Colibri Digital x Helio Intelligence

Enhancing intelligence, not replacing it:

An AI-Driven Journey

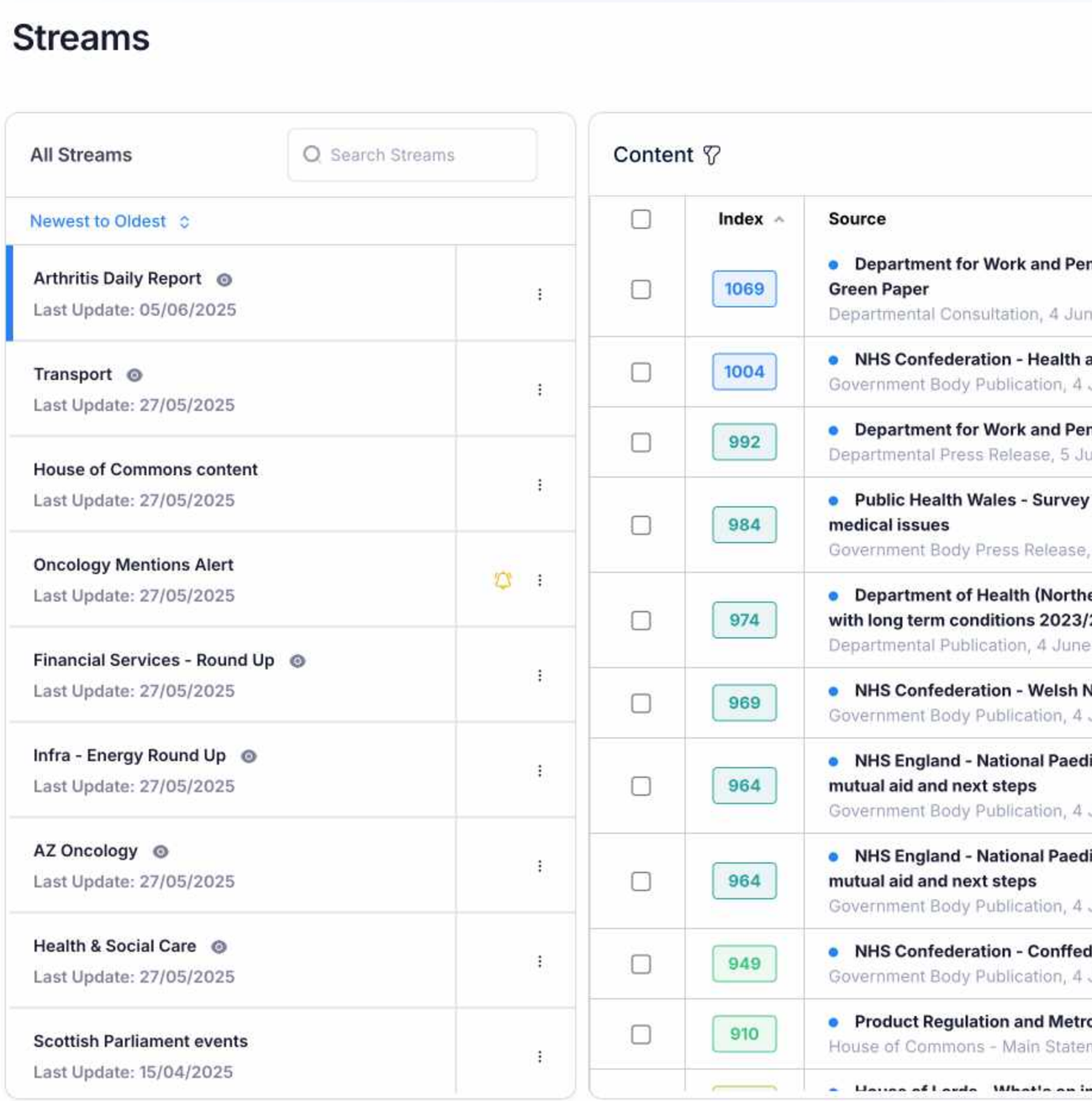
Colibri Digital

helio intelligence

The client

Helio Intelligence is the leading provider of political intelligence, known for delivering real-time monitoring and expert in-depth analysis of policy developments across the UK and EU.

