

# Colibri Digital x Helio Intelligence

Enhancing intelligence, not replacing it:  
An AI-Driven Journey

# 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.

## Streams

All Streams		Search Streams
Newest to Oldest		
Arthritis Daily Report		
Last Update: 05/06/2025		
Transport		
Last Update: 27/05/2025		
House of Commons content		
Last Update: 27/05/2025		
Oncology Mentions Alert		
Last Update: 27/05/2025		
Financial Services - Round Up		
Last Update: 27/05/2025		
Infra - Energy Round Up		
Last Update: 27/05/2025		
AZ Oncology		
Last Update: 27/05/2025		
Health & Social Care		
Last Update: 27/05/2025		
Scottish Parliament events		
Last Update: 15/04/2025		

Content		
	Index	Source
	1069	Department for Work and Pension Green Paper Departmental Consultation, 4 Jun
	1004	NHS Confederation - Health a Government Body Publication, 4 J
	992	Department for Work and Pen Departmental Press Release, 5 Ju
	984	Public Health Wales - Survey medical issues Government Body Press Release,
	974	Department of Health (North with long term conditions 2023/ Departmental Publication, 4 June
	969	NHS Confederation - Welsh N Government Body Publication, 4 J
	964	NHS England - National Paedi mutual aid and next steps Government Body Publication, 4 J
	964	NHS England - National Paedi mutual aid and next steps Government Body Publication, 4 J
	949	NHS Confederation - Confed Government Body Publication, 4 J
	910	Product Regulation and Metro House of Commons - Main Statem
		House of Lords - Whistle on in



# 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.

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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.

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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 reimaged 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.

All Streams

Search Streams

Newest to Oldest

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Transport  
Last Update: 27/05/2025

House of Commons content  
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Financial Services - Round Up  
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Infra - Energy Round Up  
Last Update: 27/05/2025

AZ Oncology  
Last Update: 27/05/2025

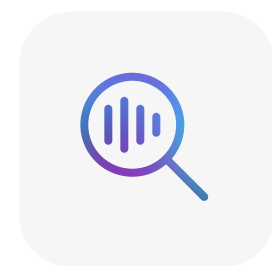
Health & Social Care  
Last Update: 27/05/2025

Content

	Index	Source	
<input type="checkbox"/>	1069	Department for Work and Pensions - Pathways to Work: Reforming Benefits and Support to Get Britain Working Green Paper Departmental Consultation, 4 June 2025	▼
<input type="checkbox"/>	1004	NHS Confederation - Health and care sector latest developments Government Body Publication, 4 June 2025	▼
<input type="checkbox"/>	992	Department for Work and Pensions - Biggest shake-up of jobcentres in decades gets underway Departmental Press Release, 5 June 2025	▼
<input type="checkbox"/>	984	Public Health Wales - Survey reveals that people in Wales believe that primary care services should support non-medical issues Government Body Press Release, 4 June 2025	▼
<input type="checkbox"/>	974	Department of Health (Northern Ireland) and 1 others - Patient education / self management programmes for people with long term conditions 2023/24 Departmental Publication, 4 June 2025	▼
<input type="checkbox"/>	969	NHS Confederation - Welsh NHS Confederation Health and Wellbeing Alliance calls for the 2026 Senedd election Government Body Publication, 4 June 2025	▼
<input type="checkbox"/>	964	NHS England - National Paediatric Hearing Services Improvement Programme – national position, waiting times, mutual aid and next steps Government Body Publication, 4 June 2025	▼
<input type="checkbox"/>	964	NHS England - National Paediatric Hearing Services Improvement programme – national position, waiting times, mutual aid and next steps Government Body Publication, 4 June 2025	▼
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# The solution



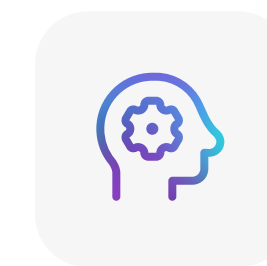
## Intelligent retrieval

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



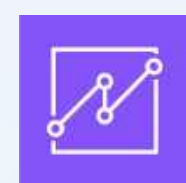
Amazon  
CloudWatch



Amazon  
DynamoDB



Amazon  
Kinesis



Amazon  
QuickSight



AWS Athena



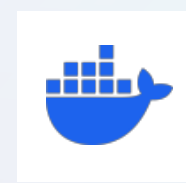
AWS Glue



AWS Lambda



AWS S3



Docker



GitLab



Terraform

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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

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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.

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“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



For more information about Colibri Digital visit  
[www.colibridigital.io](http://www.colibridigital.io)



