



SERVICE DEFINITION DOCUMENT

*Data Analytics and Insights
Services*

73 Church View, Hollywood,
BT18 9LN – United Kingdom
+44 (0)2890 394 431
info@cranmo.re



Contents

1. Purpose of this Document	3
2. Service Description	3
2.1 Overview.....	3
2.2 Service Components	3
2.3 Service Benefits	4
3. Delivery Approach.....	4
3.1 Discovery Phase	4
3.2 Agile Implementation	5
3.3 User Acceptance Testing.....	5
3.4 Deployment and Hypercare.....	5
4. Service Constraints	5
5. Ongoing Support	6
5.1 Support Services.....	6
5.2 Support Response Levels	6
6. Security and Compliance.....	6
6.1 Security Accreditations	6
6.2 Data Protection	6
7. Pricing	6
8. Contact Information	7

1. Purpose of this Document

This document provides comprehensive information about Cranmore Consulting's Data, Analytics & Insight Services and defines how these services are delivered to UK public sector organisations.

This Service Definition is required as part of Cranmore's listing on the G-Cloud 15 framework and conforms to the requirements specified in the Crown Commercial Service's guidance on service definition documents.

These services are designed for central government departments, local authorities, NHS organisations, arm's-length bodies and other public bodies seeking expert data strategy, analytics implementation, and insight generation capabilities.

2. Service Description

2.1 Overview

Cranmore offers comprehensive data, analytics, and insight services across all leading cloud platforms, enabling organisations to unlock the full potential of their data assets. Our services merge varied data sources to create dynamic analysis capabilities, bespoke data visualisation studios, and interactive dashboards with dedicated data integrity protection.

We provide end-to-end data pipeline development from ingestion through processing to visualisation, leveraging secure and scalable cloud-native approaches. Our services cut operational expenses, streamline workflows, and transform raw data into actionable insights that drive evidence-based decision-making.

Cranmore combines strategic data planning expertise with hands-on implementation capabilities spanning data engineering, machine learning, advanced analytics, and DataOps practices. Our approach emphasises data quality, governance, and compliance while delivering real-time analytics capabilities that adapt to evolving organisational needs.

2.2 Service Components

Data and analytics services include:

- **Strategic Data Planning and Implementation** – Strategic roadmaps defining data architecture, governance frameworks, and implementation approaches aligned with organisational objectives
- **Machine Learning Capabilities** – Development of predictive models for forecasting, classification, and anomaly detection using machine learning algorithms and statistical techniques to extract insights from datasets
- **Advanced Analytics** – Application of algorithms and statistical techniques to identify patterns, trends, and correlations through exploratory data analysis (EDA) and hypothesis testing
- **Natural Language Processing** – Implementation of natural language processing (NLP) and text-mining techniques enabling analysis of unstructured data including documents, emails, and social media
- **AI-enabled analytics** – Use of AI techniques including automated insight generation, pattern detection, and decision support, applied proportionately to business context and risk.
- **Data Visualisation** – Development of interactive dashboards and data visualisation studios communicating findings and insights effectively to stakeholders at all levels
- **Data Quality Management** – Comprehensive data profiling, quality assurance, and lineage tracking ensuring data accuracy, completeness, and trustworthiness
- **DataOps Services** – End-to-end support with CI/CD pipelines, orchestration, and automated deployment enabling rapid iteration and continuous improvement

- **Modern data platforms** – Design and implementation of cloud-native data platforms using modern analytics technologies and services (for example, Microsoft Fabric, Azure-native services, AWS analytics services, Python- and SQL-based platforms), selected based on Buyer requirements.
- **Real-Time Analytics** – Real-time data pipeline production enabling streaming analytics and immediate insight generation from operational data
- **Data Governance** – Implementation of data governance frameworks ensuring compliance with GDPR, data protection regulations, and organisational policies

2.3 Service Benefits

Organisations engaging Cranmore for data and analytics services realise substantial advantages:

- **Unlock Data Assets** – Transform dormant data into actionable intelligence enabling evidence-based decision-making across the organisation
- **Informed Decision-Making** – Data-driven insights and predictive models support strategic planning, resource allocation, and risk management
- **Identify New Opportunities** – Advanced analytics identify opportunities for revenue growth, cost savings, and operational efficiencies previously hidden in data
- **Cloud Modernisation** – Cloud-native data architectures enable scalable, automated data processing, reducing manual effort and improving reliability.
- **End-to-End Delivery** – Support across the full analytics lifecycle, from data ingestion and modelling through to testing and production deployment.
- **Quality Assurance** – Rigorous testing ensures data alignment, verification, and usability meeting business requirements
- **Agile Development Approach** – Agile Scrum methodology ensures user-centric development with regular stakeholder feedback and iterative refinement
- **Data Quality and Governance** – Data governance and information management practices support compliance with data protection and organisational policies.
- **Business Case Support** – Clear articulation of data analytics value supports business case development and stakeholder buy-in
- **Innovation** – Use of advanced analytics and AI techniques enables new insights and supports innovation where appropriate.
- **Timely Insights** – Near real-time analytics and visualisation support faster understanding of operational performance and emerging trends.

