



The Data & AI Operating System

Build Data Foundations and AI Together

[Find out how](#)



The Problem

Enterprise data is **fragmented**, making it difficult to govern, scale and operationalise. Without a single, trusted foundation, this **limits organisations ability to deliver data products, automate processes and adopt AI.**

The Solution



Build Data Foundations and AI Together with **Seriös ONE**, the **Data and AI Operating System.**



Data & AI Operating System

Seriös ONE, a **Superpower** for data teams

Seriös ONE replaces bespoke, code-heavy delivery with an AI-enabled, metadata-driven operating model that significantly improves speed, quality, engineering output and cost efficiency.

**Delivery
Speed**
up to

80%
faster

**Delivery
Throughput**
up to

3x more
outcomes with
the same team

Quality
up to

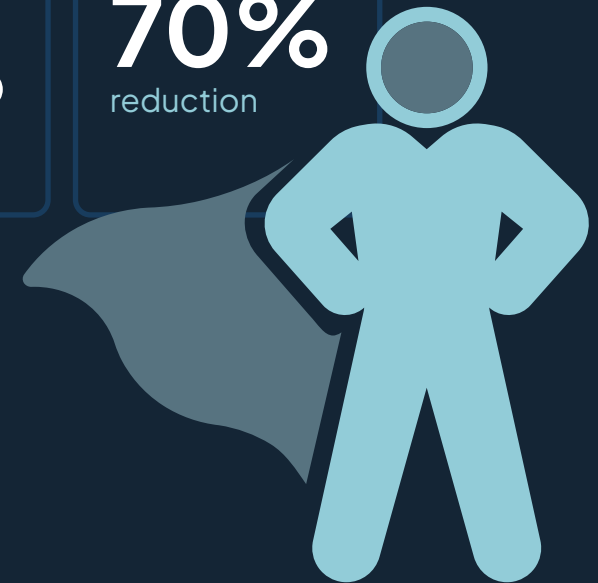
60%
fewer defects

**Engineering
Effort**
up to

80%
reduction

Cost
up to

70%
reduction





“ We developed Seriös ONE because we know how **difficult it can be to build** and maintain a governed, scalable data platform. As organisations look to do more **with AI, data products and automation**, those foundations have never been more important. We’ve seen first-hand how much **time teams can lose managing platforms**, fixing data issues and dealing with governance challenges. Seriös ONE gives organisations **a proven foundation**, allowing teams to focus less on the underlying complexity and more on **creating value from their data.** ”



Tom Knight,
Head of Data Solutions, Seriös Group



The Value of Seriös ONE

Source systems in. Trusted outcomes out.

Rapidly scale trusted data and AI outcomes with a cost-effective approach that reduces delivery risk, accelerates time to value and grows with your organisation.

CEOs and CFOs

Trusted business outcomes, at lower cost

70% lower cost to deliver value

- Rapid time to value, measured in weeks not budget cycles
- Improves ROI on the cloud investment you've already made
- Turns fragmented data into trusted business outcomes
- Puts AI to work across the business, not just in pilots
- Business users answer their own questions instead of joining a queue
- Scales delivery without scaling headcount unsustainably

CIOs and CTOs

Standardised, governed and yours to control

60% fewer defects and rework

- Standardises how platforms are built, operated and evolved
- Works with the cloud and tools you already run
- Infrastructure as Code, validated against cloud Well-Architected standards
- Cuts waste from rework, duplication and inconsistency
- Configuration is agnostic and can be transferred - it moves with you
- Keeps you in control of your data, architecture and infrastructure

