or relying on generic & expensive consulting models or narrow, delivery-only engagements offered by many boutique consultancies.

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TRANSFORMATION SIX-STEP MODEL

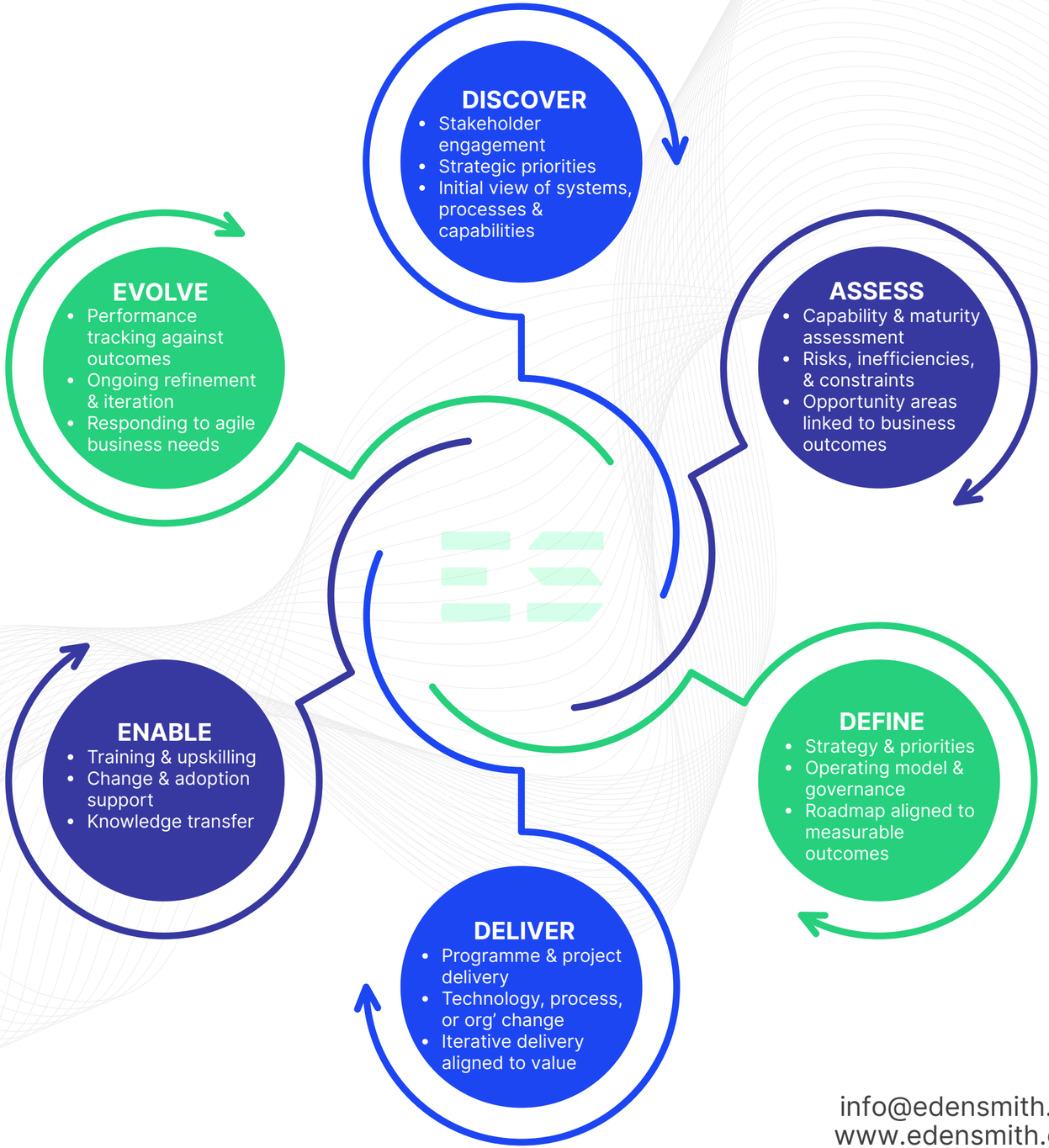
Transformation is continuous, not a one-off project

We don’t just deliver projects - we help organisations continuously evolve their capability and performance.

Our model is designed to close the gap between strategy and adoption.