Operating in a complex, rapidly changing policy environment, Helio Intelligence's analysts were spending significant time each day manually tracking, filtering, and summarising political signals. From committee transcripts to government websites, and direct data feeds, the volume of information was only increasing, while the client expectations for speed and insight was rising in parallel.



The aim

Helio Intelligence sought a solution that could boost efficiency and reduce manual and repetitive workloads, without compromising the editorial integrity or human expertise that defines its service.

The industry has been slow to adapt technologies and there were concerns internally that leaning on AI could reduce output quality. In reality, as political monitoring involves vast data volumes and long time horizons, there was a great opportunity for AI optimisation.

> “Helio Intelligence was curious whether AI could help its team work smarter - not just faster - without losing its edge in human expertise. We came in to explore whether AI could automate the more manual tasks and free up the team to focus on high-value analysis.”

Gelareh Taghizadeh
Head of AI & Data Science at Colibri

“We saw an opportunity to push beyond our sector. Inspired by industries like FinTech and BioTech, we realised technology could drive better human outcomes. We wanted to lead that shift in our industry *and* be the ones to set the standard.”

Craig Unsworth

Group Chief Product Officer, Helio Intelligence

The approach

Helio Intelligence turned to Colibri, a data and AI consultancy, specialised in solving complex information challenges.

Together, they set out to transform Helio Intelligence's workflows using AI. The approach wasn't to replace editorial judgment or remove humans from the process, it was to automate the routine, so people could focus where they add the most value.

"Our approach is always collaborative—we co-create with clients to make sure the solution fits their needs exactly.

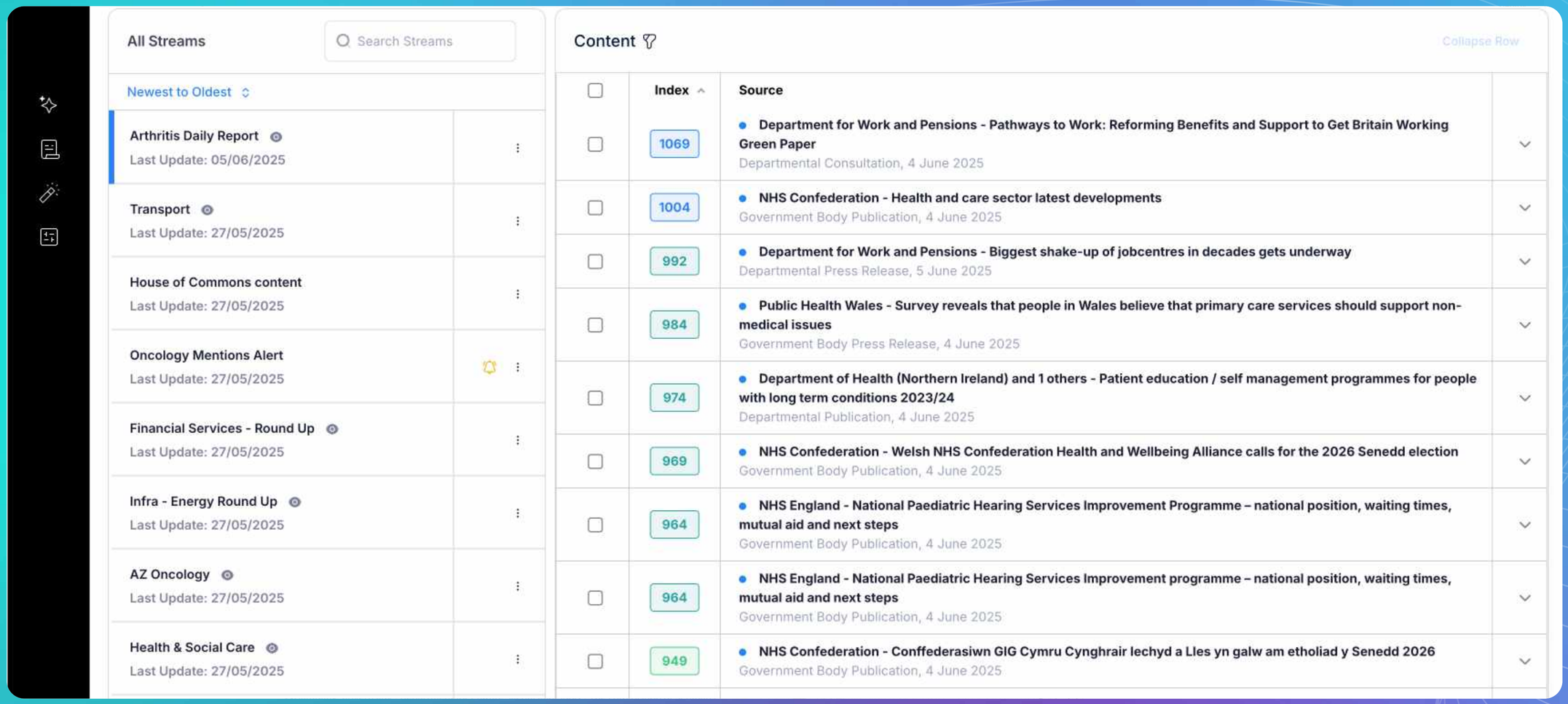
With Helio Intelligence, we started small, with a proof of technology, followed by a proof of concept, and used it to build confidence. Helio's team was understandably skeptical at first, but once they saw the impact, they leaned in."