Data leaders and teams

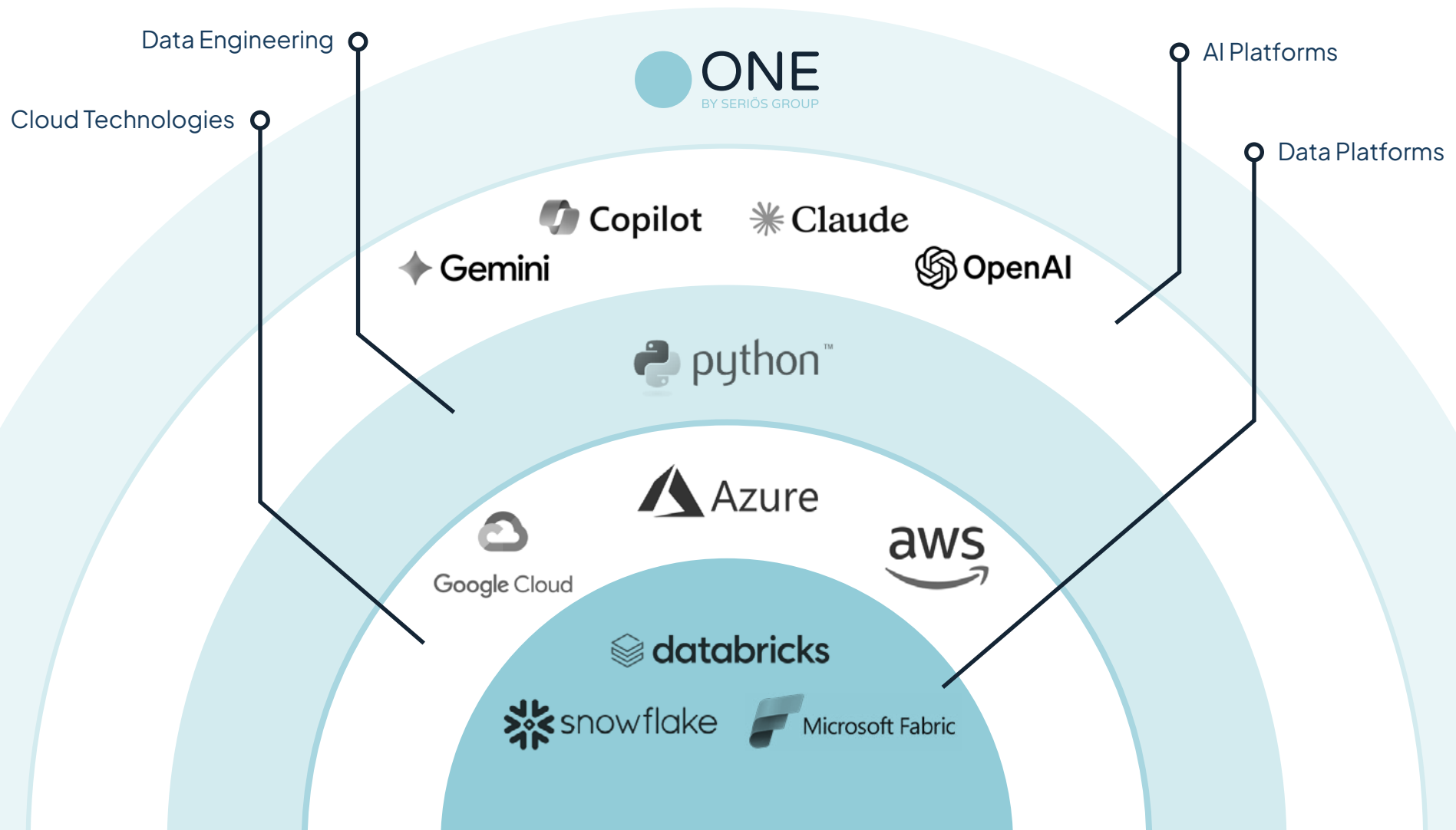
A superpower for your data team

80% less delivery effort

- Deliver in days what used to take sprints
- Stop firefighting quality - bad rows are held back, not chased down
- Never hand-write documentation or trace lineage again
- Spend the day on modelling and meaning, not plumbing
- Grow the team's capability instead of outsourcing it
- Judgement stays with your engineers, speed comes from AI

Seriös ONE is Tech-Agnostic by Design

Seriös ONE is technology agnostic, enabling us to integrate with your existing platforms and tools, avoid vendor lock-in and deliver scalable outcomes fast.





