



# **G-Cloud 15 - Service Definition**

Data Quality and Data Management

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## Sagacity Overview

Founded in 2005 Sagacity is a customer centric business, supporting our clients and partners, helping them make informed decisions powered by the intelligent use of data. Sagacity believes that responsible data should be at the heart of every organisation, transforming their customer data, enabling them to identify and support their business and customer needs, underpinning operational efficiencies and the resultant cost savings.

As proud pioneers and early adopters of leading technologies, Sagacity utilises a number of platforms and programmes to continuously enhance and operate its solutions. Sagacity's appetite for continuous improvement has enabled us to deliver highly responsive, scalable, and flexible solutions for clients as well as providing your technical teams with invaluable support to embrace a more cloud-based infrastructure approach and adopt the rapidly evolving new technologies.

Alongside our technical & consultative expertise, we manage one of the largest datasets in the UK. Containing over 95m individual records, 30m properties and 300+ attributes allowing you to truly understand demographics, behaviours, specific localities or even the whole UK.

Sagacity helps organisations combine customer information with individual and property intelligence, turning insights into outcomes. Resulting in a hyper personalised and holistic view of customers, across the customer lifecycle:

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>On Boarding and Early Life:</b> | <ul style="list-style-type: none"> <li>• Building the <b>foundation</b> for <b>successful customer relationships</b></li> <li>• Understanding <b>customer affluence</b> and <b>vulnerability</b> to tailor appropriate tariffs, discounts payment options and service levels</li> <li>• Ensuring you have full and <b>valid customer contact details</b></li> <li>• Creating <b>customer linkage</b> through data across disparate systems to <b>locate existing/duplicate accounts</b> and <b>verify customer identity</b></li> </ul>                                                                                                                     |
| <b>In-Life Management:</b>         | <ul style="list-style-type: none"> <li>• <b>Maximising value</b> and <b>engagement throughout the relationship</b></li> <li>• Understanding how to engage customers with <b>personalised communication preferences</b> and <b>channel optimisation</b></li> <li>• Eligibility &amp; Appropriateness</li> <li>• Identifying <b>individuals or households</b> that are eligible for <b>discount due to their vulnerability</b></li> <li>• Optimising <b>customer experience</b> by understanding <b>household composition</b> and <b>decision-making dynamics</b></li> </ul>                                                                                 |
| <b>Debt and Collections:</b>       | <ul style="list-style-type: none"> <li>• Delivering <b>intelligent intervention</b> that <b>preserves relationships</b></li> <li>• Understanding <b>propensity to pay</b> enabling <b>appropriate collection strategies before debt escalates</b></li> <li>• Identifying <b>vulnerability markers</b> ensuring <b>compliant</b> and <b>empathetic debt management</b></li> <li>• Optimising <b>payment arrangements</b> based on <b>customer financial capacity</b> and <b>historical behaviour patterns</b></li> <li>• <b>Recovering revenue</b> while <b>maintaining customer relationships</b> through <b>intelligence-driven approaches</b></li> </ul> |

Sagacity is a purpose-led company and believes that purpose comes before profit. If the purpose is achieved, then everything else will follow. From a client perspective this means Sagacity engages to deliver successful client outcomes rather than limiting delivery to purely contracted outputs. Delivering outputs delivers the contract. Joining the dots delivers the outcome.

## Value Proposition

*"Using data well is essential for a cheaper, more efficient government and better services for citizens," the National Audit Office concluded in 2022*

Despite the National Audit Office conclusion on data usage, most public sector organisations work around poor-quality data rather than with it. When data is fixed, cleansed, integrated, and trusted, organisations recover millions in lost revenue, eliminate operational waste, prove regulatory compliance through process rather than manual effort, and identify vulnerable people before situations become critical.

Public sector organisations commit to delivering value for money, achieving financial sustainability, meeting regulatory standards, and safeguarding vulnerable people. But fragmented, unreliable data makes these commitments impossible to deliver systematically.

Bodies within the public sector also face the challenge of disparate data sources, with each entity having its own set of records, sources & databases. Inter-departmental collaboration is then stifled by these technical constraints, as there is no single source of the truth to align one's goals against.

Our data quality and append capabilities are designed to address the root causes of these challenges by improving the accuracy, completeness, and usability of individual and property data.

## What the Service Provides

Sagacity's SaaS Data Quality and Data Management platform helps support a multitude of key business objectives, ensuring for efficient operations and successful outcomes. Our suite of cloud software services includes data cleansing and enhancement to ensure data is accurate, complete, and consistent, allowing for more confident data-driven decision-making. This is enabled using our UK wide, proprietary data products, advanced modelling techniques and delivered via cloud and API solutions.

Councils, utilities, and housing providers all share similar challenges rooted in poor data quality, such as:

- Vulnerable residents remaining unidentified despite regulatory obligations.
- Teams across departments operating with conflicting information.
- Resources being stretched thin while demand increases.

