



Business Intelligence & Reporting

ESTABLISHED
2016

REFERRALS

100
%
WORD OF
MOUTH

SECTOR
EXPERIENCE

200+
YEARS
COMBINED

CERTIFIED

CE+
CYBER
ESSENTIALS



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PART A SERVICE-SPECIFIC INFORMATION

A1 SERVICE SUMMARY

Service Name

Business Intelligence & Reporting

Service Description

We deliver end-to-end business intelligence capability across public sector organisations.

From initial assessment of your reporting needs and data landscape, through data warehouse design and ETL development, to Power BI dashboards that operational managers use daily. We stand up the complete infrastructure – Azure data warehouses, dimensional models, automated ETL pipelines, and self-service reporting environments that transform how organisations use their data.

Local Government: We've built BI solutions across all the major social care and education platforms: Mosaic, Liquidlogic, Synergy, ContrOCC, Capita One, and legacy systems. Perth & Kinross: Azure data warehouse with dimensional model, Power BI infrastructure establishing foundation for council-wide reporting. Croydon: complete reporting suite – Business Objects, Power BI dashboards, statutory returns, performance reporting. One London Borough: converted hundreds of reports from Oracle to SQL Server.

Our Approach: CCS: Commercial Value Tool delivering Power BI dashboards for self-assessment across government commercial functions. UK Parliament: Commercial Pipeline Power BI solution enabling business intelligence for parliamentary operations.

Crown Dependencies: Our report developers have built statutory returns across all three nations. England: SALT, ASCFR, CIN Census, 903, Annex A, SEN2. Wales: Welsh Government returns with bilingual requirements. Scotland: Care Inspectorate reporting. We understand the validation rules, the edge cases, and the business logic that ensures first-time submission.

Central Government: Our approach combines data strategy with practical delivery – data quality frameworks that actually get implemented, self-service analytics that reduces dependency on specialist teams.

G-Cloud Classification

CATEGORY	DETAIL
G-Cloud Lot	Lot 3: Cloud Support
Service Category	Strategic Business Analysis (F-200-000-000)
Framework Reference	RM1557.15

Scope Boundaries

This service includes:

Full BI Implementation: End-to-end delivery from assessment through data warehouse design, ETL development, Power BI dashboards, statutory returns, and self-service capability – business analysis, technical architecture, development, testing, training, go-live support.

PMO Services: Project office capability without permanent headcount – reporting frameworks, resource planning, financial tracking, dependency management.

Specific Components: Pick the elements you need – Discovery & Strategy (current state assessment, BI roadmap, tool selection), Data Warehouse & ETL (Azure, dimensional modelling, pipelines).

Power BI Development: Dashboards, DAX measures, row-level security, Report Development (SQL, SSRS, Business Objects, Crystal Reports).

Additional Services: Statutory Returns (England, Wales, Scotland – configuration, validation, pre-submission testing), Report Migration (Oracle to SQL, legacy replacement, rationalisation). Ongoing Report Writing, Self-Service Analytics, Infrastructure Management.

This service does not include bespoke software development, ongoing managed service operations, or 24/7 production support unless explicitly agreed in the call-off contract.

A2 FEATURES

Key capabilities that differentiate this service:

Cross-Platform BI Expertise

Local government: Mosaic, Liquidlogic, Synergy, ContrOCC, Capita One, and legacy systems across social care and education. Central government: Power Platform, Business Objects, BizTalk integrations, custom data platforms. We've built BI solutions across both sectors – the data structures differ but our extraction and transformation expertise transfers.

Full Data Infrastructure

Not just reports – complete BI foundations. Azure data warehouses, dimensional models, ETL pipelines that refresh automatically. We stand up the infrastructure that transforms how your organisation uses data, with the architecture to scale as your needs grow.

Statutory Returns Expertise

SALT, ASCFR, CIN Census, 903, Annex A, SEN2 – plus Welsh and Scottish equivalents. We've built statutory returns across all three nations. We understand the validation rules, the edge cases that cause failures, and the business logic that ensures first-time submission.

