



G-Cloud 14

Lot 3 Cloud Support

Service Definition

Station10 Data Consultancy Services

Station10 Limited

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1. Service Overview

Company Overview

At Station10, we translate data into insights.

We're experts in analysing multichannel data and turning this into valuable, effective insights about your consumers. We help various organisations in the public and private sectors navigate through their data journey, from strategy, planning & implementation, to in-depth analysis, digital data science & insight, and synchronising information to improve outcomes.

Station10 was the codename for Bletchley Park, the original data scientists. And like them, we crack seemingly impenetrable problems. Brilliant people; empowering insight.

For more information see our website: www.station10.co.uk.

Value Proposition

Technology is revolutionising how we all buy goods, engage with services, and manage our lives. As citizens, we want the same experience in how we interact with government agencies. Because not all services are entirely online, it is important to understand how the public interact across multiple channels, not just one, with the aim of synchronising across organisations and channels.

Insight from this multichannel data has high value, yet too many organisations are not set up to analyse, gain insight, or implement data-led multichannel recommendations objectively or effectively. The market leaders are the organisations that can best understand and manage the data enhancement at their disposal to promote customer inclusivity.

At Station10, we are experts at understanding complex data sets, and the techniques and methods by which to analyse and bring them together to build an omnichannel view of customers and fellow citizens.

What the Service Provides

We help our clients to understand digital data and how digital citizens behave. Our services range from strategic consultancy around how to set up data systems and insight teams, to technical implementation of digital analytics and related tools such as Google Analytics 360 or Adobe Analytics. We also deliver rapid insights to inform key business decisions and the subsequent optimisation to action those insights. In addition, we understand the importance of empowering leadership and enhancing staff skills, so we also provide bespoke training courses on the key insight tools, negotiable as part of our packages or as a separate service.

Overview of the G-Cloud Service

Our team of expert analysts specialise in guiding you through the various steps of your data journey; helping to create and execute a data-driven business strategy – from identifying which tools to use in the first place, to ongoing analytics support; from deep dive insight and predictive modelling, to bespoke training and team set-up.



Data Strategy & Governance Consultancy



Data Privacy & UKGDPR Consultancy



Digital Analytics & Marketing Tags:
Audit & Implementation



Data Analysis & Insight



AI & Data Engineering



Business Reporting, Visualisation & Dashboarding



Personalisation, Experimentation &
Conversion Rate Optimisation



Data Analytics & Conversion Rate
Optimisation Training



Data Strategy & Governance Consultancy

Our team of expert consultants specialise in helping you build and execute a data-driven business strategy – from identifying which tools to use and how to structure your teams, to defining frameworks and KPIs and outlining governance processes to ensure consistent data model management across your business.

We'll ensure your data analytics function is working for you and helping your team to become a centre of excellence. This can include:

- Structuring internal teams and defining the roles within them
- Picking the tools and technologies that best fit your business needs
- Determining the optimum way to implement and use those tools
- Defining measurement frameworks
- Integrating data into operational best practices
- Shaping governance processes to ensure consistent data model management across multiple sources and business units

The work involved should be bespoke to the project needs, but will generally consist of:

- Requirement gathering
- Discussion workshops with key stakeholders
- Provision of documentation
- Roadmapping for implementations, including but not limited to
 - Recruitment needs
 - Measurement framework definitions
 - Value mapping
 - Tool RFPs
 - Implementation architecture planning
 - Critical path definitions
 - Deliverable identification

We can carry out any or all of these steps independently or within any existing project management framework, providing consultancy or direct assistance as required by the needs of the particular project. We can also work with your goals and targets to advise you how to best measure them, providing you with a bespoke data strategy and future-proofing your organisation's data capabilities.



Data Privacy & UKGDPR Consultancy

Our team of expert consultants specialise in helping you achieve and maintain compliance against privacy regulations including UKGDPR. We'll cover all aspects of compliance from understanding the regulation and initial auditing, to governance processes and ongoing checks, including training your team to ensure ongoing compliance.