These data problems directly undermine the strategic priorities that organisations publicly commit to achieving.

Whether it's a council's commitment to "safeguard people from harm" and deliver "value for money services," a water company's obligation to support customers in vulnerable circumstances while ensuring "financial resilience," or a housing association's mission to provide "decent homes" and achieve "financial sustainability" - poor data prevents delivery.

Sagacity's data products are designed to address the root causes of these challenges by improving the accuracy, completeness, and usability of core individual and property data. By cleansing, validating, and deduplicating records, organisations gain a single, trusted view of residents and households, reducing conflicting information across departments. Suppression and validation

services ensure communications are appropriate and compliant, preventing distress and wasted spend.

Data enrichment can help you make better decisions by providing deeper insight into assets, residents, and communities. By combining internal data with external sources, such as individual, household, demographic, environmental, and infrastructure data, organisations can improve asset management, target maintenance more effectively, identify vulnerable customers, and plan services based on real local needs. For councils, enriched data supports smarter policy-making, improved service delivery, and more efficient use of public funds, while utilities benefit from reduced risk, improved resilience, and better regulatory compliance.

These data products, used for quality, management and enrichment contain a whole host of information at different levels, categories and formats. We always start with the identifiers, as this enables us to match and align whatever data source we're looking at, such as:

- Names
- Addresses
- Mobile/Landline numbers
- Email
- IP addresses.

Once all matched, aligned and a single source of truth is established, we will then look to use the respective data products depending on the desired outcome. This could be:

- **Goneaway Data:** Names and addresses, identifying those who no longer reside at a property
- **Deceased Data:** Names and addresses, identifying those who have passed away
- **Socio-Demographic Data:** Age, Income, Gender, Occupation, Social Grade, Household Compositions etc to help you learn more about a specific group of individuals, and what characteristics they share
- **Behavioural & Transactional Data:** Encapsulates things like Hobbies and Interests, Product spend from Open Banking, Holiday preferences and Financial product uptake. Allowing you to understand not just the types of residents within a group, but also their personalities
- **Geographic and Property Data:** Provides insight into the composition of area; what types of buildings can be found there, their size, features and value, what sort of statistics are prevalent in that area, education, crime and health rates

## Overview of the G-Cloud Service

Sagacity provides a proprietary Data cleansing platform coupled with a comprehensive suite of data enrichment services designed to help public sector organisations maintain accurate records, meet regulatory obligations, and deliver effective, citizen-focused services. The service addresses common data challenges across councils, utilities, housing providers, and other public bodies. Including poor data quality, fragmented records, unidentified vulnerability, revenue leakage, and inefficient communications.

### Data Cleansing:

Our data cleansing services ensure records are accurate, up to date, and compliant by removing gone-away and deceased individuals, standardising and deduplicating addresses, validating contact details, and screening data against statutory preference services. This reduces wasted communications, avoids distress, supports GDPR compliance, and protects organisational reputation, while improving operational efficiency and value for money

### Data Appending

Data enrichment capabilities enhance existing customer and transactional data with lifestyle, demographic, and occupancy insight, enabling organisations to better understand residents' characteristics, needs, and potential vulnerabilities. This supports more proportionate, targeted, and appropriate engagement, improved service uptake, and better outcomes for citizens. Enriched data can be analysed geographically, segmented to understand population characteristics, and used to support predictive modelling and strategic planning

There are various options to access and utilise Sagacity data services. The core services outlined above and within this document are accessed/delivered flexibly through a cloud based online portal. This allows organisations to access cleansing and enrichment capabilities in a way that aligns with their operational and governance requirements. Sagacity's technology supports ongoing data accuracy and consistent enrichment, ensuring data remains reliable over time.

Alternatively, the services can also be delivered through end-to-end, full scale system integrations or via secure data transfers. We have well founded experience in dealing with a wide range of platforms, solutions and technologies, integrating across multiple end points and operational processes. For example:

- **CRM Systems:** Salesforce, Microsoft Dynamics, SAP
- **Billing Systems:** SAP, Oracle, Bespoke Utility Platforms, Stripe
- **Data Warehouses and Analytics Platforms:** SQL Servers, Oracle, Snowflake, Databricks, Azure, AWS and Amazon Redshift, Infosum, Google BigQuery
- **Business Intelligence Tools:** Power BI, Tableau, Qlik, Sigma
- **Standard Office Tools:** Microsoft Office, SharePoint, Google Workspace, OneDrive

## Data Cleansing

Data quality and suppression services help public sector organisations keep records accurate, respectful, and compliant. By removing gone-away and deceased individuals, standardising and deduplicating addresses, validating contact details, and screening against the Mail, Telephone and Fax Preference Services, organisations can significantly reduce wasted communications and avoid causing distress. This ensures that contact is made only where appropriate, improves operational efficiency, supports regulatory compliance, and helps maintain public trust in how personal data is managed.

