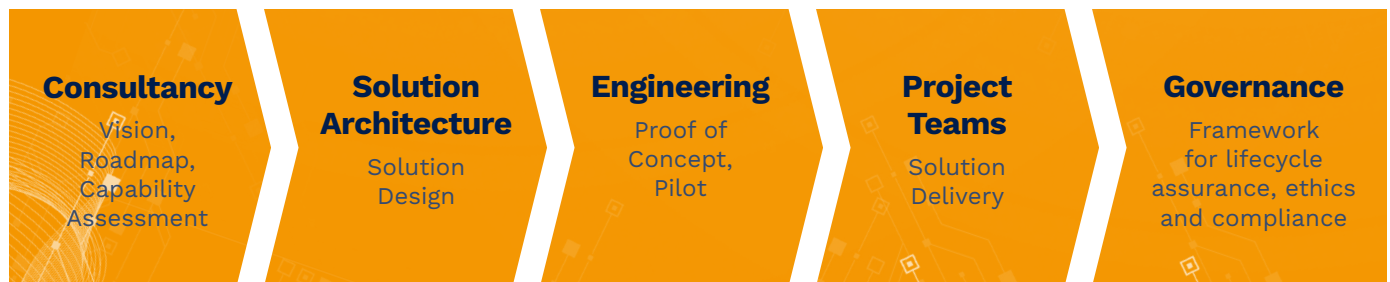# AI Consultancy, Architecture, Design and Delivery

Enabling Financial Services leaders to implement AI safely, responsibly and at scale

Whether it is delivering the architecture for a global Generative AI platform for one of the world's largest banks, or advising one of the UK's leading banks on compliance with the EU AI Act, Icon combines deep financial services expertise with practical AI delivery to help clients adopt AI safely, responsibly and at scale.

Our Approach

| **Consultancy** Vision, Roadmap, Capability Assessment | **Solution Architecture** Solution Design | **Engineering** Proof of Concept, Pilot | **Project Teams** Solution Delivery | **Governance** Framework for lifecycle assurance, ethics and compliance |

Architected. Engineered. Delivered. Governed. Trusted.

Icon's AI capability is not about standalone models or proofs of concept. It's about **end-to-end enablement** — guiding clients through the full AI lifecycle with structure, integrity, and confidence.

Accelerated AI

Icon's **SAIFE** AI accelerator ensures that AI solutions are:

S **Strategically-aligned** - to business strategy, drivers and priorities and fully delivering against key business requirements

A **Architected-for-success** – according to our best-practice AI Reference Architecture, for quality, scalability and security

I **Impacted-assessed** – in terms of data requirements, regulatory compliance, and process, operating model and people implications

F **Financially-viable** – with regard to business case to deploy, operate and generate Return on Investment

E **Enterprise-ready** – for implementation into production, with appropriate controls and service management

AI Consultancy
Trusted and impartial Consultancy, built on years of delivering digital transformation. We can accelerate your AI strategy with measurable business value.

AI Architecture & Design
Combining proven Architecture heritage and hands on engineering know how capability to design best of breed, deployable AI solutions, that are reliable, secure and ready for enterprise scale.

Data Architecture
Create the data foundations required for AI, leveraging Icon's strengths in data architecture and modelling.

AI Solution Delivery
Rapid prototyping of solutions through to delivery into production. A proven track record, delivering complex software and integration projects using agile teams.

How we do it: how Icon delivers AI to scale safely and responsibly

1 — Vendor-Neutral Guidance for Sustainable AI Strategies

Icon's independent stance means banks receive unbiased advice on technology choices, avoiding lock-in and ensuring flexibility as AI landscapes evolve. Icon's strong track record in guiding financial institutions through AI strategy, roadmap design, and organisational readiness, free from technology-vendor bias, enables clients to accelerate AI adoption while maintaining control, compliance, and measurable business value.

2 — Future-Ready Enterprise Architecture

Icon's recognised strength in technology architecture, combined with our rich knowledge of modern AI and data architectures, including cloud-native, event-driven, and MLOps-enabled patterns, helps banks deliver enterprise-grade, scalable AI solutions.

3 — A Strong Data Foundation That Enables Scalable AI

Icon's deep expertise in data architecture and engineering ensures banks establish clean, unified, and governed data foundations.

4 — Proven AI Delivery from Strategy to Production

Icon's Data & AI capability supports banks across the full lifecycle: use-case selection, model development and operationalisation.

5 — Deep Expertise in Payments and Banking

Icon's industry-leading experience in payments, core banking and anti-financial crime ensures AI solutions align with mission-critical systems and operational requirements.

CASE STUDY

Icon partnered with a global Tier 1 bank to take a Generative AI solution for Compliance Advisory from proof of concept into production. The solution enables AI-suggested responses to regulatory and policy queries, drawing from a broad knowledge base of policies, procedures and FAQs.

Icon's production-grade AI design incorporated content moderation, human-in-the-loop review, LLM-as-a-judge evaluation, confidence scoring and continuous model monitoring to ensure safe, accurate and explainable outputs. The solution reduced query turnaround time by 50% and improved right-first-time accuracy from 59% to 78%, freeing Risk Stewards to focus on higher-value, complex cases.

> Simon Barrows, Director of Services at Icon observed "this engagement demonstrates Icon's ability to combine strategic consultancy with deep GenAI engineering expertise to deliver AI solutions that are trusted, compliant and scalable in highly regulated environments."

Find out how we can help you on your transformation journey

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