

IBM Data Platforms and Data Services

Service Definition



Table of Contents

Table of Contents..... 2

Overview..... 3

Service Description..... 3

Features..... 3

Benefits..... 3

Why the Service is needed 4

Description of the Service 5

1) Data Strategy..... 5

2) Next Generation Data Governance 5

3) Data Function's Operating Model Design 6

4) Data Maturity Assessment..... 6

5) Selecting Data Solutions for your Business..... 6

6) Modernising and Transforming Data Applications for the Cloud 7

Pricing Structure..... 7

Other Information..... 8

Overview

Service Description

This service is delivered by the IBM Data Technology and Transformation practice, providing an organisation with advisory and hands-on responsibility to design, build, govern and catalogue its data capabilities, including conducting industry data maturity assessments (e.g. EDM DCAM) and designing and embedding data strategies towards enabling FAIR and TRUSTED data across the organisation. This results in an accelerated, de-risked approach for an organisation to set direction for its Data Platform and then execute.

Features

1. Definition of a Data Strategy, including Data Roadmap.
2. Guidance of next generation Data Governance.
3. Design of a Data and Analytics function's Operating Model.
4. Assessment of Information Management and Architectural Maturity.
5. Business collaborative selection of Data Solutions and technologies.
6. Modernisation and transformation of data applications for the Cloud.
7. Design and build of Data and Analytics Platforms.
8. Quantitative and Qualitative criteria and models to de-risk decision making.
9. Delivered by experts with a proven track record.
10. Collaboration and co-creation with business and technical stakeholders throughout.

Benefits

1. Clear Business Stakeholder understanding and support of the data journey.
2. Greater trust of data, effective business decision-making informed by data.
3. Faster innovation, leveraging advantage from insights.
4. Formalises COO role, improvement in business planning and financial performance.
5. Greater business self-service and data access, enabling faster product time-to-market.
6. Reduction in manual and duplicated data activities, reducing operating costs.
7. Efficient, well managed and transparent Data Solution selection process.
8. Reusable, scalable modern Data Platform architectures.
9. Data and Data Platform total cost of ownership reduction.
10. Increased data quality, traceability and security, supported by robust environments.
11. Assessment of the AI readiness of the organisation (people, process, technology) and its data.

Why the Service is needed

Organisations across many industries are recognising they are not maximising organisational efficiency or competitive advantage from the data available to them, whether it be proprietary, licensed or in the public domain. This Service is needed for an organisation that is experiencing one or more of the common pain points identified in this section.

1. The business must frequently interrogate data as the **data is not trusted**. Manual data manipulation or guess work is common as it takes too long for the business to access the data required to input into or inform a decision.
2. There are **duplicated costs** to the business as data and analytics solutions and projects are being developed in silos within the organisation.
3. The time taken to deliver data or analytics projects and programmes is increased, along with the costs to the business, as there is a **low or insufficient level of knowledge of where the required data originates from**. This challenge often stems from an organisation having a lack of time or money to document or manage the data sources and data lineage and so it relies on scarce, valuable personnel across the organisation to provide the data answers. This low availability either results in project delays or low confidence in robust design decisions.
4. A **lack of necessary and available skills** and experience across the organisation's data landscape, often relating to roles this Service provides including data architects, data engineers, data modellers, data profilers, data governance SMEs, data strategy SMEs.
5. The business **not addressing root causes** to recurring or major data issues, resulting in both higher ongoing costs to ad hoc cleansing of data and lower business confidence in data being reported on.
6. **Lack of business stakeholder engagement** to address key or recurring data challenges as there is an insufficient business understanding of the repercussions of the data issues and how to resolve them. A contributor to this business problem is often an insufficient level of clear communication and engagement by the data teams.
7. **Data-related technology fails to be adopted** by either business or technical communities resulting in opportunities being lost to make competitive advantage gains or efficiency savings. This also contributes to a direct financial loss when business and IT budgets are wasted. An organisation is unclear on where or how to start effectively selecting a new data vendor. The business is not bought-in to the data technologies being executed by the end users, often due to:
 - a lack of business involvement in the decision-making;
 - a lack of transparency to the business in agreement of the decision-making criteria; excessive time being requested of the business throughout the data technology decision- making process.
8. The organisation assesses that data solutions are ineffective as **data repositories are inappropriately governed**, a challenge experienced across business functions and there is no clear plan to refine, integrate or consolidate either the repositories or the associated data controls.
9. The organisation is **not clear on multi-cloud benefits** as this infrastructural option has opened-up many unresolved architectural questions regarding handling data. The organisation is struggling to:
 - turn related business disruptions into opportunities;