- **The Bereavement Register (TBR)** - the most efficient, accurate and trusted way to remove anyone who has passed away from your databases – reducing the risk of reputational damage and enhancing campaign performance
- **Goneaway Suppression File (GAS)** - our market-leading data suppression product, is designed to optimise accuracy of your data and performance of your customer campaigns. GAS is proven to be the most accurate and up-to-date solution for identifying people who have relocated
- **Goneaway Suppression File - Reactive (GAS-R)** - keep your data current and ensure continuity of contact and relevancy of communications by providing verified forwarding addresses and new occupier details to a gone-away record identified in our market-leading GAS file
- **Address Formatting and Deduplication** - using our powerful matching logic
- **Screen Data** against the Mail, Telephone and Fax Preference Service, alongside Salacious screening
- **Update Contact Details:** Correct and enhance contact details; names and addresses. Email, Mobile and Landline Validation

### Service benefits

- Minimise return mail with accurate, reliable individual level data
- Avoid heavy fines and stay GDPR compliant ensuring data accuracy
- Save time, money, and resources – increasing ROI
- Reduce the risk of brand damage
- Avoid losing touch with people and households

## Data Appends

With over 90m+ records and 300+ socio-demographic attributes, our data enrichment capabilities enable public sector organisations to improve the relevance, effectiveness, and appropriateness of their communications. By enhancing core contact details and enriching transactional data with lifestyle and demographic insight, organisations can better understand the characteristics, needs, and potential vulnerabilities of citizens. Customer profiling and segmentation support more targeted, proportionate messaging. Together, this supports more personalised engagement, improved service uptake, and better outcomes, while ensuring communications remain responsible and citizen-centric.

- **Enhanced Contact Detail:** Correct and enhance contact details; names and addresses
- **Enrich your transactional customer data** with key lifestyle and demographic variables to support targeted and personalised messaging
- **Profile your customers** to understand their characteristics, interests, vulnerabilities and segment into apt marketing appropriate cohorts groups
- **Identify and target customers** and prospects in the home move cycle

### Enhance Suite

Our Enhance suite is a set of data products built at varying levels, which can be matched to existing customer data and used for predictive modelling, gaining insights, and appending key information which helps to develop a robust, efficient strategy. Our data products offer information at an individual, property and geographical (postcode, sector, regional or output area level)

#### Enhance Core (Individual consumer Level Data):

An in-depth view of over **90m individuals**; key indicators of **who they are, their life stage, who they live with, what they earn, how they earn it, the financial products they hold, what they're interested in, what causes and issues are important to them and how environmentally conscious they are**. This product, with over 100 actual and modelled variables, is designed to help you gain better insight into your customers and prospects. The Enhance dataset provides users with a set of predictive and descriptive attributes which support more informed, targeted and relevant marketing to consumers.

#### Enhance Property (Household/ Property Level Data):

Provides everything you would want to know about all **30m+ UK properties**; from **property type, number of bedrooms and current market value to how efficient the heating system** is. This product also includes **home mover data**, providing information about the **current listing status, property purchase dates** as well as a **predicted move date**.

#### Enhance Geo (Postcode Level Data):

A postcode level product containing all **1.8m PAF valid residential postcodes**, with **indicators across over 300 variables** built using Sagacity's trusted, comprehensive data asset repository. The data can be used to support a wide range of opportunities including **location analysis, marketing planning and targeting and new product development**, allowing you to **create detailed views of specific areas of geography**.

## Enhance Core (Individual Consumer Data)

### Use Cases:

- Enriching current individual datasets (Fill in the gaps in your CRM)
- Obtaining individual insights (Find out what makes your base special, how can you best communicate with them)
- Profiling & Predictive modelling (Work out which individuals are most likely to take a certain action, so you can plan your efforts accordingly)

### Example Benefits:

- Using key information, appended from Enhance, to create personalised messaging for communication campaigns
- Using Profiling & Predictive messaging to identify important cohorts of individuals, and those that can be “forgotten”.
- Seeing how the current individual base compares to the UK base, so you can identify which potential audiences you are missing and those that your business excels in.
- Segment your base into distinct groups so that you can offer them the right opportunities through the most appropriate channels

## Enhance Property (Household/ Property Level Data):

### Use Cases:

- Understand your base further through property characteristics, allowing you to review individuals at household level
- Identify which households within your base are the most likely to take a certain action, using that to then tailor your communication with similar household (properties)
- Trigger communications based on home-moves

### Example Benefits:

- Identify those who have moved home and base communications on relevant needs
- Property characteristics can drive product/offer relevance, i.e. a business trying to sell lawnmowers would only want to focus on households with gardens