Power BI & Self-Service

Dashboards that operational managers actually use. CCS: Commercial Value Tool for self-assessment. Perth & Kinross: council-wide reporting foundation. Intuitive navigation, mobile-friendly layouts, drill-through that answers the next question. Row-level security so everyone sees exactly what they should.

Report Migration

Oracle to SQL, Business Objects to Power BI, legacy systems to modern platforms. We've converted hundreds of reports – not just lifting and shifting, but restructuring for performance and maintainability. Rationalisation that reduces your report inventory while improving coverage.

Knowledge Transfer

We build your capability, not dependency. Training programmes that develop your team's SQL and Power BI skills. Documentation that enables ongoing maintenance. Handover that leaves you self-sufficient.

A3

BENEFITS

FULL STACK BI CAPABILITY

Assessment, data warehouse design, ETL development, Power BI dashboards, statutory returns, self-service. Complete end-to-end BI infrastructure - not just reports, but the foundations that make reporting sustainable.

100%

WORD OF MOUTH

All our work comes through referral and reputation. We don't cold call, we don't bid competitively against incumbents. Organisations find us because others recommend us.

100%

WORD OF MOUTH

Every agreed go-live delivered. No failed implementations. Long relationships built on delivery, not promises. Clients come back because we get it done.

A4

PLATFORM EXPERTISE

PLATFORM	EXPERTISE LEVEL	EXPERIENCE
Power BI / Azure BI Stack	Expert	Full BI infrastructure – Azure data warehouses, dimensional models, ETL pipelines, Power BI dashboards. Perth & Kinross: complete BI foundation. CCS: Commercial Value Tool dashboards.

SQL Server / SSRS / Oracle	Expert	SQL report development, SSRS dashboards, Oracle reporting. Ealing: converted hundreds of Oracle reports to SQL Server. Business Objects universe development, Crystal Reports.
Public Sector Domain Systems	Expert	Mosaic, Liquidlogic, Synergy, Eclipse, Capita One. Strategy informed by implementation experience. We understand what transformation means at the system level because we've configured these platforms.
A5	CASE STUDY	

CLIENT SUCCESS

Perth & Kinross Council

Challenge: Scottish council migrating from SWIFT to Mosaic needed complete BI infrastructure plus a full new reporting suite. No existing Power BI capability. Required data warehouse, ETL processes, and comprehensive reports covering Adults, Children's and Criminal Justice services - both operational and statutory.

Solution: Designed and implemented full ETL architecture for Mosaic social care data. Azure data warehouse with dimensional model. Power BI infrastructure established. Complete reporting suite developed covering Adults, Children's and Criminal Justice. Adapted Mosaic inbuilt reports for council requirements. Statutory returns for Scottish Government including Care Inspectorate reporting.

Outcome: Complete BI infrastructure operational. Full reporting suite live covering all service areas. ETL processes running reliably. Mosaic inbuilt reports adapted and operational. Statutory returns compliant. Power BI foundation established for ongoing development. Knowledge transferred to council team.

CLIENT SUCCESS

Oracle to SQL Conversion

Challenge: London Borough needed to migrate hundreds of Oracle reports to SQL Server as part of hosting migration. Reports had accumulated over years with inconsistent standards, poor documentation, and performance issues.

Solution: Converted hundreds of reports from Oracle to SQL Server - not just lifting and shifting, but restructuring for performance and maintainability. Report rationalisation to reduce inventory. Documentation and standards established.

Outcome: All critical reports migrated successfully. Performance improvements through query optimisation. Reduced report inventory through rationalisation. SQL Server reporting environment fully operational.

CLIENT SUCCESS

Crown Commercial Service

Challenge: CCS needed self-service business intelligence capability to enable commercial teams to assess and track value across government procurement. Required Power BI dashboards accessible to non-technical users with appropriate data governance.

Solution: Commercial Value Tool development. Power BI dashboards for self-assessment across government commercial functions. User-friendly interface enabling business users to generate insights without specialist support.