Typical work includes:

- Compliance auditing
- Understanding compliance consultancy
- Auditing training
- Compliance monitoring and maintenance
- Compliance consultancy for ongoing development

- Safari and Chrome browser cookie restrictions consultancy

We'll work with you to understand your existing data sources, management and processes in order to highlight compliance requirements and the digital impact on your organisation. We'll provide a roadmap to compliance and help you get in place the tools and processes in order to maintain compliance across your organisation.



Digital Analytics & Marketing Tags: Audit & Implementation

We design and build your personalised solution. We perform web analytics and tag implementation audits for tools such as Google Analytics and Adobe Analytics. Our implementations provide the right data, aligned with your organisation's strategy, to drive actionable insight.

Implementation work typically includes:

- Workshops with your key stakeholders to generate a comprehensive set of strategic requirements
- Aligning strategic requirements with the capabilities of the tools being used. We are tool agnostic, so have extensive experience of all the main digital analytics platforms and tag management solutions – as well as several niche players and emerging tools.
- Creation of design and specification documentation that is clear to both stakeholders and developers alike, covering the analytics tool design, tag management structures and data layer specifications.
- Audit and implementation of marketing or any other tags.
- Our team works alongside your development and analytics teams to ensure the end result works flawlessly and you get value from your data toolset.



Data Analysis & Insight

Our consultants provide insight and analysis expertise, across multiple complex data sources (both online and offline) and data collection tools, either alongside your own team or independently to investigate and scrutinise data to provide answers to strategic questions. Our work is structured into short insight sprints to deliver rapid, actionable insight to your team.

Types of projects include:

- Analysis and interpretation of customer/user/citizen data
- Multichannel customer journey analysis
- Analysis and interpretation of marketing data
- Creating and refining attribution models
- Synchronising data across silos to build a single view of the citizen
- Identifying customer segments and validating personas
- Answering specific questions about citizen or customer behaviour



AI & Data Engineering

Our AI & Data Engineering experts help our clients make better decisions with data. We provide a range of services to help you become more data-driven, keep your users happy, and your organisation successful.

Types of projects include:

- Multi touch attribution & customer journey insight: Multi touch attribution helps organisations understand how different marketing touchpoints contribute to a conversion, treating the series of touchpoints and conversion as a customer journey to allow credit to be assigned more accurately across contributing marketing touchpoints. We delve into your marketing data to understand your customer journey and build a tailored attribution model to enable you to maximise the ROI from your marketing activity.
- Customer retention & RFM (Recency, Frequency, Monetary Value) segmentation: we know that acquiring customers and users is more expensive than retaining them, so it's vital to detect and act on potential churn as early as possible. We leverage RFM techniques to segment customers based on how recently they made a transaction, how often they transacted and how much they've spent, and build bespoke churn models to estimate the likelihood of a customer leaving.
- Data engineering for digital marketing – We help you connect, organise and process data to provide solid foundations for analysis of your marketing.



Business Reporting, Visualisation & Dashboarding

We collate, transform, analyse and translate data into insights to inform your organisation's strategy. Specialising in joining data from a myriad of sources, we work with the latest advanced analytics and visualisation techniques and tools, helping you stay ahead of the curve and drive digital transformation.

Typical projects include:

- Creating custom reporting
- Data visualisation
- Performance dashboarding
- Data discovery and tool selection
- Data preparation (integrations, cleansing, transformation)
- Aggregation of multiple data sets from disparate sources
- Tools include: Excel, Tableau, Domo, PowerBI, Adverity plus other niche players.



Personalisation, Experimentation & Conversion Rate Optimisation

Enhance the experience of your users and use data to evolve your digital properties through digital conversion rate optimisation and personalisation.

We offer comprehensive personalisation and CRO services, including:

- Technology implementation
- CRO strategy
- Personalisation strategy
- Customer segment analysis
- Hypothesis development
- Roadmap creation and prioritisation
- Test planning
- Test build and QA
- Test analysis

Once again, we are tool agnostic, having a breadth of experience across tools like Adobe Target, Oracle Maxymiser, Optimizely, Monetate and more.



Data Analytics & Conversion Rate Optimisation Training

We know that one of the key features of a successful organisation is having internal expertise and knowledge. We upskill your team, so you can continue to explore your data and gain further insights independently.