Seriös ONE, the Data & AI Operating System for Enterprises

One system to build, run and govern your data. Seriös ONE creates the trusted foundations organisations need to operationalise data and AI, bringing consistency, control and contextual intelligence across any cloud or platform technology. Deployed directly into your environment, Seriös ONE gives you a governed operating model without the limitations of a SaaS product or the risks of a black box solution. Your data stays in your cloud, under your control, giving you complete ownership and transparency.

03 Agentic Runtime

Real work from AI, without losing control

- Agents that build, monitor and test alongside your team
- Driven by your enterprise knowledge, not generic AI models
- Runs in your tenant, on your data, with an engineer in the loop
- Every change arrives as a reviewable commit, not a silent edit

02 Enterprise Knowledge Engine

Your business, defined once

- Definitions agreed once, then applied everywhere
- Rules enforced automatically
- Discrepancies flagged before they reach a report
- Using metadata to build contextual intelligence
- One semantic layer, so a metric means the same to a dashboard, a query and an agent
- A knowledge base of your business and sector

01 DataOps Foundation

Engineering discipline, applied to data

Agile delivery

Pipeline operations

Orchestration

Observability & quality

Governance & cataloguing

Products & self-service

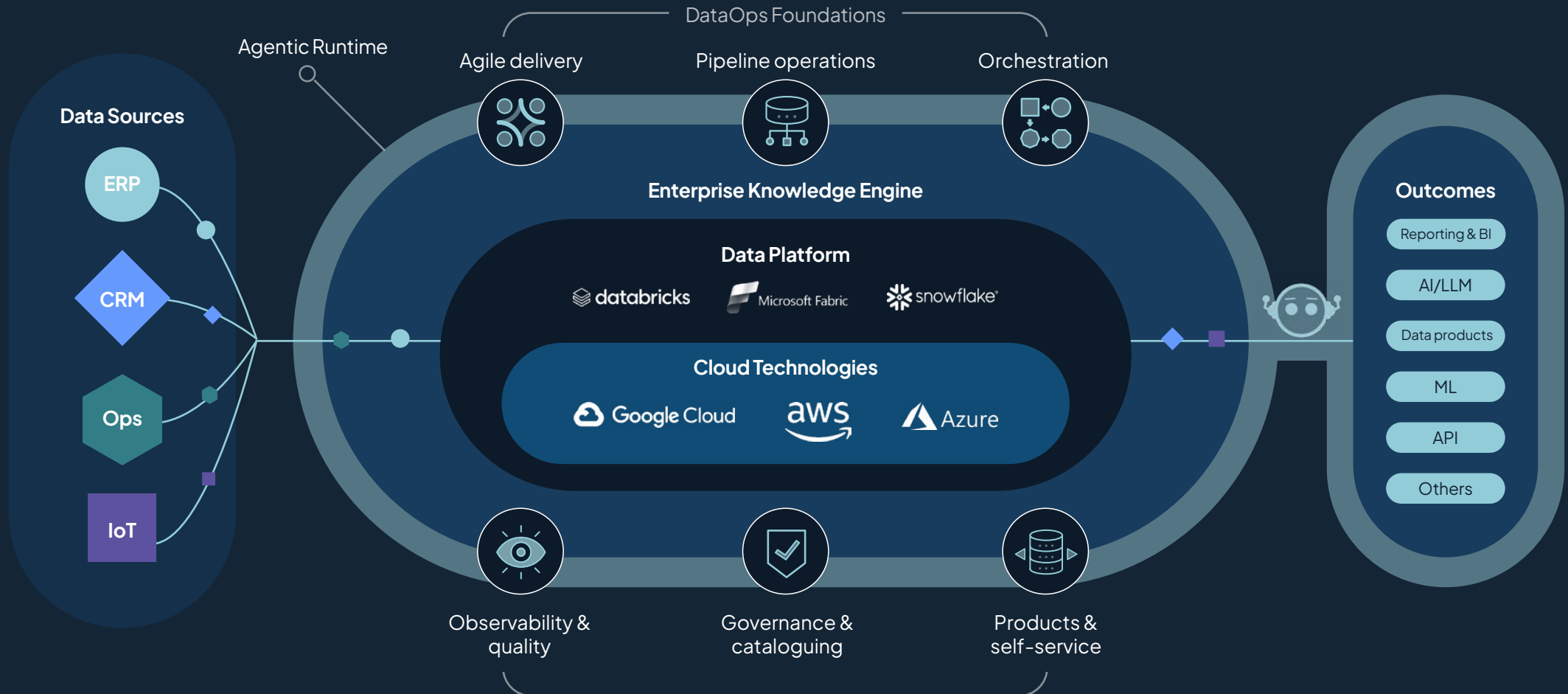
- One config per entity, per layer - versioned, reviewed and deployed through CI/CD
- Data Vault 2.0 and Kimball modelling without hand-coding
- Quality rules declared in config quarantine failing rows without stopping the pipeline
- Documentation and end-to-end lineage generated from the same metadata