Unlike traditional approaches:

- We integrate people capability alongside delivery
- We prioritise commercial outcomes, not technical milestones
- We design for exit and sustainability from day one
- We flex between:
  - Advisory
  - Delivery
  - Embedded teams



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OUR ENGAGEMENT EXPERIENCE & EXPERTISE

Multi-client, referenceable experience. Delivering hands-on expertise throughout your programme.

GLOBAL SPECIALITY, RETAIL AND REINSURER

CASE STUDY 1: M365 Copilot Rollout Starting with Trial Phase in the finance sector
AI Adoption | Phased Rollout & Business Case Development

Opportunity
Our client wanted to assess how M365 Copilot could improve productivity and streamline workflows, but needed clear evidence of value and ROI before committing to full rollout. The goal was to validate impact across both typical and complex use cases.

Approach
- Phased AI Copilot trial, user enablement and insight-led evaluation:
- Designed and executed a structured trial of AI Copilot across a representative cross-section of the business, ensuring coverage of both standard and complex workflows.
- Curated and prioritised a set of use cases to reflect real business scenarios, testing productivity gains, quality improvements and user experience.
- Scaled the trial incrementally to reach approximately 10% of employees, enabling broader adoption insights while maintaining control and support.
- Delivered targeted training and ongoing guidance to participants to maximise engagement, drive effective usage and capture meaningful feedback.

Outcome
- A comprehensive evaluation of AI Copilot adoption, including detailed insights into usage patterns, productivity impact and user sentiment.
- Clear, evidence-based recommendations supporting a full-scale rollout of AI Copilot across the organisation.
- Executive-ready reporting that enabled informed decision-making at board level, with the rollout proposal now under consideration.

MULTI NATIONAL CONGLOMERATE

CASE STUDY 2: Global Legal Firm (Multi-Source Migration & Secure Data Platform)
Enterprise Data Modernisation | Governance & Security

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

Approach
- 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.

Outcome
- 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.

FTSE 100 GLOBAL INSURER

CASE STUDY 3: Multi-Year Strategic Partnership in the Insurance Sector
Consulting Partnership | Long-Term Value Creation

Opportunity
Our client needed to unify a highly fragmented data and technology landscape, where 6 business units operated independently across Databricks, Fabric, Snowflake and GCP. Their goal was to establish a single coherent, governed data ecosystem that accelerates AI adoption, strengthens data governance.

Approach
Enterprise data technology strategy and data product architectural design:

- Conducted end-to-end discovery across all six business units, including technical deep dives, stakeholder interviews and alignment of business objectives to define a unified data ecosystem.
- Evaluated the full technology estate to determine usability, AI readiness and data science opportunities.
- Designed a consolidated governance and architecture framework to introduce stronger governance, engineering standards and consistent architectural standards.
- Delivered full technical, business and vendor analysis to showcase capabilities, partnerships and accelerators relevant to the transformation

Outcome
- A fully fledged transformation strategy that the organisation has bought into at a group-wide level.
- Full clarity of the technology estate from across business units and vendors with Data Domains and Mesh principles.
- Consolidated data features that enabled AI data capabilities
- Stronger governance structures enabling consistent controls across the business.

EDEN SMITH CONSULTING PROFILE

Eden Smith is an independent people, data and AI consultancy supporting organisations across industries to transform their data capabilities, culture and operating models.

We specialise in enabling sustainable, business-aligned transformation and are experts in:

- **Data Strategy & Governance:** Helping clients establish enterprise data strategies, governance frameworks, and clear ownership
- **Analytics & Intelligence:** Advanced analytics, BI, automation, and insight generation to drive measurable outcomes
- **Engineering & Architecture:** Modern data platform design across Fabric, Databricks, Snowflake, Azure and GCP
- **AI & Algorithmic Systems:** Applying practical, ethical, safe AI and machine learning to unlock automation and new value

A FLEXIBLE, MODERN PARTNERSHIP

- Flexible engagement models
- Embedded, hybrid teams
- Access to specialist network
- Lean, high-quality delivery
- Value-first approach
- Optional talent + training support

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 CORE OFFERING

Built to deliver faster, safer outcomes

- AI-assisted discovery and engineering
- Pre-built frameworks and accelerators
- Proven delivery models across industries
- Reusable patterns to reduce time and risk



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
- Review & evolve
- Knowledge transfer
- Sustainable exit strategies

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LET'S EXPLORE WHERE WE CAN CREATE THE MOST VALUE FOR YOUR ORGANISATION

Book a 30–60 minute working session with our team



GET IN TOUCH

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