## Enhance Geo (Postcode Level Data)

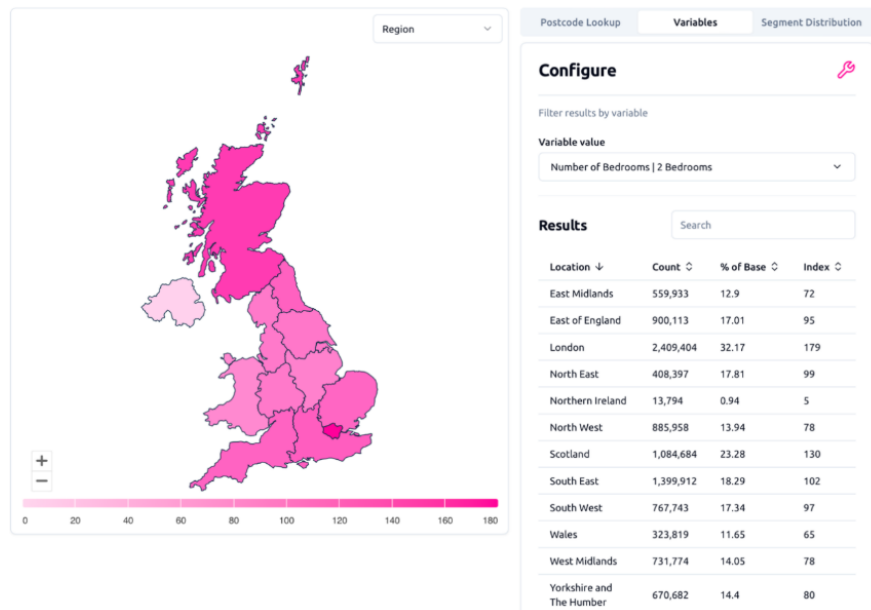
### Use Cases:

- Understanding your residents/customers where they have opted not to share PII data
- Understanding your residents/customers where there is poor quality data and individual and address match rates are low
- Where the business is driven by the characteristics of local areas/catchment
- Where a holistic view of a geographical area is needed, rather than a view of the individuals or households within them

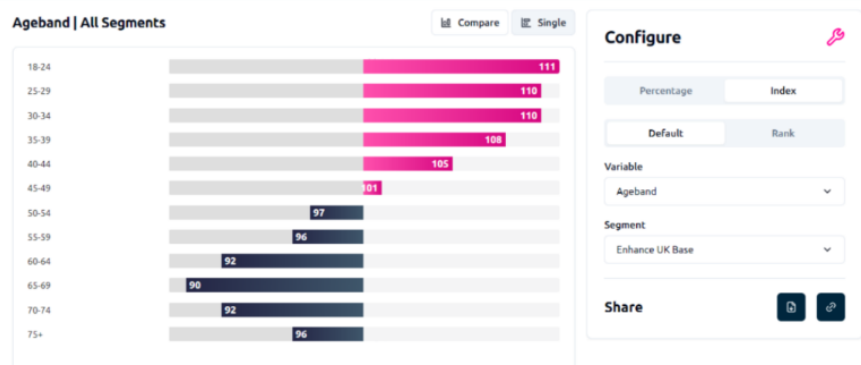
### Example Benefits:

- Where marketing campaigns are required and further insights are needed, but there are legislation issues surrounding GDPR and non-PII data is required
- Urban Planning, identifying the best areas to move into based on their characteristics and which institutions are best placed where
- Wide reaching communication campaigns, where engagement and impressions are the most important KPIs, identify the best areas that will have the best response rates

Enhance variables can be visualised at 3 different geographical levels, Region, Area and District providing information about where our attributes tend to have higher or lower than average penetration across the UK



Variables can be analysed at a unique, single data variable level or against other variables to understand the inter-relationship between characteristics, understanding the UK as a whole and individual segments within that.



## Benefits

- Understand people and their behaviour to support operational decisions and ensure individuals are managed appropriately
- Enable effective communication through demographics, lifestyles, and channel preferences
- Generate detailed insights, analysis and predictive models to support outreach strategy
- More effective engagement with improved segmentation, enhanced personalisation, targeted communications and supporting KPI milestones
- Communicate with individuals at the relevant point during key life events

## Contact Validation and Append

Data accuracy, completeness, and enrichment enables better decision-making. We can improve contact data to increase customer engagement and eliminate contact wastage.

We enable our clients to benefit from significant improvements through:

- Suppressing customer data for marketing
- Cleansing and appending billing grade customer and property data
- Enhancing and enriching data for advanced customer segmentation and insight
- Creating data linkage across disparate systems to verify customer identity
- Identifying unknown billpayers and unbilled properties

## Associated Services

The above services can be combined with complementary Sagacity solutions available through G-Cloud 15 to provide end-to-end data capability:

- **Consultant and Analysts:** Ensuring services are delivered to the highest possible standards, enabling full utilisation of our offering, consultants & analysts are available at day rates.
- **API License:** If elected, our services can be accessed through our RESTful Web API, allowing for real-time response, this however, carries a license cost.
- **Customer Segmentation:** With limited time, analytical resource or budgets to properly process, disseminate and understand large datasets, our market segmentation allows you to better understand, manage and service people.
- **Insights and Analytics:** Our insight and analytics service use our proprietary data products along with transactional data to build models and segmentations to understand and predict behaviours that help to improve service delivery, reduce costs, protect vulnerable people, and target interventions appropriately.
- **Customer Data Platform for Public Services:** Cloud-based platform providing unified data management, analytics, and visualisation capabilities across customer and resident data.
- **Data Integration and Master Data Management:** Technical solutions connecting disparate systems, building data pipelines: creating single customer views across the organisation.
- **Occupier ID:** With people moving home so frequently, it is difficult to keep accurate occupier data. Industry Regulators have assigned specific targets to reduce the number of household properties classified as void with rewards or fines depending on performance.
- **P propensity Modelling:** On top of the segmentation & analytics provided by the service, there is then further opportunity to predict each cohort's actions & responses, allowing for more established future planning.
- **Prospect Data for outreach:** Contact information for both cold & warm audiences, fill in the gaps of existing bases and bolster outreach programmes with targeted lists
- **Support:** All services include standard support, documentation, knowledge transfer, and post-implementation support. Training can be provided for internal teams to maintain and operate solutions independently. Updates and enhancements are included within service agreements, with upgrade paths clearly defined at contract inception.
- **Debt Management and Collections Optimisation** Consultancy and data engagements based on client need. E.g. to improve debt recovery, prioritise collections activity, and segment customers for targeted strategies.

# Data Protection

## Professional/Trade Bodies:

- ICO, DMA, and BSI

## Security accreditations / certifications:

- Security controls designed to align with internationally recognised standards such as ISO/IEC 27001. Under ISO/IEC 27001, we have implemented over 96 security controls that we are audited on an annual basis to facilitate a robust information security framework. We are ISO27001- 2022 certified- Expiry 04/10/2026.
- We hold Cyber essentials- Expiry 06/02/2026
- We hold Cyber essentials Plus- Expiry 11/03/2026.

## Processes and facilities for safely managing information:

- **Access Controls:** Role-based access control (RBAC), least-privilege principles, multi-factor authentication for administrative access
- **Data Protection:** All data in transit uses TLS 1.2 or higher and Data at rest is encrypted to a AES256 Bit standard. Backups are also encrypted to a AES256 Bit standard.
- **Secure Development Practices:** Secure SDLC, code reviews, automated testing, and vulnerability scanning.
- **Vulnerability Management:** Regular vulnerability scanning and security testing. Patch management processes to remediate identified vulnerabilities in a timely manner.
- **Data Segregation** Logical separation of client data across projects and environments. Client data accessed strictly on a need-to-know basis.
- **Data Minimisation** Only data strictly required for delivery of consulting services is accessed or processed. Preference for anonymised, pseudonymised, or masked data where feasible.
- **Clear Screen and Clear Desk policy**

## Data Back-Up and Restoration:

- All information deemed valuable by Sagacity must be stored securely to ensure its availability and integrity are preserved. The information should be stored redundantly, thus ensuring that individual systems or media failures do not render it inaccessible whilst also ensuring that its confidentiality requirements are met.
- All critical data and systems must be backed up to provide for recovery of these systems in the event of a business continuity event such as system failure.
- Procedures for the backup, restore, and recovery processes must be documented, and copies stored securely off-site, thus available if normal access is not possible.
- Frequency, method and retention of backups are determined by the value of the content and criticality to business operations. Either a backup, snapshot or version made of the data or service either on an automated daily basis or manually whenever a change is made.
- Backups must be stored redundantly, i.e. in more than one physical location/system other than the original source, aligned with the Encryption Policy.
- Retention of backups must be stored for at least a month for high-critical services or a week for medium and low-critical services unless overwritten by a superseding version. If there are bespoke or exclusions to this policy, then these should be documented.

**Retention:**

- All client data is subject to the retention policy as set out in the Client Contract and/or Statements of Works which takes precedence over any other policy. Should the retention periods not be defined by the client, the entirety of personal client data being processed will be properly disposed of **within 30 days** of the project being accepted by the client and deemed as complete and/or closed.
- Should an organisation using Sagacity resources request that data be kept for any given reason, the request must be recorded, and that agreement must take precedence over our standard 90-day retention.

**Review and Disposal:**

- Client data locations are reviewed every quarter by the IT and Security Team as part of the Access Reviews.
- To facilitate the deletion process, a Service Request is raised by the Data Controller or Project Manager.
- A Data Deletion Certificate is then created and shared with relevant people to confirm the data deletion.