Seriös ONE, How it Works

Seriös ONE has three layers: the DataOps Foundation that builds, runs and governs your data ecosystem, the Enterprise Knowledge Engine that gives information shared meaning and context, and the Agentic Runtime that enables AI and automation

within defined governance and controls. Designed to work across your choice of cloud platforms and technology stacks, Seriös ONE gives organisations a consistent way to deliver data and AI without costly re-platforming or vendor lock-in.





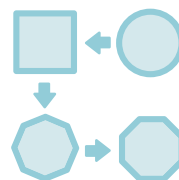
A Look Under the Hood and Where AI Fits In

How the system works with AI, and why the metadata layer is what makes data engineers faster, governance defensible and AI safe.



Metadata is the source of truth

One JSON config per entity, per layer, describing sources, schema, modelling, Data Quality rules, lineage and deployment. Hand-written pipeline code disappears.



The framework system executes

A platform-agnostic engine reads the config and runs the pipeline on your cloud. Same config, any major cloud platform.



AI works WITH Serlös ONE

Agents use the same configs, accelerating engineering delivery and giving Citizen AI a governed, trustworthy view of your data.



Seriös ONE in Action



Greenfield data platform

Stand up a new cloud data platform with one or more end to end use cases from zero in 8 weeks via Seriös ONE Launchpad. Bronze/Silver/Gold, modelling, ingestion and CI/CD wired from day one.



Complement an existing platform

Enhance what you already have with proven framework components, including Ingestion as Code, automated data quality, lineage and documentation, without replacing the tools and platforms already in place.



Accelerated migration

Configure source-to-target through metadata. The transformation engine compresses migration timelines while preserving lineage and parity testing throughout.



AI accelerated data engineering

Agentic AI generates, profiles and validates configs through pre-built expert agents. Engineers go from natural-language brief to working pipeline in a fraction of the time.



Enabling Citizen AI

Built on curated Gold-layer data products, a governed semantic layer enables natural language access to trusted business data, helping users get answers quickly and consistently.



Don't just take our word for it – hear from our customers about their experiences and the impact of Seriös ONE.