Outcome: Self-service BI capability delivered. Commercial teams empowered to assess value independently. Reduced dependency on specialist reporting resources. Foundation for data-driven decision making across commercial function.

PART B COMPANY-WIDE STANDARDS

B1 ABOUT BETTERGOV

Better Group Limited trading as BetterGov is a specialist consultancy supporting UK public sector digital transformation since 2016.

“
We build capability, not dependency
”

— BetterGov

BetterGov works alongside internal teams to build capability and reduce dependency, ensuring services can be sustained after engagement completion. We measure success by what organisations can do independently, not by how long they need us.

How our values inform our delivery



Why BetterGov?

- **Public Sector Specialists** Deep expertise in Local and Central Government
- **100% UK-Based** All delivery staff UK-based with security clearances
- **Outcome-Focused** Success measured by results, not activities
- **Standards Aligned** GDS, DSS, DSSW, Technology Code of Practice

Our Services

- Digital Transformation
- Cloud Services
- Programme & Project Management
- Systems Implementation

- Technology Consulting
- Capability Building
- Service Design
- User Research

B2

DELIVERY
APPROACH

■ Operating Model

■ Delivery Mode

- Agile delivery (Scrum/Kanban)
- PRINCE2 Project Management
- ITIL-aligned service management
- Transparent milestone tracking

- Remote-first with secure tools
- On-site for critical workshops
- Hybrid as required

Risk Management

We actively identify common failure modes in cloud support engagements - unclear scope, data access delays, dependency risk, stakeholder availability - and address them through early scoping checkpoints and formal risk ownership. Problems are surfaced early, not discovered late.

Tooling & Frameworks

CATEGORY	DETAILS
Project Management	Azure DevOps, Jira, Confluence, Our own tools
Collaboration	Microsoft Teams, SharePoint, Miro, Power BI, Our own tools
Methodologies	Agile, PRINCE2, ITIL

Security clearances: BPSS standard on all staff. SC and DV available on request. Associates and subcontractors are vetted to the same security and quality standards as permanent staff.

B3 SERVICE MANAGEMENT

Every engagement has a dedicated Engagement Lead and Director oversight.

■ Governance

- Clear roles and accountability
- Proactive risk management
- Formal change control

■ Reporting

- Weekly/fortnightly status
- Governance meetings
- Lessons learned reviews

We maintain a live risk register with named owners. Escalation triggers are defined at engagement start, not discovered during crisis.

Escalation Matrix

LEVEL	OWNER	RESPONSE
First	Project Manager	Resolve within agreed timelines
Second	Account Director	Intervention within 24 hours
Executive	Director	Immediate action on critical issues

B4 SECURITY & COMPLIANCE

CE+ CYBER ESSENTIALS	ICO REGISTERED	ISO 9001/27001 Aligned	UK DATA CENTRES
■ Data Residency All customer data stored exclusively in UK-based data centres.		■ UK GDPR Full compliance with technical and organisational measures.	
B5	AI & AUTOMATION		

AI and automation are used only to support analysis and operational efficiency. All decisions, recommendations, and outputs are reviewed and owned by named consultants. There are no autonomous actions.

-  **Intelligent Analytics**
AI-powered dashboards support insight generation - human analysts interpret and validate findings
-  **Process Automation**
RPA reduces manual effort by up to 60% - all automation is auditable and reversible
-  **AI Strategy**
Advisory services for responsible AI adoption aligned with government frameworks - governance first, capability second

Our AI Principles

AI is optional - never required for service delivery
 Human-led decision making on all outputs
 Governance and explainability before deployment
 No autonomous actions without explicit approval

B6 SERVICE LEVELS

■ Response Targets

SERVICE	TARGET
Enquiry	4 working hours
Proposal	5 working days
Mobilisation	10 working days
Critical escalation	4 hours

Maximum quarterly credit cap: 15% of fees.

Service levels are monitored by the Engagement Lead and reviewed as part of regular governance, with trends and corrective actions shared transparently. We track what matters, not what's easy to measure.

