

SER

JUNE 2026 SER TEAM · CASE
STUDY

SERTEAM.CO.UK

How FEtch cleared a Responsible AI assessment and unlocked an enterprise deal.

Closing the procurement gate without paralysing the engineering team.

CLIENT

FEtch · Fractional Execs Tech

UK-based AI-led growth platform for mid-market technology firms

BUYER

Global systems integrator

Multi-year enterprise relationship

ENGAGEMENT

Three phases

Translate · Template ·
Oversee

OUTCOME

Assessment cleared

The deal proceeded

01. The situation.

PART ONE

In late 2024, FEtch was in commercial engagement with a global systems integrator. The buyer required completion of a Responsible AI assessment as a precondition for proceeding with a multi-year enterprise relationship.

FEtch (Fractional Execs Tech) is a UK-based technology business that uses AI agents, automation, and analytics to accelerate sales, marketing, and customer engagement for mid-market technology firms. Their product set includes AI-powered SDR and BDR agents, real-time business insight dashboards, and an integrated growth engine methodology.

The assessment ran to dozens of questions covering model governance, risk classification, evaluation methodology, incident response, data lineage, supplier oversight, and human-in-the-loop controls.

FEtch had the underlying AI capability. What they did not have was a coherent governance position the buyer's procurement and assessment teams could validate against an enterprise framework.

The deadline was tight. The deal was real.

Dozens

ASSESSMENT QUESTIONS

Across model governance, risk, evals, incident response, data lineage, supplier oversight, and human-in-the-loop.

4

FRAMEWORKS IN PLAY

ISO 42001 · EU AI Act · NIST AI RMF · buyer-specific RAI classification.

3

ENGAGEMENT PHASES

Translate the position. Templatisise it. Reserve bounded advisory for what comes next.

1

MULTI-YEAR DEAL

A global systems integrator relationship. Accepted and proceeding.

02. What was actually missing.

PART TWO

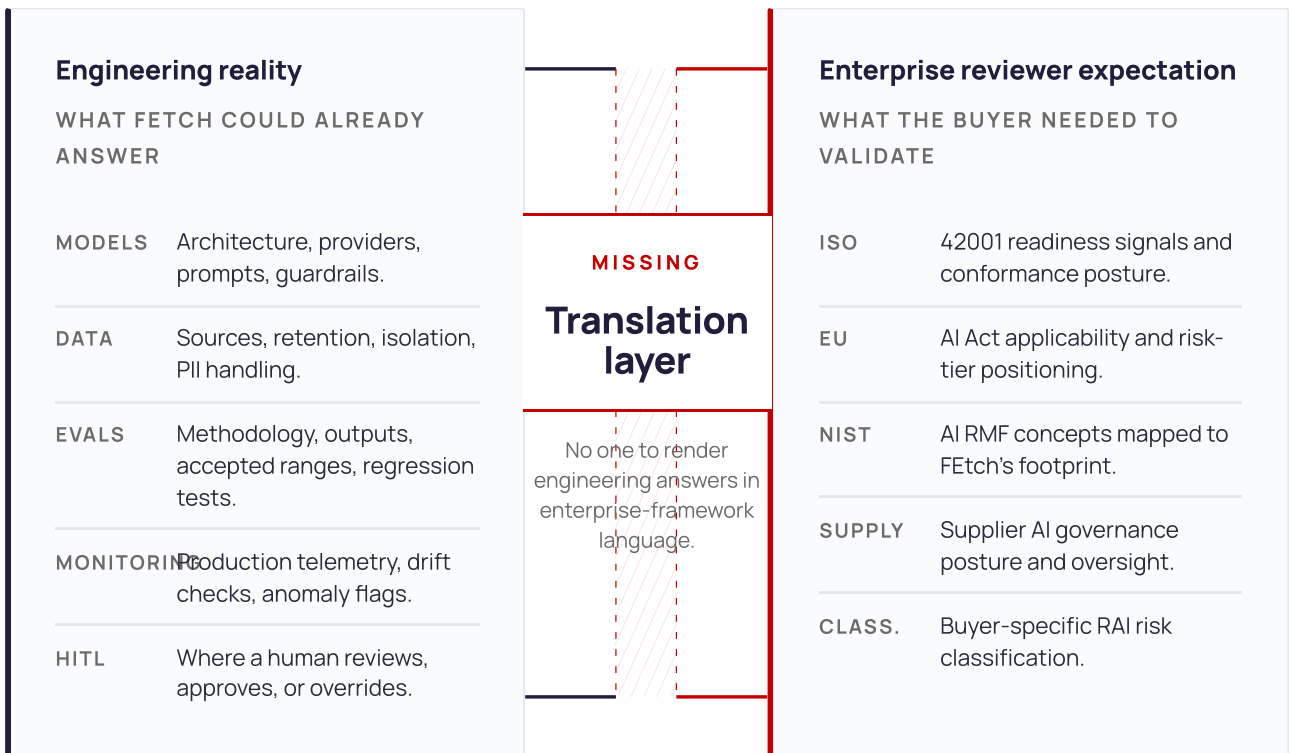
The gap was not technical. FEtch’s engineering team could speak to how their AI agents were built, what models sat behind them, how they handled data, and how they monitored outputs. They could answer any of those questions in their own language.