“ The integration of **Seriös ONE** into our operations has been a game-changer for Sunderland AFC. From enhancing football performance analytics to driving deeper insights across our commercial and fan engagement strategies, the platform is helping us make smarter and more impactful decisions in real-time. ”

David Bruce,
Chief Business Officer, Sunderland AFC



“ By working with Seriös Group to establish best practices and implement **Seriös ONE**, we've successfully transformed our data into a true strategic asset. With a unified and governed data platform, we can gain real-time insights, achieve a single view of our customers, and streamline our operations, allowing us to make smarter, faster decisions. ”

Kevin Marsden,
Head of Data, tombola



“ The flexible architecture of **Seriös ONE** positions Equans for future growth, allowing the expansion of CBM to additional sites and integration of more data sources. The ongoing remote monitoring has meant quick identification and resolution of asset-related issues, extending the lifetime performance of the hospital's infrastructure while minimising carbon emissions. ”

David Smith,
Head of Digital Solutions, Equans



Transforming tombola's Data and Reporting

Faster, more reliable insights across the business

Leading gaming company, **tombola**, partnered with Seriös Group using Seriös ONE to modernise its data architecture and strengthen its data strategy.

“By establishing best practices and implementing Seriös ONE, we've transformed our data into a strategic asset. With a unified, governed platform, we now have real-time insight, a single customer view and more streamlined operations, so we can make faster decisions. We're seeing a reduction in 'time to value' and more efficient report delivery.”

Kevin Marsden, Head of Data, tombola

The Challenge

A fragmented, decentralised data environment slowed reporting, with inconsistent metrics and limited infrastructure reducing scalability, collaboration and confidence in insight.

The Solution

Seriös ONE, the Data and AI Operating System, unified data into a single, governed platform, creating consistent metrics and a scalable foundation for reporting, insight and AI.

The Impact

Better performance, greater trust in data

- Daily, reliable KPI reporting (from unstable weekly outputs)
- Improved trust through consistent, governed metrics
- Reduced manual effort and troubleshooting
- Scalable delivery through reusable components

[Read full case study](#)





Building a Single Customer View to Improve Insight and Reporting

Connected data for better visibility and faster decision-making

Inn Collection Group, a fast-growing UK hospitality business, partnered with **Seriös Group** to support its data strategy and create a more connected, insight-led organisation. **Seriös ONE** unified its fragmented data, established a single customer view and improved reporting, enabling the launch of its new loyalty programme.

The Challenge

Data was spread across multiple systems, making it difficult to create a consistent view of customers and performance. Manual reporting processes led to slow turnaround, inconsistent outputs and limited insight into customer behaviour, spend and loyalty effectiveness.

The Solution

Seriös Group implemented **Seriös ONE**, the Data and AI Operating System, creating a centralised cloud data platform and foundations for a single customer view. Data from core systems including booking, EPOS, HR and loyalty was unified into a structured model. This enabled faster reporting, joined up insight and more targeted customer engagement.

The Impact

Faster insight, stronger decisions and a foundation for growth

- Reporting reduced from hours or days to minutes, leading to faster decisions
- Single customer view connecting systems for in-depth behavioural insight
- Improved operational efficiency through automated data ingestion and centralised reporting
- Greater visibility of lifetime value, booking behaviour and high-value customers
- Foundations for loyalty and personalised marketing to drive engagement and growth





Data-Driven Maintenance for Facilities Management

Improving efficiency, reducing cost and lowering emissions

Equans, a global leader in technical services, facilities management and energy services, adopted **Seriös ONE**, the Data and AI Operating System, to modernise its maintenance approach through **Condition-Based Maintenance (CBM)**.

“**Seriös ONE positions Equans for future growth, allowing the expansion of CBM to additional sites and integration of more data sources. Ongoing remote monitoring has enabled faster identification and resolution of asset issues, extending asset life while minimising carbon emissions.**”

David Smith, Head of Digital Solutions, Equans

The Challenge

Equans relied on planned maintenance schedules across multiple client sites, leading to inefficient use of engineering resources, unnecessary travel and higher operating costs. They needed a more intelligent, condition-based approach to improve efficiency and support sustainability objectives.