To safeguard sensitive information and prevent unauthorised data loss, a Data Loss Prevention (DLP) strategy has been implemented. This strategy includes a variety of controls designed to monitor and protect data flows across different channels. Key controls include:

- **Email Monitoring:** Scanning all outgoing and incoming emails for sensitive information, ensuring that confidential data is not inadvertently or maliciously transmitted outside the organisation.
- **File Transfer Monitoring:** Monitoring of file transfers within our network and to external destinations to detect and prevent unauthorised transfers of sensitive files, maintaining the integrity and security of our data.
- **Portable Storage Device Tracking:** To mitigate risks associated with portable storage devices, we prevent data copied to and from devices such as USB drives and external hard drives.
- **Continuous Observation:** Our DLP solutions are used to continuously observe data flow and detect potential leakage points, ensuring real-time protection against data loss.
- **Access Restrictions:** Enforce strict access controls to limit who can view or transfer sensitive data, adhering to the principle of least privilege.
- **Encryption:** Ensure sensitive data is encrypted both in transit and at rest to prevent unauthorised access and protect data integrity.
- **Data Masking:** Use data masking techniques mentioned above to obscure sensitive information in non-production environments, preventing exposure during development and testing activities.
- **Device Restrictions:** Only Sagacity Registered Devices can log in and access resources, mobile devices have additional restrictions in place where copy, screenshot and other functionality is removed.

## Business Continuity Statement/Plan

**Scope of plan:** The purpose of the Business continuity plan is to prepare Sagacity in the event of any unknown incidents that could impact the business, such as quarantines, pandemics, office unavailability, unlawful access, extended service outages, and disruptions caused by external factors beyond its control.

The Business Continuity Policy, along with the adjoining Incident Management Policy & Procedure, clearly defines the steps required to be taken to restore services for our customers to an acceptable level within the shortest timeframe possible and to ensure the safety of our resources in the event of an incident occurring.

All services and products offered by Sagacity are included within the scope of the Business Continuity and Incident Management Policies. Incidents that lead to our Business Continuity Playbook being invoked will usually fall into one of the following categories:

| Type Incident             | Examples                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Premise</b>            | A premises incident can include a flood, fire, burglary, or any other disaster that renders any one or more of our offices inaccessible. Premises incidents also cover any issues with Sagacity's building infrastructure where electricity, plumbing, heating, broadband, or any other utility has malfunctioned to such an extent that business cannot be conducted as normal. |
| <b>Unlawful Access</b>    | An unlawful access incident is where a malicious threat has materialised which may lead to the destruction, loss, alteration, or unauthorised disclosure of or access to personal and sensitive information (PII).                                                                                                                                                               |
| <b>System Malfunction</b> | A system malfunction incident will include any incident relating to Sagacity's computer systems (e.g. AWS applications/services), with the exclusion of a malicious attack, that may lead to/has disrupted normal services being carried out.                                                                                                                                    |
| <b>Human Resources</b>    | Any incident affecting employees of Sagacity Solutions, for example, any mass illness that can potentially result in a reduced workforce. An HR incident can include an epidemic, pandemic, or an outbreak of any infectious disease that could affect the daily operations of the offices.                                                                                      |

Please see the outlined below the Incident Management Process:

- **Phase 1:** Incident Identification and Reporting – Applicable to all users.
- **Phase 2:** Incident Evaluation and Analysis – Applicable to the Information Security Team
- **Phase 3:** Incident Resolution – Applicable to relevant teams and the Information Security Team. Further details below, along with examples of both short-term containment controls and long-term eradication activities.
- **Phase 4:** Return to BAU – Applicable to relevant teams and the Information Security Team.

## Using the Service

Our online cloud service is self-serve. Clients can thus sign up and select the required service, run a specific job then determine if they want to purchase the results or not. As ever, we are however happy to collaborate with clients in order to ascertain the precise configuration of their solution, establishing and verifying their application needs. The agreed upon delivery methodology and the particular requirements of the solution will determine the onboarding and offboarding procedure. This procedure usually entails knowledge transfer and documentation tasks.

### Ordering and Invoicing

We are flexible in how you want to pay for your data, pay as you go through card is the default way to purchase jobs. Ordering and invoicing in line with the pricing schedule outlined in the service documents on the portal. This includes two rates for each individual service, e.g. reflecting typical volume requirements for both local and central government. We can vary further should your volumes different from those outlined. Bundled discounts are also available for organisations requiring multiple services

Free trials are available. Please contact us to discuss your specific requirements and objectives.

### On-Boarding

With over 150 dedicated people having worked with over 350 clients, the team are passionate, innovative, and agile.

The stated data services are available via our self-serve Online platform, within which organisations can register and use the service directly. This has no installation needed, providing higher match rates than competitors thanks to proprietary “Smart Link” matching product. This provides exclusive access to Sagacity collated data as well as other 3<sup>rd</sup> party services. Organisations can see the cost of the service before committing to anything.

Upon request, clients are set up with an online account. Within this, the platform includes overviews for each service, thus negates the need for training of your teams. However, our experts are always available should you require support. Similarly, there is no requirement for an implementation plan/project.

As such, the Online platform allows you select specific data services required, load your data to see the results found. You can then determine which you may want to buy (or not).

You can see exactly which suppliers the data is coming from and to select the ones you want to use, as well as the level of hierarchy. When setting up jobs, there are a vast number of configurable options and types of cleansing/suppression you can select. In one process you can cleanse the data, suppress it and then append it further providing insights on current customer bases.