- make the trade-offs between its legacy data assets and new technologies;
- understand and realise the opportunity of portability across clouds, load scalable platforms;
- integrate the right governance policy, process and structure in business applications to achieve the long-term flexible vision and price point.

Description of the Service

IBM's scope of this Service comprises a series of sub-offerings. These sub-offerings enable a flexible range of entry points for an organisation to use this Service. The entry point options are typically determined by the level of an organisation's: data maturity, clarity of data vision and direction, ambition to become truly data-driven and agreement on the design decisions for its Data and Analytics Platform.

The following sub-offerings apply to our Service which involve IBM advising on, designing, building and supporting a range of data capabilities for an organisation. These data capabilities include: Data and Analytics Platforms on cloud, data engineering and data integration, and reporting and analytics.

1) Data Strategy

Description: This is an advisory consulting sub-offering that helps release data's potential to provide insights, foster growth and reduce organisational costs. It involves close engagement with client business and technical communities from C-suite to Analyst, to define:

- The organisation's current and needed data maturity;
- Where today's strengths exist and tomorrow's challenges lie across the data ecosystem;
Quick wins/ blockers to progress in terms of data architecture, data organisation, and data strategically.

Through close collaboration between IBM and the organisation, this sub-offering can also set out the organisation's Data Vision and Data Goals, starting Data Use Cases, Data Architectural perspectives, Data Initiatives required to meet the identified data challenges and a high level, agile Data Roadmap tackling operational issues as well as enabling innovation.

Duration: Typically 8-12 weeks.

2) Next Generation Data Governance

Description: This sub-offering is an orchestration of People, Process and Technology that helps an organisation better manage the availability, usability, integrity, and security of its enterprise data. It advises how to build robust governance through concepts such as data ownership, data decision forums, efficient processes, all enabled by technology. IBM's Data Governance Framework is used in this sub-offering to identify gaps against the required level of data maturity to input into an approach and roadmap for pragmatic action.

Duration: Typically 8-12 weeks.

3) Data Function's Operating Model Design

Description: This is a consultative discovery phase working with key stakeholders across the business and technical communities. This sub-offering involves IBM designing a scalable Target Operating Model (TOM) for an organisation's Data/ Data & Analytics/ Business Insights-style function, defining the key aspects of teams for small, medium-sized and enterprise scale requirements. It involves design of a high-level Operations Guide to "bring the governance to life" involving IBM good-practice data process templates,

resources and implementation recommendations. If required, the sub-offering can involve definition of the organisational function's data vision and data goals to support greater collaboration within the enterprise and break down silos, empower the enterprise with self-service access to technology capabilities and break down "business versus technology" barriers.

Duration: Typically 8-12 weeks.

4) Data Maturity Assessment

Description: IBM's range of individual Maturity Models enable assessment of an organisation's capability to govern, manage, catalogue and share its data, carry out reporting and wider Business Intelligence activities, and define and execute required data processes. IBM can apply a combination of IBM proprietary and emerging industry standard data maturity models (e.g. EDM DCAM) which span across Data Governance, Data Architecture, Analytics, and data cataloguing providing wider insight to the organisation. These models assess capability through considering levels of organisational maturity. IBM uses these levels and simplifies assessment further by using a few key dimensions to structure analysis and presentation, providing both insights to the organisation and educating it on what "good" looks like in these disciplines. Developed by acknowledged IBM thought-leaders and experts, based upon deep field working across client engagements, the models enable the organisation to understand gaps and actions required to drive data and governance transformations. This allows the organisation to plot goals and milestones towards becoming an increasingly data-driven enterprise. The models can be used directly to inform corporate planning, roadmaps and strategy. This sub-offering can operate either as a standalone engagement or as part of wider strategy development with other sub-offerings in this Service.

