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G-CLOUD 15



# Data Management & Master Data Services

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

## Data Management & Master Data Services

### Service Description

We help government organisations get control of their data. Not the theoretical data governance frameworks that gather dust, but practical data management that improves data quality, enables self-service analytics, and supports evidence-based decision making.

When Crown Commercial Service needed to establish master data management, we implemented Microsoft Purview and piloted MDM capabilities across their data landscape. When they needed to understand and improve their data maturity, we deployed structured assessment and remediation.

When Parliament needed to understand their data platform before modernisation, we mapped 72 BizTalk orchestrations and 19+ stakeholder perspectives. Our approach combines data strategy with practical delivery. Data quality frameworks that actually get implemented. Data literacy programmes that change behaviour. Self-service analytics that reduces dependency on specialist teams. From CCS's Commercial Value Tool delivering Power BI dashboards for self-assessment, to data migration programmes moving billions of records with 99.99% accuracy - we make data work.

### G-Cloud Classification

| CATEGORY            | DETAIL                          |
|---------------------|---------------------------------|
| G-Cloud Lot         | Lot 3: Cloud Support            |
| Service Category    | Data Management (F-200-000-000) |
| Framework Reference | RM1557.15                       |

### Scope Boundaries

#### This service includes:

**Master Data Management:** MDM strategy and architecture, Microsoft Purview implementation, data domain definition, golden record creation, data stewardship processes, data quality rules

**Data Governance:** Data governance framework design, data ownership definition, data quality metrics, policy development, compliance monitoring, GDPR/data protection alignment

**Data Quality:** Data profiling, quality assessment, cleansing strategy, exception management, ongoing quality monitoring, quality dashboards

**Data Platform Services:** Data architecture design, data warehouse/lakehouse design, ETL/ELT pipeline development, data integration, API development Analytics & Reporting: Power BI implementation, self-service analytics enablement, dashboard development, report automation, data visualisation

**Data Maturity:** Maturity assessment, capability gap analysis, improvement roadmap, data literacy programmes, organisational change 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:

|                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Microsoft Purview Implementation</b><br><br>CCS Master Data Management: Microsoft Purview pilot implementation. Data cataloguing, lineage tracking, governance policy enforcement. Modern data governance platform deployed to government standards.                      | <b>Data Maturity Assessment</b><br><br>CCS Capability Uplift: structured data maturity assessment and remediation programme. Understanding where you are, defining where you need to be, and practical steps to get there. Data quality, literacy, governance - comprehensive capability improvement. | <b>Self-Service Analytics</b><br><br>CCS Commercial Value Tool: Power BI implementation enabling self-assessment dashboards. Democratising data access so business users can answer their own questions without waiting for analyst queues. |
| <b>Complex Data Landscape Understanding</b><br><br>Parliament Data Platform Discovery: 72 BizTalk orchestrations mapped, 19+ stakeholder interviews. Understanding legacy data platforms before modernisation - the integrations, dependencies, and undocumented complexity. | <b>Data Migration Excellence</b><br><br>Drawing on our extensive data migration experience (1B+ records across 30+ projects), we ensure MDM implementations are supported by proven data movement and quality capabilities. 99.99% accuracy, comprehensive testing, validated outcomes.               | <b>Government Data Standards</b><br><br>Understanding government data requirements - cross-departmental sharing, transparency obligations, FOI compliance, statistical standards. Data management that works within government constraints. |

## A3

## BENEFITS

### PURVIEW EFFICIENCY

CCS Microsoft Purview pilot - MDM platform implementation, data cataloguing, governance policy deployment. Modern data management for government.

### 72 SAVINGS

Parliament Data Platform Discovery - 72 BizTalk orchestrations mapped, complex integration landscape documented before modernisation.

### Delivered SATISFACTION

CCS Commercial Value Tool - Power BI dashboards enabling self-service analytics and self-assessment across commercial function.

## A4

## PLATFORM EXPERTISE

| PLATFORM                 | EXPERTISE LEVEL | EXPERIENCE                                                                                                                                                  |
|--------------------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Microsoft Purview</b> | Expert          | CCS Master Data Management - Purview pilot implementation, data cataloguing, governance policy configuration. Microsoft data governance platform expertise. |

|                                   |                   |                                                                                                                                |
|-----------------------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>Power BI</b>                   | Expert            | CCS Commercial Value Tool Parliament reporting. Self-service dashboards, data visualisation, government analytics deployment.  |
| <b>Data Integration Platforms</b> | Expert            | BizTalk assessment (72 orchestrations), ETL/ELT pipelines, API integration. Legacy and modern integration platform experience. |
| <b>A5</b>                         | <b>CASE STUDY</b> |                                                                                                                                |

## CLIENT SUCCESS

**Crown Commercial Service**

**Challenge:** CCS lacked master data management capability. Data scattered across systems, no single source of truth, data quality issues affecting procurement operations. Needed MDM foundation for data-driven organisation.

**Solution:** Master Data Management programme. Microsoft Purview pilot implementation. Data domain definition. Governance policy configuration. Data cataloguing across priority data sets.

**Outcome:** Microsoft Purview operational. MDM pilot completed. Data governance policies deployed. Foundation for enterprise-wide MDM rollout.

## CLIENT SUCCESS

**Crown Commercial Service**

**Challenge:** CCS needed to understand and improve data maturity across the organisation. Data quality issues, limited data literacy, governance gaps. Required structured assessment and improvement programme.

**Solution:** Capability Uplift programme. Data maturity assessment across organisation. Gap analysis against target state. Prioritised remediation roadmap. Data quality, literacy, and governance improvements.

**Outcome:** Data maturity baseline established. Priority improvements identified. Remediation programme initiated. Measurable capability uplift achieved.

## CLIENT SUCCESS

**UK Parliament**

**Challenge:** Parliament planning data platform modernisation needed to understand current state. Complex BizTalk integration landscape, multiple stakeholders, unclear dependencies. Required comprehensive discovery before transformation.

**Solution:** Data Platform Discovery. 19+ stakeholder interviews. 72 BizTalk orchestrations mapped. Integration dependency analysis. Modernisation options assessment.

**Outcome:** 72 BizTalk orchestrations documented. Integration landscape mapped. Migration pathway options defined. Foundation for data platform modernisation programme.

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

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                                 |
|-----------------------|----------------------------------------|
| <b>Billing</b>        | Monthly in arrears or milestone-based  |
| <b>Payment Terms</b>  | 30 days (Public Sector Payment Policy) |
| <b>Payment Method</b> | BACS transfer                          |

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

## B15 BUSINESS CONTINUITY

| MEASURE                               | TARGET                             |
|---------------------------------------|------------------------------------|
| <b>Recovery Point Objective (RPO)</b> | Up to 24 hours                     |
| <b>Recovery Time Objective (RTO)</b>  | 24-48 hours for critical services  |
| <b>DR Testing</b>                     | 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](mailto:Opportunities@bettergov.co.uk)

**Web** [www.bettergov.co.uk](http://www.bettergov.co.uk) **Company** 10241361

*Digitally Driven, Socially Empowered*

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