Should you require a more sophisticated solution, our team would welcome the opportunity to discuss these with you and determine the most optimal solution aligned to your needs and operational procedure.

### Training

The platform includes detailed overviews of each respective service. Alongside these standard product/training documents, again if required we can tailor the information to configure to your systems, process and people ensuring it is relevant and accessible.

### Implementation Plan

Due to the simplicity of access to our online portal, and our out-of-the-box offering, users simply need to be registered and will have an assigned user account to gain access. No bespoke implementation is required. However, a detailed implementation plan based on your needs can be provided on request.

### Service Management and Constraints

Established self-serve options allow for the set up, completion and return of jobs in hours, meaning you can get the data you need when you need it. Through the platform you can cleanse and suppress data, append data and buy both consumer and business data to support marketing efforts. The platform automatically performs a health check on any data uploaded before starting a job. Utilising our Smart Link solution, it ensures the highest match rates possible. Fulfil all your data needs without even having to leave the website.

### Service Levels

We have a dedicated managed service team, that provides all support offered to clients, customers and associates. Operationally they follow processes aligned with ITIL's best practice guidelines, with regular support hours running from 08:00-17:00.

If necessary, we have escalation pathways for urgent matters and those that fall outside regular support hours.

### Outage and Maintenance Management

The platform is available 24/7. Should any issues arise then support is available during core business hours as per the service levels.

# Provision of the service

## Customer Responsibilities

- **Correct use of data:**
  - The data that may be provided when implementing the above services, all have certain permissions attached dictating their acceptable usage, it is essential that these usage guidelines are followed.
  - The permissions the data holds, will either be for contact, analytics and insight, matching and verification or combination of the three.
- **Adherence to compliance requirements:**
  - When working with data, especially those categorised as Personally Identifiable Information, it is imperative that proper compliance is followed. This is achieved through following GDPR and ICO guidelines,
- **Data and Resources**
  - Data extracts in agreed formats and timeframes for analysis and configuration work
  - Compliance with data sharing agreements and information governance requirements
  - Secure environments for handling sensitive data during consulting engagements
- **Access and Engagement**
  - Access to relevant systems, data, and documentation required for assessment and implementation
  - Availability of key stakeholders for requirements gathering, workshops, and decision-making
  - Designated project sponsor with authority to approve recommendations and allocate resources
  - Suitable working environment for consultants (office space for on-site work or remote access as agreed)

## Technical Requirements and Client-Side Requirements

- **Supported Browsers**

- Internet Explorer 11
- Microsoft Edge
- Firefox
- Chrome
- Safari
- Opera

User Support accessibility: WCAG 2.1 AA or EN 301 549

- **API Guidelines**

As a RESTful API, users can submit requests to perform a variety of data cleansing operations on consumer and business data using industry leading reference files, including but not limited to:

- PAF address validation and correction, plus rapid address lookup

- Individual and household level deduplication
- Deceased and goneaway Suppression
- TPS, CTPS, FPS and MPS flagging
- Redirection address identification and append
- Email and telephone number validation
- Data Enhancement – Hundreds of individual, household and postcode level attributes, age append, telephone number append
- Geographic functions such as perform a radius calculation on a postcode or nearest to calculation on a single/list of postcodes

The API supports single or batch uploads of records in a single request, using REST (JSON/XML) or SOAP.

Requests up to 1,000 records can be submitted synchronously, over this asynchronous requests are enforced.

Ability to retrieve matching statistics before committing to purchasing results.

Requests can be grouped together using a Project Name, enabling the invoice to be split for easier identification processing and billing.

Specific logic/services can be added to the API, controlled either on an account by account basis, or using the Integrator Key to identify required functionality for the operation.

## Data export approach

Data from the platform can be accessed directly by an end user and data can be allowed to be exported/imported to/from standard formats based on configured limits and access control policies. Data can be exported/imported to/from a variety of standard data protocols including APIs, SFTP, HTTPS. Likewise, native support for standard data formats is provided including CSV, JSON, XML, with extensible support for proprietary formats like Excel.

## Outcomes/Deliverables

- Updated records with corrected and authenticated names and addresses
- A single source of truth of who is currently living in each property within the desired area
- Identification of any movers, goneaways or deceased within the base.
- A full, socio-demographic picture of each individual
- A coherent, established segmentation of the desired base
- Indications of individual's transactional behaviour
- Identification of vulnerable individuals, whether financial, health or general vulnerability
- Predictive models, that highlight the actions most likely to be taken by each individual
- Tenure models, the identify each individuals most likely long term behaviours and likelihood of deviation
- Interactive dashboards and visualisation providing drill-down capabilities and actionable insight

The above deliverables can be received through multiple methods depending on the requested set up, they can either be given through an output file in your desired format, for you to download and work offline, or if integration was requested the outputs would be automatically delivered to your internal systems.