3. Delivery Approach

3.1 Discovery Phase

Cranmore strongly recommends data analytics projects commence with comprehensive Discovery Phase (typically 2-4 weeks). Data analytics Discovery encompasses:

- Current state data landscape assessment and data source inventory
- Data quality evaluation and gap analysis
- Use case identification and prioritisation workshops
- Data architecture design and technology selection
- Data governance framework recommendations
- Analytics capability maturity assessment
- Implementation roadmap with quick wins and long-term initiatives
- Evidence based project scope and indicative costs

Discovery deliverables provide strategic foundation ensuring data investments align with organisational priorities and deliver measurable value.

3.2 Agile Implementation

Data analytics implementation follows proven Agile Scrum methodology:

- **Two-week sprints** – Each sprint delivers working data pipelines, analytics capabilities, or visualisations
- **Daily standups** – Brief team synchronisation meetings ensure transparency and maintain momentum
- **Sprint reviews** – Stakeholder demonstrations validate analytics outputs meet business requirements
- **Sprint retrospectives** – Team reflection on data quality issues and process improvements
- **Continuous testing** – Automated data quality testing and validation throughout development

3.3 User Acceptance Testing

Comprehensive user acceptance testing validates data pipelines and analytics capabilities meet all requirements including data quality validation, performance testing, analytics accuracy verification, dashboard usability testing, and integration testing. No production deployment proceeds without formal sign-off from Buyer authorised representatives.

3.4 Deployment and Hypercare

Data analytics deployment managed through phased approach:

- Pilot deployment validating data pipelines and analytics
- Comprehensive training for data analysts and business users
- Phased rollout by department or use case
- Four-week Hypercare with monitoring and rapid issue resolution
- Knowledge transfer ensuring internal teams can maintain and extend analytics

4. Service Constraints

To support successful data analytics outcomes:

- **Discovery recommended:** Complex data projects benefit from a structured Discovery phase to clarify objectives, data readiness, and delivery approach.
- **Data documentation:** Availability of data source documentation, data dictionaries, and metadata supports effective analytics delivery. Where required, Cranmore can support data cataloguing and documentation activities.
- **Use case prioritisation:** Cranmore works with the Buyer to identify and prioritise analytics use cases based on business value and data availability
- **Data quality:** Analytics quality is enhanced by well-documented data sources and business rules. Cranmore provides data profiling and quality assessment
- **Data access:** Analytics performance and delivery efficiency are supported by appropriate Buyer-provided access to relevant data sources and systems.
- **Stakeholder engagement:** Regular Buyer involvement in validation, testing, and feedback supports successful analytics delivery
- **Domain knowledge:** Access to subject matter expertise supports accurate interpretation of data, business context, and insight generation.

5. Ongoing Support

5.1 Support Services

Cranmore provides comprehensive data analytics support:

- **Technical Account Manager** – Single point of contact for relationship management and guidance
- **Support Desk** – Enhanced support models, including extended-hours or 24/7 support, may be available where agreed as part of the call-off
- **Email and Ticketing** – Incidents raised via Atlassian helpdesk with 2-5 hour response (5 days/week)
- **Web Chat Support** – Available 9am-5pm UK time, Monday-Friday at additional cost
- **Hypercare** – Four weeks post-deployment enhanced support
- **ITIL Service Management** – Professional incident, problem, and change management

5.2 Support Response Levels

Incident response based on business impact:

- **Priority 1 (Major Impact):** 15 minutes response, 6 hours resolution target
- **Priority 2 (High Impact):** 1 hour response, 8 hours (one working day) resolution target
- **Priority 3 (Moderate Impact):** 4 hours response, 3 working days resolution target
- **Priority 4 (Minor Impact):** 1 day response, 10 working days resolution target

6. Security and Compliance

6.1 Security Accreditations

Cranmore maintains:

- **ISO 27001** – International standard for information security management
- **Cyber Essentials Plus** – Independently verified cyber security controls
- **Security Clearance (SC)** – Key personnel hold UK Security Check clearance for OFFICIAL data

6.2 Data Protection

All data operations comply with UK GDPR and Data Protection Act 2018. Data processing roles agreed before service commencement per Call-Off Schedules 9a-9e. Data encrypted in transit and at rest. Comprehensive data governance frameworks ensure appropriate data handling and regulatory compliance.

7. Pricing

Data analytics services priced based on project scope and complexity:

- **Discovery:** Typically delivered on a fixed-price basis, agreed in advance based on the defined Discovery scope and timebox
- **Implementation:** Priced separately based on the agreed analytics delivery scope and approach, following Discovery or as a standalone engagement
- **Alternative pricing:** Time and Materials pricing may be used where appropriate and agreed in advance

- **Payment terms:** Payment terms are 30 days from invoice date

All pricing excludes VAT.

8. Contact Information

Primary Contact

Fergus McGrath
Sales Director
Cranmore Consulting
Mobile: 07912 777717
Email: fergus@cranmoreconsulting.com

Service Desk

Telephone: 028 9042 1238
Email: info@cranmoreconsulting.com

Registered Office

Cranmore Consulting Ltd
73 Church View, Holywood
BT18 9LN
United Kingdom

G-Cloud 14 Listing

<https://www.applytosupply.digitalmarketplace.service.gov.uk/g-cloud/services/479964968691217>