The problem was that no one in the organisation could render those answers in the form the buyer’s procurement and assessment teams needed. The buyer was looking for governance evidence aligned to recognisable enterprise frameworks: ISO 42001 readiness signals, EU AI Act risk tier positioning, NIST AI RMF concepts, supplier governance posture. FEtch’s engineering reality was sound. The translation between that reality and what enterprise reviewers would accept did not exist.

This is the gap most mid-market AI vendors hit at the procurement stage. The deal does not die on price or product. It dies because the vendor cannot produce a single, coherent, internally consistent governance response that the buyer’s procurement and assessment teams can sign off on.

EXHIBIT 1 The translation gap between engineering reality and enterprise reviewers.

FETCH · PRE-ENGAGEMENT STATE



Reading the exhibit. Both columns existed inside FEtch. Neither side could speak the other’s language without intermediation. The deal sat over the hatched zone: close enough to see, not yet close enough to ship.

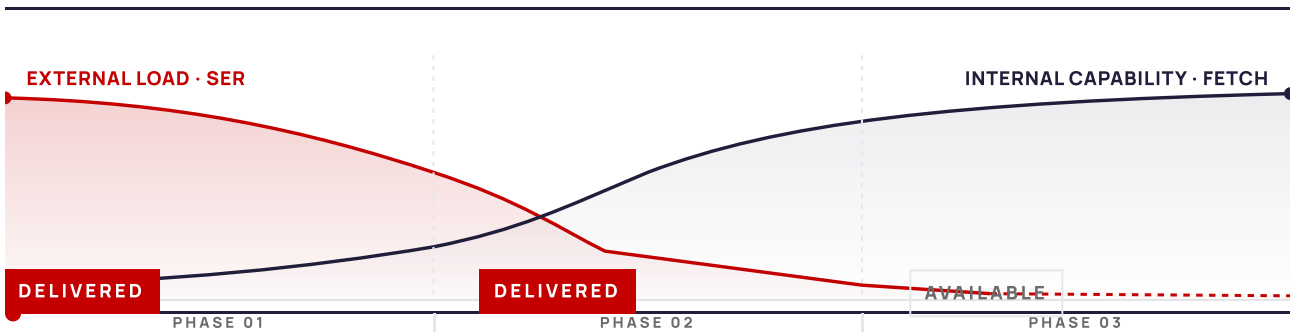
03. How the engagement was designed.

PART THREE

The engagement was scoped around three discrete phases. The structure was deliberate. Mid-market technology firms cannot sustain a permanent AI governance function. They need to clear the threshold once, internalise the capability, and call for external judgement only when stakes warrant it.

EXHIBIT 2 Three-phase engagement architecture. External load falls as internal capability rises.

SER TEAM ·
ENGAGEMENT MODEL



01 PHASE

Translate

Produce the governance documentation set required by the immediate assessment. Bridge engineering input and the standards the buyer's procurement and assessment teams would validate against.

OUTPUT	Assessment-ready response
OWNERSHIP	SER to buyer
CADENCE	Time-boxed sprint

02 PHASE

Template

Convert the artefacts produced in Phase 1 into reusable frameworks FEtch's team could populate themselves on future enterprise opportunities. Make the next assessment a population exercise rather than a translation exercise.

OUTPUT	Reusable artefact suite
OWNERSHIP	Handover to FEtch
CADENCE	Closes the engagement

03 PHASE

Oversee

A bounded advisory layer available for review and judgement on subsequent governance work, sized in hours per quarter rather than days per month.

