



We test.
You impress.

AssureAI: Independent Assurance for Compliant, Trustworthy AI

*Helping organisations navigate risk, build
trust and lead in the age of AI regulation.*

The AssureAI solution: Proven framework, trusted results

AssureAI delivers more than compliance. It's your strategic advantage for building trustworthy AI in a world where regulation and innovation are accelerating. Backed by unmatched credentials and proven methodologies, we help organisations navigate the complexities of AI assurance with clarity, confidence, and real-world impact.

Our unique positioning

We have actively supported one of the UK Government's QA teams using our AssureAI framework, directly contributing to shaping their understanding and assessment of AI use cases for efficiency improvements.

Additionally, we have actively contributed to insights and early-stage discussions with stakeholders that are shaping the UK's AI governance landscape and offering practical improvements to emerging standards.

Our framework comprehensively aligns with emerging national and international standards. We map to the UK Government's AI Playbook, relevant EU regulations, and we are also fully ISO/IEC 42001 certified, the first global standard for managing AI systems responsibly. This certification is all about structure, safety, and trust. It shows that we have the right processes in place to manage AI in a way that's scalable, transparent, and ready for real-world use.

The AssureAI Framework

Accuracy

Ensuring your models produce reliable, consistent outputs that meet business requirements.

Robustness

Testing systems against real-world variability, edge cases and operational stress.

Explainability

Verifying that AI decisions can be understood, justified and communicated to stakeholders.

Performance

Confirming systems deliver measurable value at scale while maintaining efficiency.

We use a Bronze–Silver–Gold scoring system across 20 critical factors. This provides actionable recommendations, a roadmap for improvement and a reusable framework for ongoing assurance.



Proven impact across sectors

Government success story



When a major UK Government department needed confidence in their AI systems, our assessment delivered impactful and tangible improvements. As a result, the client achieved up to 60% efficiency gains in the early stages of development while addressing issues in accuracy, performance, and reliability, ensuring the AI system was robust and ready for its intended use.

Cross-sector expertise

We help any organisation build confidence in AI systems. By protecting data privacy and ensuring compliance with diverse regulations, we maintain trust at scale while embedding robust governance models into your operations.

Strategic approach

We deliver comprehensive AI readiness assessments designed to enhance the strategic deployment of AI across sectors. Our approach focuses on enhancing confidence in AI systems by aligning with relevant frameworks, governance, and standards, including GDPR, HIPAA, the UK Government AI Playbook, the EU AI Act, and global compliance benchmarks, while embedding best practices throughout your lifecycle.



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Start your AI Assurance journey today

Don't wait for regulatory action. Get ahead of the curve with trusted, independent AI assurance that positions your organisation as a leader in responsible AI deployment.



"In today's rapidly evolving AI landscape, the organisations that lead aren't just compliant, they're proactive."

Our work with the UK Government has shown us that trust, transparency, and ethical alignment aren't just ideals; they're the foundation of AI that works for everyone."

Start your journey today and position your organisation as a pioneer in responsible AI."

Adam Pettman,
Head of AI and Innovation at 2i

Explore more about our assurance services [here](#) or schedule a [call](#) with our AI expert

AssureAI

Independent AI consultancy for confident, compliant implementation



The business dilemma

AI deployment brings significant risks when systems go live without thorough evaluation. As stakeholders question AI reliability, unexplainable decisions can damage your reputation and erode trust. With tightening regulations and mounting implementation costs, the consequences of failure extend beyond budget overruns to regulatory penalties and strategic setbacks.

Our consultative approach

AssureAI provides comprehensive evaluation and clear benchmarking to transform uncertainty into confidence:

- Our structured 6 to 8-week assessment **examines your AI across four critical dimensions**



Accuracy



Robustness



Explainability



Performance

- Our Bronze-Silver-Gold scoring system provides objective quality **measurement against 20 critical factors**
- You receive **actionable recommendations**—a clear roadmap for improvement
- The framework becomes a reusable asset for **ongoing evaluation and enhancement**

Real success stories

When a UK Government department needed confidence in their AI systems, our assessment delivered:

- Up to 60% efficiency gains**
- Roadmap to resolve critical issues** before deployment
- Enhanced reliability** and explainability across key processes



"2i's AssureAI quality assurance framework aligns with UK Government standards while delivering trustworthy, compliant, and valuable AI implementations."

2i is the UK's leading quality assurance and software testing consultancy, delivering excellence since 2005. With 400+ specialists, we elevate software testing from compliance to competitive advantage. We're the only company commissioned to deliver AI assurance and Synthetic data services to the UK Government, ensuring your AI solutions are safe, reliable and compliant.

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The AI compliance crisis is here



AI is transforming industries, yet without proper oversight, it introduces serious risks. Unexplainable decisions can erode customer trust. Biased outcomes damage reputations while security vulnerabilities invite regulatory penalties.

Legislation is tightening across the UK, EU and globally. Organisations must act now to ensure their AI systems are not only effective but also ethical, explainable and compliant.

The stakes are rising fast:

- **85% of AI projects face significant risks due to poor governance (Gartner).**
- **73% of organisations have experienced AI bias issues (Capgemini).**
- **£millions in potential fines and reputational damage from non-compliance.**

Why internal teams aren't enough

Even organisations with mature data science teams struggle with AI assurance. Blind spots are inevitable when validating your own work, while regulatory scrutiny demands independent, objective assessment.

Compliance frameworks require expertise across multiple domains. Stakeholder confidence needs third-party validation, regardless of your internal capabilities.

Whether you're just starting your AI journey or have advanced capabilities, independent expert validation is essential. This becomes even more critical when preparing for regulatory scrutiny.

Are You Ready?