### **After-sales Account Management**

As a self service platform clients often use this autonomy to run jobs and select the desired service as required with no engagement with Sagacity. Alongside Issue Resolution and Support Coordination, we are always on hand to support if/when required.

For example, providing Performance Monitoring and Reporting, Strategic Guidance and Growth Opportunities,

### **Termination Process**

The associated service will remain until terminated by either Party on no less than 60 days written notice to the other Party. The Customer will also be able to terminate this Support Maintenance SOW at any time if Sagacity continuously fails to achieve the agreed SLAs, provided that Customer and Supplier cannot agree to a mutually agreeable rectification.

## Our Experience

### Case Studies

#### Utility & Water Company

Sagacity performed a large scale segmentation exercise on the whole of a water provider's base, to allow them to carry out debt and marketing operations more efficiently, saving money and increasing potential returns.

This included a regression analysis to identify the shared attributes across different types of customers, to identify which variables were the most indicative of the behaviours we were trying to predict/identify.

The segmentation process followed these steps:

- Achieved by initially taking a subset of the water provider's base, those they deemed as "good" and those deemed as "bad" with surrounding debt and product information.
- Taking the two groups of individuals and matched those to the Enhance enrichment base, using Forename, Surname & address as the main identifiers.
- Once matched, appending over 100 attributes to each individual, giving a full holistic picture of their respective characteristics, such as Household affluence, Vulnerability or Communication preferences
- This created the base to work from, next performing regression analysis, identifying which characteristics were prevalent in each group, identifying the most predictive attributes
- Matching the whole water provider's base to Enhance following the above steps, and then utilising the previous learnings to score each individual on the likelihood of being "good" or "bad" based on the characteristics they held

Once this was completed, Sagacity produced a web-based dashboard on the water provider's customer base, showing the segmentation by Enhance variables, the predictive scoring and other relevant metrics requested. Alongside this a final report was generated, detailing all findings, insights and opportunities that arose from the segmentation and analysis.

#### Client Summary

A trusted partner for over 350 brands.



## Social Value

### Kickstart Economic Growth

At Sagacity, we consistently spend a proportion of our annual revenue on research and development, looking to develop new technology and methodologies which can be shared within the market, to improve service offerings across the industries we operate in.

Each year we also hire a host of interns and graduate students, for their work experience or first jobs respectively, investing in this country's future by providing them with both the technical & soft skills they need to succeed in the world of work. This is also combined with the training opportunities provided to current staff, allowing them to upskill and progress in their careers.

### Make Britain a clean energy superpower

In a bid to help Britain achieve net-zero, when we look at our infrastructure providers we heavily take into account those making decarbonisation their priority, as well as supporting our building provider to continue making efficiency improvements within the spaces we work.

Sagacity is a paperless business and requests that emails are only printed if they really need to be. In addition, old and unused IT equipment is recycled and donated to charity instead of being disposed of. We want to help make Britain a clean energy leader, not just a consumer.

### Break down barriers to opportunity

Sagacity is committed to promoting equality, diversity and a culture that actively values & recognises the differences between backgrounds, cultures and the valuable experiences and insights that this offers to the workplace.

Sagacity has an Equal Opportunities policy with the aim of managing diversity successfully to help the company nurture creativity and innovation, growth, and improved competitiveness.

Sagacity also help provide vulnerability models – financial, health & general to business to help them ensure they are prioritising those that need to be and making sure that opportunities provided are equally split between those that need it.

### Build an NHS fit for the future

Sagacity look to share the health metrics we hold at local levels, free to governmental bodies. Enabling them to make better decisions for their constituents and highlight those that need extra help, again reducing the burden the NHS faces and improving efficiency of council health operations.

Also as an employee benefit, Sagacity offers the Healthshield service which enables all employees access to health treatments and guidance across their tenure. This supports employees being in the best health they can possibly be, reducing both the current & future burden the NHS may experience.

### Tackling Economic Inequality

Sagacity provide vulnerability models to help clients better provide and cater for their vulnerable customers, especially those who are marked as economically vulnerable, allowing for fairer services to be provided. Data is available at a local level on health and well-being.

### Improving Energy Efficiency

Our property data allows clients to evaluate the carbon footprints of households and businesses whilst also providing advice on how to support energy efficiency.

Sagacity aims to offer an inclusive environment in which diversity is valued and used in a respectful way to create an effective and efficient workplace and recruit and retain a diverse workforce that reflects the community that we serve. Sagacity also aims to ensure that all employees have the opportunity to maximise their potential and enhance their self-development and their contribution to the business.

## Contact Details

Please send your requirements **[enquiries@sagacitysolutions.co.uk](mailto:enquiries@sagacitysolutions.co.uk)** . Alternatively, if you wish to discuss your requirements in more detail, please call us on 020 7089 6400 or send us the following information and we will be happy to contact you:

1. Your organisation name
2. The name of this service
3. Your name and contact details
4. A brief description of your business situation
5. Your preferred timescales for starting the work