OUTPUT	On-call senior judgement
OWNERSHIP	FEtch retains control
CADENCE	Hours per quarter

Reading the exhibit. External load is concentrated in Phase 1 to clear the immediate gate. Phase 2 transfers the capability across. Phase 3 is the permanent low-amplitude option, not a recurring spend. For FEtch, Phases 1 and 2 were sufficient for the commercial requirement; Phase 3 remains available.

04. Phase 1: what was delivered.

PART FOUR

Phase 1 produced the governance documentation set required by the assessment. Specifically:

GOVERNANCE FRAMEWORKS COVERED

- ISO 42001
- EU AI Act
- NIST AI RMF
- Buyer-specific RAI classification

01 Responsible AI assessment response
 A complete response covering all domains the buyer required.

02 AI model inventory
 Mapped against EU AI Act risk tiering and the buyer's own classification framework.

03 Documented AI risk register
 Covering FEtch's specific AI footprint, with named owners and treatment positions.

04 ISO 42001 readiness action plan
 The gap between FEtch's current posture and certifiable conformance, with sequenced remediation steps.

05 EU AI Act readiness mapping
 Applicability, obligations, and timelines.

06 Governance positions
 On data lineage, evaluation methodology, incident response, human oversight, and supplier AI governance.

The documentation was structured so that the buyer's procurement and assessment teams could validate it directly against their own frameworks, without sending it back for clarification or rework. The response was delivered on time. The buyer accepted it. The multi-year enterprise relationship proceeded.

Outcome · Phase 1 close

05. Phase 2: what was handed over.

PART FIVE

The artefacts from Phase 1 were converted into a set of reusable frameworks. These were handed over at the close of the engagement. They make the next enterprise assessment a population exercise.

- | | |
|--|---|
| <p>A Response template</p> <p>The FEtch team can populate this for subsequent enterprise Responsible AI assessments.</p> | <p>B Decision trees for AI risk classification</p> <p>Aligned to ISO 42001, NIST AI RMF, and EU AI Act risk tiering.</p> |
| <p>C Model documentation pattern</p> <p>Captures the governance evidence enterprise reviewers look for at the point of model release rather than retrospectively.</p> | <p>D Worked examples and language patterns</p> <p>For translating engineering reality into governance documentation.</p> |

06. Phase 3: the architected next step.

PART SIX

Phase 3 sits as an available continuation of the engagement model rather than a delivered outcome of this specific engagement. It would consist of bounded advisory hours for review and judgement on subsequent governance work, typically engaged when the next significant enterprise opportunity arrives or when material changes to the AI footprint warrant a fresh governance position.

For FEtch, the bounded delivery of Phases 1 and 2 was sufficient for the immediate commercial requirement. Phase 3 remains available as a structured option.

07.

The view from FETch.

PART SEVEN

“

The Responsible AI assessment was a significant commercial gate for us. Troy got us through without pulling the engineering team off their roadmap, and left us with documentation that forms the basis for our own AI governance and sets us up for the next one.

Alan Giles · Chief Executive Officer, FETch

08.

The Trust Threshold in your business.

PART EIGHT

THE TRUST THRESHOLD

Most mid-market firms selling AI capability into enterprise are operating below it without knowing.

The signal is rarely in the product. It is in the pipeline. If you recognise these patterns, the question worth asking is not how to improve your compliance posture. It is where the gap actually sits in your organisation, and what the architecture for crossing it looks like.

THE PATTERNS TO WATCH FOR

- Deals that should close stall at procurement.
- Responsible AI assessments come back with questions the engineering team cannot answer in governance language.
- Reviewers on the buyer side are asked to interpret documentation rather than validate it.

09. Conversation.

PART NINE

If you have an enterprise deal stalled in procurement over an AI assessment, get in touch. No scoping form, no funnel. A direct conversation about whether this is solvable for you in the time you have.

Start the conversation.

A direct call, in the time you have, on whether this is solvable.

[EMAIL TROY NORCROSS >](#)

ABOUT THE AUTHOR

Troy Norcross, AIGP

Troy Norcross, AIGP, is the founder of SER Team. He works as a fractional CTO and AI governance advisor to mid-market technology firms selling into enterprise, and holds the AIGP certification from the IAPP.

troy@serteam.co.ukserteam.co.uk