Complete Our Compliance Checklist

What type of AI system are you using?

- ☐ a. Machine Learning
- ☐ b. LLM
- ☐ c. Computer Vision
- ☐ d. Agents
- ☐ e. Other

What is your AI primarily used for?

- ☐ a. Decision Support
- ☐ b. Automation
- ☐ c. Prediction & Forecasting
- ☐ d. Other

How do you evaluate that your AI model is fit for the purpose?

- ☐ a. Define clear business and technical KPIs, periodic accuracy tests, and validate against stakeholder success criteria, and continuous monitoring of the models.
- ☐ b. Test against a standard benchmark dataset, compare performance to baseline models and perform scheduled periodic monitoring.
- ☐ c. Perform limited offline testing with sample data and informal stakeholder review. Manually review model outputs when customers report issues.
- ☐ d. No formal evaluation and monitoring processes in place.

How do you assess your AI's performance under different conditions?

- ☐ a. Extensive stress testing across environments
- ☐ b. Run regular performance benchmarks on representative workloads, record average and tail latencies, and compare against established baselines.
- ☐ c. Perform occasional manual timing checks on a handful of scenarios to get rough latency estimates.
- ☐ d. No structured performance testing.

How explainable is your AI to end users?

- ☐ a. Highly transparent with clear expectations.
- ☐ b. Some explainability, but not always clear.
- ☐ c. Offer some explainability on request.
- ☐ d. Minimal explainability, mainly a 'black box'.

Compliance Checklist continued...

What steps have you taken to ensure robustness (handling edge cases, adversarial inputs, etc.)?

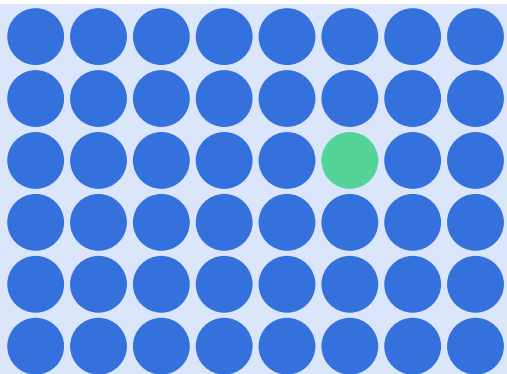
- ☐ a. Comprehensive testing with adversarial scenarios and guardrails implementation.
- ☐ b. Basic testing for edge cases.
- ☐ c. Guardrails implementation.
- ☐ d. No formal robustness processes yet.

How do you ensure your AI systems remain compliant with international regulations and industry best practices?

- ☐ a. Maintain a centralised compliance framework with a living regulatory & standards map, versioned model cards, traceability via automated audit trails, region-specific checks, and monthly cross-functional review meetings.
- ☐ b. Keep an internal registry of key international regulations and best-practice standards, publish model cards, maintain structured change logs for traceability, perform semi-annual scripted compliance audits, and update processes based on findings.
- ☐ c. Track major regulations and industry guidelines in a shared document, retain basic change logs with informal documentation, conduct an annual ad-hoc review cycle, and consult external experts only when significant gaps are identified.
- ☐ d. No model cards, traceability records, regulatory registry, or scheduled audit reviews in place.

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Synthetic data

From data constraints to testing freedom



The business dilemma

Development and testing stall when access to real data is blocked by privacy concerns or regulations. Manual test data creation is time-consuming, error-prone, and fails to cover critical scenarios seen in production. Traditional data masking approaches reduce utility without eliminating privacy risks.

Our consultancy-led approach

- **Expert-led data profiling:** We analyse your data needs and identify privacy risks.
- **Industry-leading generation with Tonic.ai:** Our partnership ensures high-quality synthetic data.
- **Post-generation validation:** We confirm statistical accuracy and use case suitability.
- **Detect and address edge cases** for completeness of coverage.
- Our synthetic data solution extends beyond text and tables to encompass **biometric information**, such as fingerprints, voice samples, facial recognition images and videos, passport scans, and DNA profiling, ensuring **realistic and comprehensive data** for diverse use cases **without compromising privacy**.

Real success stories

When a public sector organisation needed to improve their testing approach:

- **Challenge:** Manually produced test data that missed key production scenarios.
- **Solution:** 6-week evaluation of AWS Bedrock using our consultancy framework.
- **Outcome:** AWS Bedrock wasn't suitable for their complex relational data.
- **Added value:** Clear recommendations and roadmap for the right synthetic data approach.



With 2i's guidance, we now have a clear roadmap for implementing the right synthetic data solution for our specific needs, saving us from investing in an approach that wouldn't have delivered the accuracy we require."

– Data Manager, UK Government Agency

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AssureERP

AI-enhanced ERP user acceptance testing



The business dilemma

Your ERP migration is a high-stakes balancing act. While your critical business teams focus on core responsibilities, systems must transition without disruption. With on-premise support ending and cloud migrations becoming necessary, the pressure intensifies, every moment of downtime means lost opportunities and frustrated customers.

Our AI-powered approach

AssureERP transforms how testing happens. Instead of generic test cases, our AI analyses how your business actually uses your systems.

- We capture your processes, then our **AI creates test cases in days, not months**
- Your business teams spend **80% less time on testing while coverage exceeds 80%**
- **Tests reflect your actual usage**, not theoretical workflows
- Works across:



Real success stories

When a UK financial services provider faced an ERP migration, they couldn't afford disruption. Our approach delivered:

- **Zero downtime** during the transition
- **50% faster testing** with **25% lower costs**
- **Business teams remained focused** on critical responsibilities



2i's approach ensured test cases reflected our real processes. My HR team could focus on organisational change and worry less about technology change!"

Head of HR, Enterprise Client

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