■ Service Credits

PRIORITY	RESPONSE	CREDIT
P1 Critical	4 hours	5%
P2 High	8 hours	3%
P3 Medium	24 hours	2%
P4 Low	48 hours	1%

Support Tiers

TIER	AVAILABILITY	INCLUDES
Standard	Mon-Fri 09:00-17:30	Email, phone support
Extended	Mon-Fri 07:00-21:00	+ Priority escalation
24/7	24 hours, 7 days	+ Critical incident response

B7 ONBOARDING & EXIT

■ Mobilisation

- Kick-off and scoping
- Access provisioning
- Risk and compliance checks
- Team familiarisation

■ Exit & Handover

- Deliverable sign-off
- Knowledge transfer
- Data export
- Deletion confirmation

Exit planning begins at engagement start. Knowledge transfer is structured to avoid single points of failure. Default retention: 90 days post-closure for audit purposes, then secure deletion. Trial service available: one-day consultancy sessions for prospective customers to evaluate our approach before commitment.

B8 CUSTOMER RESPONSIBILITIES

- Timely system and data access
- Documentation and approvals
- Data ownership, GDPR, and IP
(Customer retains ownership of all deliverables unless otherwise agreed)

- Named decision-maker
- Prompt query responses
- Third-party coordination

B9**TECHNICAL
REQUIREMENTS**■ **Prerequisites**

- Stable internet connection
- Modern browser (Chrome, Edge, Firefox)
- MFA capability

■ **Constraints**

- Third-party dependencies
- Scheduled maintenance windows
- Bandwidth for large data transfers

B10**TRAINING & KNOWLEDGE
TRANSFER**■ **Included**

- Onboarding sessions
- User documentation
- Handover knowledge transfer

■ **Optional Add-Ons**

- Advanced workshops
- Change management support
- Continuous learning programmes

B11**SOCIAL
VALUE****Our Commitments**

- **Net Zero 2035** Carbon reduction plan aligned with government targets
- **Living Wage** Accredited Real Living Wage employer
- **TOMs Framework** Social value measured and reported transparently
- **SME/VCSE Priority** Local and diverse supply chain engagement

B12**REPORTING & KPIS**■ **Monthly**

- Milestone progress
- Risk and issue status
- Resource utilisation

■ **Quarterly**

- Project health assessment
- Benefits realisation
- Lessons learned

Reporting outputs are designed to support internal governance, audit, and assurance requirements. Reports can be shared directly with finance, procurement, and oversight teams without modification.

B13**PRICING****Time & Materials**

SFIA-aligned day rates

Fixed Price

Milestone-based payments

Outcome-Based

Performance-linked fees

Detailed SFIA rate card provided as separate PPG upload.

B14**ORDERING & INVOICING**

Orders placed via Public Procurement Gateway (PPG) using Contract Award Service.

TERM	DETAIL
Billing	Monthly in arrears or milestone-based
Payment Terms	30 days (Public Sector Payment Policy)
Payment Method	BACS transfer

All invoices include detailed breakdowns by deliverable and resource, suitable for finance review and audit trail requirements.

B15 BUSINESS CONTINUITY

MEASURE	TARGET
Recovery Point Objective (RPO)	Up to 24 hours
Recovery Time Objective (RTO)	24-48 hours for critical services
DR Testing	Annual minimum (ISO 22301 aligned)

B16 DATA PROTECTION

Full compliance with UK GDPR and Data Protection Act 2018.

■ Technical Controls

- Encryption in transit and at rest
- Access controls and audit logs
- Regular security assessments

■ Governance

- Designated Data Protection Officer
- ICO registration maintained
- Breach notification procedures

B17

ACCESSIBILITY

WCAG 2.1 AA
Fully compliant

WCAG 2.2
Patterns adopted in all new deliverables

Formats
HTML, PDF, large print, Easy Read

B18

CONTACT US

Better Group Limited (trading as BetterGov)

Telephone: +44 (0)20 3289 4203

Email Opportunities@bettergov.co.uk

Web www.bettergov.co.uk **Company** 10241361

Digitally Driven, Socially Empowered

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