- We provide training for beginners to advanced users
- We can provide ongoing training programmes & workbooks
- If required, we'll set up course tests and examinations

We provide bespoke training on a wide range of tools and services to enable the democratisation of data across your organisation. Our training options are flexible and can be included in any service package at our standard rates, or purchased separately as required.

Training topics include:

- Digital Analytics
- Tag Management
- Data Science
- Data Visualisation
- Personalisation and Experimentation

The above topics are available as general courses, or training in specific using specific, relevant software.

2. Data Protection & Security

Information Assurance

In almost all scenarios, the digital data that is captured does not include any Personally Identifiable Information (PII). This is because we have normally designed it in this way, and so only anonymous and pseudonymous data will be analysed.

For those projects where PII data is requested, we will assess whether this is truly required, and then work alongside the client to ensure the data is captured, transferred and processed in a compliant manner. Risk assessments are conducted prior to assignment.

Data Back-Up, Data Restoration and Disaster Recovery

Any precise details for any clients in terms of data back-up can be discussed with the client before an order is placed and agreed. However, we have a general BCDR plan summarised here and available in full on request.

The scope of the plan is limited to scenarios where normal operations are no longer possible over a sustained period, or significantly impaired by factors outside Station10's control, such as a loss of utility service (power, water), connectivity (system sites), or catastrophic event (weather, natural disaster, vandalism). Should these events cause an interruption in the service provided by Station10 operations, an Incident Response plan would come into effect, which covers, but is not limited to, procedures and policies to mitigate damage from natural disaster/fire/flood/etc.

This plan is reviewed every two years to ensure it is up-to-date, and the processes outlined were fully tested during Covid lockdown and our business was able to continue to function as normal.

Data backup policy

Full and incremental backups preserve corporate information assets and are performed on a regular basis for audit logs and files that are irreplaceable, have a high replacement cost, or are considered critical. Backup media is stored in a secure, geographically separate location from the original and isolated from environmental hazards.

File retention policy

Files are kept in cloud storage, and backup files are also stored at three locations that are secure and geographically separate.

Billing files

- Files less than three years old must be stored locally offsite.
- The system supervisor is responsible for the transition cycle of files.

Operations recovered

Assuming employees are in place to support operations, the company can declare that it is functioning in a normal manner straight away, as all software and files are cloud based.

Privacy by Design

As mentioned previously, almost all data scenarios Station10 is involved with will not involve full PII data. We will always challenge any inclusion of PII data, and only generally include anonymous and pseudonymous data, where we would not have the key data to other PII data sets, thereby rendering our data effectively anonymous, for the purposes of any analysis.

We have worked alongside several organisations in GDPR planning, and regularly challenged their teams in including PII data in systems in which they are not truly required. We have introduced DPIA documentation to clients on projects, to ensure that the full privacy process is conducted upfront.

Security

Station10 activity sometimes involves processing or analysing data within tools and systems owned or purchased by our clients from their selected vendors. In these cases, all access to data is managed by the Client, with relevant due diligence in place between the client and their vendor (such as Adobe for example). All Station10 business systems are enterprise level systems, with appropriate security and protections to ensure any data held within is secure.

We also have Cyber Awareness Plus certification, which ensures that our Data Security processes are robust and fit for purpose, and we have done so for several years.

We have a detailed Data Security policy, which we follow as a company. All new employees are informed of the policy details.

3. Using the service

Ordering and Invoicing

To order with Station10, the client will typically email their requirements/request to discuss requirements first by emailing hello@station10.co.uk.

We will typically provide support and assistance in confirming the order after that point, including writing a clear Statement of Work to define the scope of the project.

Availability of Trial Service

For long-term (over 1 year) engagements, we can provide a trial period for insight support or insight sprint services on request.

On-Boarding, Off-Boarding, Service Migration, Scope etc.

At the beginning of a typical project, we will conduct a kick-off meeting with key team members to confirm scope and roles on each side. Normally, this will be conducted by a dedicated person (e.g. a Senior or Lead Analyst for the project) to provide assistance and continuity.