Duration: Typically 6-8 weeks (can also be taken as a constituent of the Data Strategy, Data Governance or Data Function Operating Model sub-offerings).

5) Selecting Data Solutions for your Business

Description: This sub-offering involves IBM collaborating with an organisation to help define its requirements of a new data solution (from a simple reporting solution to a complex Data and Analytics Platform providing enterprise-level Business Insights). The service provides a framework for the selection and subsequent procurement of a Data Solution. The framework provides:

- Out-of-the-box templates based on the 'Analytical hierarchy process' (AHP), a recognised and structured framework for guiding decision making, to simplify and de-risk complex technology selection.

- Templates available include: selection for a Data and Analytics Platform (on-premise or Cloud- based) solution, Data Integration (e.g. **ETL**) solution and a Master Data Management (MDM) solution.
- Templates for questionnaires to be sent to vendors based on the IBM templates. Example Proof of Concept Use Cases, for vendors to fulfil, to be used as part of a selection process if required by the organisation.

Duration: Typically 4-6 weeks.

6) Modernising and Transforming Data Applications for the Cloud

Description: This sub-offering allows an organisation to build and modernise its current Application and estate to Cloud, providing an integrated approach, not siloed. With Applications and Data run as separate stacks, organisations often need help in maximising the benefits of an integrated Cloud-based Application and Data strategy to Scale. This sub-offering supports the organisation to make a culture shift from the common 'Application First' to a more business-focused 'Data First' mentality. This is enabled via an integrated Data-driven Cloud Application Transformation offering, which covers the full lifecycle from an initial Advise stage to the Move, Build and Manage stages on the Cloud framework. Example delivery options which IBM has engaged with organisations include:

- Developing a new approach to data enablement in the cloud;
- Developing a Minimum Viable Product (MVP) Cloud Data Platform for a specific Use Case; Progressing the MVP into a production-level Cloud Data Platform on a Use Case by Use Case basis;
- Developing a Minimum Viable Product (MVP) Data Management solution for a specific use case or data domain. Including key use cases such as:
 - Data Cataloguing
 - Metadata Management
 - Data Quality Management
 - Data Access Controls
 - Data Lineage
- Building a new native Cloud-based Data Platform.

Duration: Iterative build is typically delivered through 3-month sprints.

Pricing Structure

This service can either be offered as a Time and Materials contract or Fixed Price under certain conditions. Details will be agreed in the Call-Off Order and priced using the IBM SFIA rate card.

Charges will be variable based on time and materials depending on agreeing, with the Contracting Authority, the resources required for the Call-Off Order, based on the IBM SFIA rate table. The price will be subject to VAT and out of pocket expenses.

IBM will supply an initial free of charge consultative call or meeting to discuss this offering and your requirements in more detail.

Other Information

This offering is subject to availability of IBM resources.

The pricing and terms for individual call-off orders will be handled as commercially sensitive by the Contracting Body.

Where work is of a sensitive and secure nature, security standards will be agreed between IBM and the Contracting Body, and if necessary, IBM will ask the Contracting Body to issue a Security Aspects letter.

The work is subject to the terms and conditions of the IBM Customer Relationship Agreement, which are attached separately to this catalogue item.

Prices assume that there is no Collaboration Agreement in place. Should you require a Collaboration Agreement all the parties involved in such an agreement will determine the impact on the service, scope of work and charges. No Call-off Order will be placed until all these elements have been agreed by the appropriate parties.

Anne-Marie Wheeler

ukcat@uk.ibm.com

www.ibm.com