The Solution

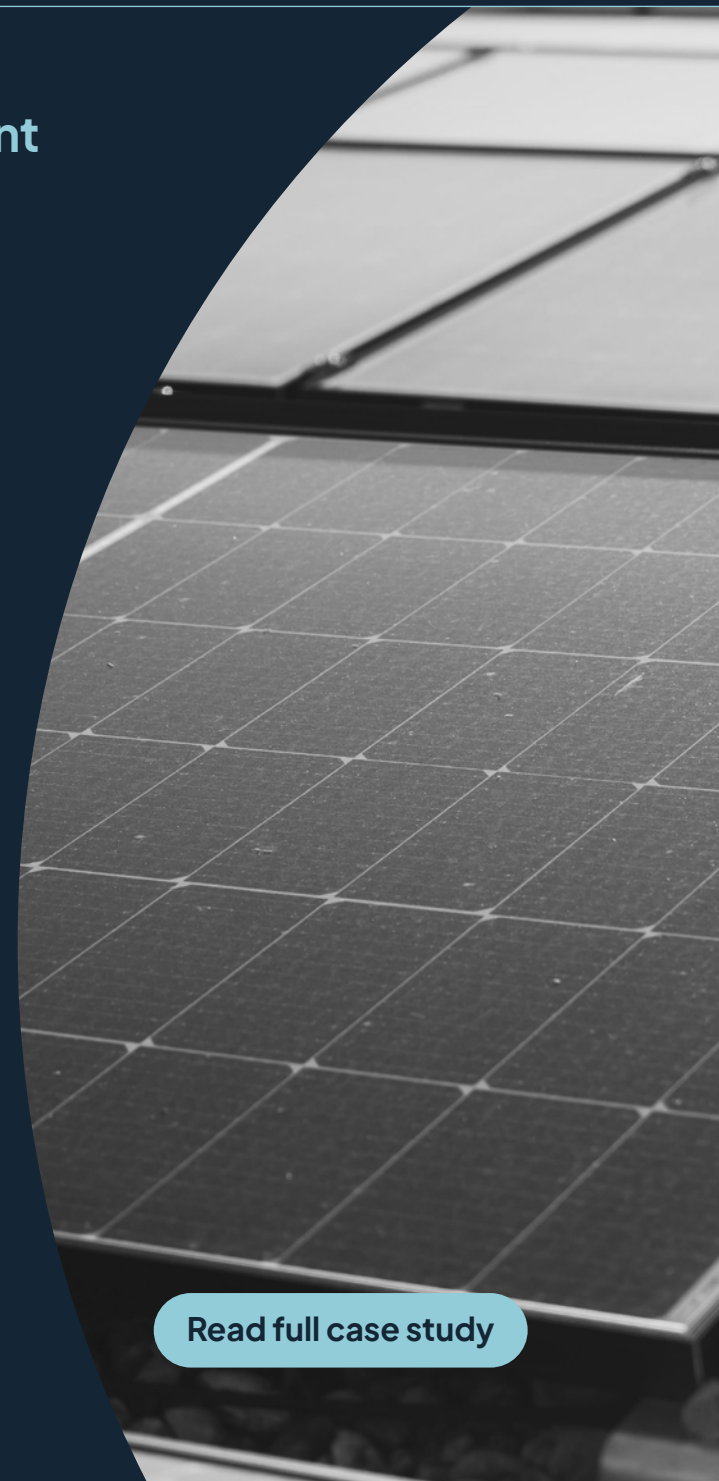
Using **Seriös ONE** to implement a CBM proof of concept, integrating existing IoT sensors into a cloud-based data platform. Asset performance data was used to deliver real-time dashboards, asset health scoring and automated alerts, enabling engineering teams to prioritise maintenance and respond quickly to emerging issues.