Gelareh Taghizadeh
Head of AI & Data Science at Colibri

The solution

A bespoke, cloud-native AI platform for political intelligence, built by Colibri and Helio.

Combining their expertise together, Helio Intelligence and Colibri reimagined political monitoring from the ground up, building a custom, cloud-native multi-agent system on AWS, tailored to the complexity and nuance of political data.



The solution

Intelligent retrieval

Moving beyond traditional keyword search, Colibri worked closely with the Helio team to develop a semantic retrieval engine capable of understanding meaning and context. This allowed the system to pull relevant content from a wide range of structured and unstructured sources more intelligently and efficiently.

Built-in AI evaluation lab

Colibri and Helio Intelligence teamed up to launch an internal AI evaluation lab, a shared initiative to continuously test, refine, and evolve new models. Co-creating a feedback engine that ensures the platform stays ahead of the curve, tracking the latest developments across both open-source and proprietary AI through AWS.

Agent-based architecture

At the core of the solution is a Retrieval-Augmented Generation (RAG) agent, designed to rank and score content based on relevance, quality, and editorial value. These agents continuously learn from editor interactions, improving accuracy over time and aligning outputs with real-world needs.

The outcome

A scalable platform for the future.

The result is a purpose-built platform that automates the highly manual work that enhances human value instead of replacing it

Tasks like tagging, classification, and information retrieval have been transformed into stream-based workflows. Editors are now presented with high-quality, relevant content; pre-sorted, scored, and ready for analysis.

The saved time is now pent on high-impact editorial work, bringing more value to end users and facilitating more fulfilling work for employees.

AI hasn't simply sped up the process, it's improved it. It's capabilities surpass the combination of machine and human inputs. Tagging is more accurate. Classification is smarter. The system allows for rapid scale without additional headcount.

Uncovering missed insights
AI able to make new links across previously overlooked insights

Improved ranking
Key documents prioritised, reducing search time

Better coverage
AI finds insights that manual methods missed

Faster response time
Analysts get results in seconds instead of days.