This process will also agree the exact deliverables and documentation to be provided on the project.

Ideally, at the end of any long-term project, and particularly with training, we will look to hand over the activities to the key client contacts, so that they can pick this up in the future without requiring assistance from Station10.

Access to Data & Documentation

The client retains ownership of data and access to tools used as part of the services. Station10 will need to be granted access to relevant tools for the duration of the project (as outlined in the [Technical Requirements and Client-Side Requirements](#) section), and can be removed at the end of the project.

Any documentation created as part of the project will be handed over to the client.

Training

Training is one of our services, so this is covered earlier in this document, however any training needs requisite to an individual project would be negotiated and included prior to project start, and delivered in line with an agreed project plan. Separate training requirements can be included and fulfilled separately as per the client's particular needs.

Service Management

As we provide "human" services, rather than IT, this section is not applicable. If there are service requirements, these would be discussed and agreed on an individual basis at the beginning of a project.

Service Levels

Our standard service terms and hours are business hours Monday-Friday, UK time.

However, we appreciate that projects require flexibility so we provide appropriate service level responses in our individual statements of work bespoke to each assignment.

Financial Recompense Model for not Meeting Service Levels

Station10 agrees to work in accordance with the G-Cloud framework terms and conditions, and subject to statement of work provision.

4. Provision of the service

Technical Requirements and Client-Side Requirements

Client to provide:

- Access to all required and requested data sources (managed by the client or any third parties) for the duration of the project.
- All documents, materials, data or other information necessary for the completion of the services.
- Access to all relevant sites as necessary.
- Agreement upon and, if necessary, supply templates that are to be used for delivery of documentation.

Outcomes/Deliverables

As outlined previously, the precise deliverables and outputs will be defined as part of the order form process, or at the project kick-off stage. These will vary depending on the exact nature of the project.

Termination Process

Any agreement for ongoing services will continue until the end of the contracted time. Either party can serve notice to terminate before that time with 60 days' notice, provided that if any statement of work is then due to expire after the end of that period, the overall term will extend until the end of the service period in that statement of work.

If either party fails to perform any obligation under the agreed terms, either party may terminate the agreement. Failure to pay fees due in the agreed period would be regarded as a material breach.

Either party may end the services contract immediately if the other party:

- ceases to trade, or threatens to do so
- appoints a receiver or administrator over the assets of the company
- makes any arrangement for the benefit of its creditors
- goes into liquidation (unless this is part of a planned merger, reconstruction or similar)

Upon termination, Station10 will be paid all money due up to and including the date of termination.

5. Our experience

Case Studies



Data Strategy: We can work with your goals and targets to advise you how to best measure them, providing you with a bespoke data strategy and future-proofing your business' data capabilities. Like the work we did for a **government agency**: they were in the process of redesigning the web journeys for an existing online process. The team realised they needed to understand how citizens behaved on the journey to inform design processes and where there were pinch points. However, this also meant they needed to have the skills and capability within their design teams to understand this information. We helped them in designing an insight process so that the relevant insights were fed into the journeys at the right time, and to make sure the teams had the relevant skills to interrogate the data.



Data Privacy, GDPR and PECR: As part of our work with **one of the UK's leading financial services organisations**, we developed a comprehensive data protection strategy, covering GDPR & PECR requirements including lawful processing, consent, rights of data subjects, obligations of controllers, depersonalisation and e-Privacy requirements.

We began by auditing existing data capture, consent management, data usage, storage and technology. We ran an RFP for privacy and consent capture software and, with the new technology in place, we were able to create a granular information asset register to map data connections, access, and owners.

We also designed a workflow for the GDPR and DPIA managers to manage all data collection requests. In order to do this we ran workshops with their legal team to define the data collection policy, and then produced a checklist and workflow for the GDPR and DPIA managers to follow.

This gave a clear structure for data and privacy management, now used throughout the organisation to maintain security and confidentiality of customer and contact information.