The Impact

Increased efficiency, greater asset intelligence and lower emissions

- Able to prioritise high-value maintenance
- Reduced reliance on planned maintenance schedules
- Faster issue detection and resolution
- Extended asset lifespan
- A scalable foundation for wider CBM adoption

[Read full case study](#)





Accelerating Growth with a Cloud Data Platform

Real-time visibility and improved decision-making across the business

Vertu Motors, one of the UK's largest automotive retailers, partnered with **Seriös Group** to modernise its data platform, improve efficiency and create a scalable foundation to support future growth.

The Challenge

Vertu Motors' on-premise data warehouse struggled to scale with growing business demands, leading to slow reporting, high maintenance costs and limited flexibility. Data was spread across multiple systems, creating inconsistent reporting and preventing a single source of truth. Limited visibility of vehicle availability across dealerships also impacted operational performance and sales opportunities.

The Solution

Seriös Group deployed Seriös ONE, the Data and AI Operating System, into Vertu Motors' AWS environment, accelerating its move to the cloud. The engagement established a single source of truth, improved financial reporting and created a scalable data foundation. This resulted in greater visibility, rapid access to trusted data and a platform that can support future growth.

The Impact

Greater agility, improved visibility and a foundation for growth

- Real-time visibility of vehicle stock across dealerships nationwide
- Faster reporting and more timely business insights
- Improved scalability to support growing data volumes
- Reduced maintenance costs through cloud modernisation
- Ability to respond more quickly to changing market conditions and demand





Migrating Regulated Data With Accuracy and Control

Ensuring compliance and continuity during platform transition

Bede Gaming provides technology and infrastructure for online gaming operators. They partnered with Seriös Group using Seriös ONE to deliver a compliance-first migration of complex operational data as part of the onboarding of a new customer in a highly regulated environment.

The Challenge

Bede Gaming needed to migrate live data and twelve months of historical data from its new customer's existing platform onto its own, whilst retaining full change history across transactions, gambling limits and player identification. The migration needed to meet strict German regulatory requirements, ensuring full accuracy, traceability and auditability while data continued to change.

The Solution

Seriös ONE, the Data and AI Operating System, accelerated the delivery of a configurable migration pipeline within Bede Gaming's infrastructure. This enabled complex data transformation across multiple systems, with built-in traceability, regulatory controls and full historical tracking, alongside a controlled cutover aligned to the wider platform transition.

The Impact

Trusted, compliant data migration at scale

- Successful migration of live and historical data in a highly regulated environment
- Full traceability and auditability meeting stringent German regulatory requirements
- Reduced operational burden, enabling internal teams to focus on wider platform transition
- Scalable, repeatable migration approach for future complex data programmes
- Embedded partnership model aligned to technical and regulatory requirements



[Read full case study](#)



Transforming Sunderland AFC's Data and Insight

Delivering measurable results on and off the pitch

Sunderland AFC partnered with **Seriös Group** to adopt **Seriös ONE**, the Data and AI Operating System, to better utilise existing data and create a unified approach across football performance, commercial operations and fan engagement.

“ Our work with **Seriös Group** has brought game-changing improvements to both our football performance and commercial operations. Moving forward, we are also working with **Seriös Group** on predictive analytics, AI-driven processes and the integration of payments and stadium access data. ”

David Bruce, Chief Business Officer, Sunderland AFC

The Challenge

Siloed and fragmented data limited insight across the club. Performance data operated in isolation, while fan data across ticketing, retail and digital systems was disconnected, making it difficult to build a single view of operations or the fanbase.

The Solution

Seriös ONE integrated multiple data streams into a single, governed platform, removing silos and creating a unified view across performance, commercial operations and fan engagement, while establishing a strong foundation for AI.

The Impact

Accessible insights across performance and commercial operations

- Richer performance data supporting scouting, analysis and player development
- Single view of the fan enabling more personalised engagement
- Improved collaboration across football, commercial and data teams
- Reduced manual effort through centralised, accessible data



[Read full case study](#)



Thank you

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 Seriös Group

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