



Service Definition Document

What the Service Is

ThinkTribal 7xData offers comprehensive Data Consultancy Services to help your organisation transform your data into valuable business insight. Our expert team provides strategic guidance and practical solutions in the following areas:

Data Strategy and Planning

By combining top-down governance and bottom-up data management strategies, ThinkTribal 7xData will take a holistic approach to helping clients overcome real-world data challenges.

This allows ThinkTribal 7xData to address both the strategic and operational aspects of data utilisation, assess current data capabilities and identify prioritised opportunities for improvement, ensuring clients can derive the maximum value from their information assets.

Data Quality and Governance

ThinkTribal 7xData can help you gain a comprehensive 360-degree view of your data that will empower you to make more informed, data-driven decisions. ThinkTribal 7xData utilises a copy of your live data to identify data quality and metadata issues to eliminate impact on live operational data performance, and helps clients implement robust data governance processes and policies.

This includes defining data ownership, establishing data quality standards, and implementing data cataloguing systems to improve transparency and accountability.

Data Migration and Integration

- Plan and execute complex data migration and extract, transform, and load projects.
- Integrate data from disparate sources into a unified platform.
- Creation of new digital assets.

By partnering with ThinkTribal 7xData, you'll gain the expertise and tools needed to unlock the full potential of your organisation's data assets. Our consultants will work closely with you to turn your data into a competitive advantage.

Data Backup and Restore, Disaster Recovery

We use world-class cloud platforms, such as Microsoft Azure or Amazon Web Services, for hosting which provides a resilient foundation built on proven global infrastructure.

Onboarding and Offboarding Support

Our dedicated onboarding team will assist with you with copying your data for data quality analysis, data migration, user setup, and integration, with both documentation and on and off-site training available.

We will also provide secure data export and deletion processes upon contract termination.

Data will be provided in a standard, open format (CSV, flat file, etc.) to ensure portability.

Service Constraints

Clients generally enjoy >99% uptime. Any planned outages are infrequent, will be conducted outside business hours, and communicated in advance.

Service Levels

Our standard support covers UK working hours: 09:00 – 17:00 Monday to Friday, excluding bank holidays. Emails received outside of working hours will be acted upon during the next working day.

Onsite assistance is guaranteed within 72 hours during the working week.

Service response times:

- Within 8 hours (during business hours) for issues classified as High priority (e.g. system outage, major data loss).
- Within 48 hours for issues classified as Medium priority (e.g. specific section not functioning as expected).
- Within 56 hours for issues classified as Low priority (usability questions, format changes).
- Remote assistance will be provided in-line with the above timescales dependent on the priority of the support request.

Timings are based on working hours, e.g. 24 hours = 3 x 8 hour working days.

After-Sales Support

ThinkTribal 7xData Account Manager will be responsible for providing comprehensive support to our clients throughout their engagement with us.

This includes:

- Conducting regular check-in calls or meetings (e.g., weekly, or bi-weekly) to discuss progress, address any issues or concerns, and ensure the client's satisfaction with our service.
- Responding promptly to client inquiries and requests, with a target response time of 1 business day or less.
- Escalating any critical issues or challenges to the appropriate team members (e.g., technical support, project management) to ensure timely resolution.
- Providing updates on new features, enhancements, or best practices related to our Data Quality Service that could benefit the client.
- Facilitating regular meetings with the client's key stakeholders (e.g., quarterly, or semi-annually) to review performance metrics, discuss strategic initiatives, and explore opportunities for further collaboration.
- Serving as the primary point of contact for the client, ensuring seamless communication and a positive overall experience with our company.

By providing proactive, responsive, and personalized support, you will help build strong, long-lasting relationships with our clients and contribute to their success in improving data quality within their organisations.

Technical Requirements

The service:

- Is compatible with major operating systems and web browsers.
- Integrates with common business applications and APIs.
- Supports multi-factor authentication and Single Sign-On.

Outage and Maintenance Management

The account manager will provide advance notification of scheduled maintenance windows via email alerts to nominated client contacts.

Our ThinkTribal 7xData support team will manage the process for responding to major events and incidents. The response to information security incidents is:

- Identification of the cause of the incident.
- Remedial action to contain the incident.
- Preventing recurrence of the incident.
- Communication with the parties involved.
- Utilising escalation channels for reporting, including to authorities, if necessary.

All incidents will be categorised by the ThinkTribal 7xData support team according to severity and impact.

Hosting Options and Locations

The service will be hosted on secure, highly available cloud infrastructure data centres located within the UK.

Access to Data (Upon Exit)

Customers have the right to request a full export of their data at any time.

Data will be provided in a standard, open format (CSV, flat file, etc.) to ensure portability within 2-4 working days, based upon client priority.

Secure third-party data deletion processes are in place upon contract termination via the chosen cloud platform supplier.

Security

Data is encrypted at rest and in transit using industry-standard protocols (AES-256). Our internal network is wholly within the Office 365 environment.

The service will use comprehensive access controls, including role-based permissions and audit logging, for security.

Regular security audits and penetration testing are undertaken by a Tiger scheme qualified provider or a CREST-approved service provider at least every 6 months to identify and address vulnerabilities.