Digital Analytics and Marketing Tag Implementation: We perform analytics implementations that provide the right data, aligned with your business strategy, to drive actionable insight. As part of an initiative to **increase recruitment**, this **public sector organisation** overhauled its digital assets, rebuilding their online application portal in combination with a major advertising campaign both on and offline. With such investment, they needed significant and robust digital tracking to measure the success both campaigns themselves, the performance of the website and the overall rate of applications.

Station10 implemented Adobe Dynamic Tag manager, and then within that framework a comprehensive deployment of Adobe Analytics and the various marketing tags and pixels required. This enabled the organisation to have high detail performance analysis for both their digital and media assets from day one and Station10 have continued to provide support and improvement to the implementation and reporting feedback for the duration of the campaigns.

This public sector organisation now have access to a full suite of performance metrics and dimensions, enabling the successes and problems of the new sites to be recognised and acted upon.



Data Analysis & Insight: We enable our customers to stay ahead of the trend through insight sprints, delivering rapid and actionable insight direct to your decision-makers. We work with **one of the world's largest multichannel grocery retailers**, which has a very loyal online base. This company wanted to know:

- Can indicators of loyal behaviour be spotted early on?
- What's the best way of targeting these customers?

We identified key customer behaviours which did indicate future loyalty, right from their very first shop. This led to opportunities for targeting segments based on their likely future customer value worth millions in incremental revenue.



Data Science: A **telecoms company** needed an accurate estimate of how much each enterprise client spends on telecommunication, to allow them to understand the percentage of overall telco budgets which were allocated to them, or their "Share of Wallet".

Station10 was hired to develop a machine learning model predicting the Share of Wallet of their accounts. Firmographic data and sales figures were used to build a regression model. Candidate models were built to predict the organisation's sales based on features derived from the firmographic data. The final model is based on a quantile random forest regression. The best model was selected by testing candidate models on a sample of companies for which the total telco spend is publicly available. The results of the analysis allowed the company to reorganise their sales team to focus on the markets and sectors with the higher potential for growth.



Data Visualisation: As part of our work for an **international grocery retailer**, we researched and presented stories around their online and offline combined customer journeys. To do this, we used SQL to join offline and online sales, linking the datasets through loyalty card data. Once datasets were connected, we were able to establish patterns in shopping behaviour from this data, and then create customer segments according to these behaviours.

We used Tableau to visualise these customer journeys and shopper segments, and built an online influencer metric, which gave the company a new strategy for driving online influence for in-store purchasing.



Personalisation & CRO: We worked with a **luxury retailer** to develop their personalisation and CRO programme. A focus of their programme was to understand who best to target during their Christmas campaign. How could they use geo-targeting to identify and target the right high-value online customers with the right messaging and content?

We identified geographical areas with the most high-value customers, but also dug

deeper into the data to understand the different types of people who were spending large amounts in these regions. This led us to identify an unexpected customer group of enterprising international students.

This insight enabled us to target the biggest spenders with personalised content, doubling online sales for that peak period. It also led to the international delivery rollout being brought forward, thereby capturing a previously untapped market.



Digital Marketing Training: We know that one of the key features of a successful business is having internal expertise and knowledge. We upskill your team, so you can continue to explore your data and gain further insights without us. **Boehringer Ingelheim** is one of the largest pharmaceutical companies. Pharmaceuticals are going through massive digital change, as healthcare professionals use digital channels to investigate treatments much more, despite the fact that many digital campaigns are still based on traditional media.

Boehringer is undergoing a global digital marketing transformation programme, involving their digital analytics tools, and how these integrate into other digital campaign delivery tools. But creating a single customer view in such a regulated market is complex, and many customer interactions take place offline. As a result, enabling staff to use data and analytics tools is crucial to success. Only then can they be free to analyse and act on the data as needed.

Station10 have delivered a global rollout of the in-depth analytics tools, and staff training on these, across 20 countries with integration with the rest of the digital marketing cloud. We also provide an ongoing support and insight programme, together with market-specific training on set-up and the tool.

Clients we've worked with



Money &
Pensions
Service



Lancaster
University



Innovate
UK



Allianz

Capita

ASPCA



MARS
Petcare



Which?

energía
group

LV= vue



CAMELOT



BRITISH AIRWAYS



ASDA



TESCO