> "Tasks that used to take hours such as monitoring, filtering, evaluating, can now be automated. Analysts are no longer spending time manually sorting through content. This process is more reliable. The system presents the most relevant sources with explanations for why they were selected."

Gelareh Taghizadeh
Head of AI & Data Science at Colibri

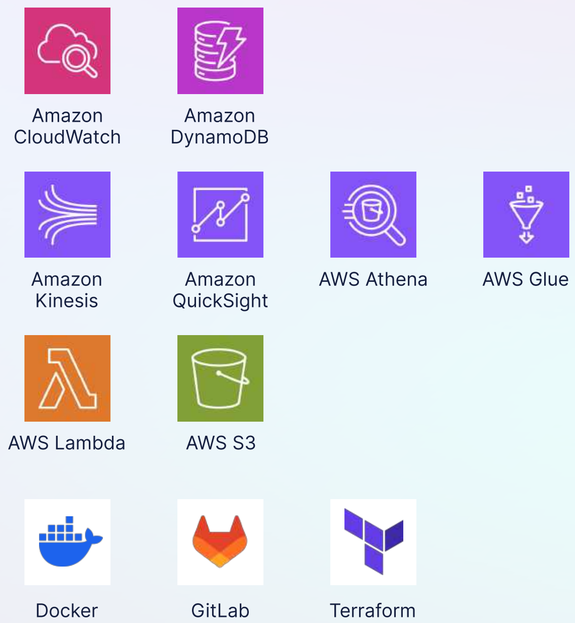
Powered by AWS. Delivered by Colibri: A Trusted Cloud & Generative AI Partner

Colibri Digital is an AWS Premier Tier Partner and one of just 50 companies in Europe recognised by AWS for excellence in Generative AI. We combine deep technical expertise with strategic insight to help enterprises unlock the full potential of cloud and AI, securely, creatively, and at scale.

AWS was the ideal platform for Helio Intelligence, offering the flexibility and robustness needed to support an ambitious, data-driven solution:

- Scalability on Demand – AWS provides near-infinite scalability, enabling Helio to seamlessly manage spikes in usage and future growth.
- Best-in-Class Security & Compliance – Advanced encryption, identity management, and global compliance standards ensure Helio's data remains protected at all times.

Key Technologies and Platforms in the AWS Architecture Setup



"The collaboration between AWS, Colibri Digital and Helio Intelligence exemplifies how the right strategic partnerships drive measurable impact. By combining AWS's scalable cloud foundation, Colibri's deep AI and data expertise, and Helio's forward-thinking leadership, we've enabled faster innovation, reduced risk, and positioned the business for long-term growth."

Sara Richeldi
AWS Account Manager

“

The solution improves quality at every level from employee satisfaction, client experience, and technical scalability. It’s a story of how AI can enhance, not replace and we’re delighted to have co-authored this story with Colibri.”

Craig Unsworth

Group Chief Product Officer, Helio Intelligence

Conclusion

The collaboration between Helio Intelligence and Colibri has set a new benchmark for the political intelligence sector; one where advanced technology and editorial expertise work in tandem.

By implementing a tailored AI platform, Helio Intelligence has transformed its intelligence workflows from manual and reactive to intelligent and scalable.

In the long term, Helio Intelligence has established itself as a pioneer in AI-driven political intelligence. With an internal AI evaluation lab and a modular infrastructure, the organisation is not just prepared for technological change, it's leading it. This foundation unlocks new service opportunities, supports innovation, and signals a shift in how political intelligence is delivered in an era of intelligence shifting and sharing.

> "With Colibri as a partner, we're pushing boundaries and proving what's possible when you put smart people and smart tech together. We're building a platform that will lead the sector."

Craig Unsworth

Group Chief Product Officer, Helio Intelligence

Colibri Digital

For more information about Colibri Digital visit

www.colibridigital.io

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