



Differentia Consulting Ltd.

*Qlik Business Intelligence, AI-enabled Data Analytics, Pipeline,
Automation, Visualisation, Reporting & Alerting covering:
Cloud Hosting, Cloud Software and Cloud Support*

Service Definition Document

Prepared for G-Cloud 15 Framework

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1 Introduction

AI-enabled Business Intelligence Data Analytics, Data Pipeline & Integration, Visualisation, Automation, Reporting & Alerting Services for Structured and Unstructured Data

*Differentia Consulting is pleased to be able to offer this document for you to more clearly understand what it is that we do and can offer you to assist in providing the **cloud solution of: software, hosting, and support services** that meet your Data Analytics and Data Integration needs now and for the life of the engagement, and beyond where appropriate.*

This service definition document is for our AI-enabled business intelligence (BI) and data integration, data analytics, and data security, cloud/remote managed services and support that includes the; cloud hosting, cloud software and cloud support including associated consultancy, implementation, design, development, support and training services needed to deploy and service the needs of our clients. It is intended for new and existing users of the technology services that we offer.

1.1 Document Sections

This document has the following sections:

Section 2 – *Essential information about our Cloud Software and Cloud Support Services. There are a lot of components to a best of breed BI solution, and we list the capability so that you better understand why we have selected each to be part of the offering that we have.*

Section 3 – *Service information including on and off boarding.*

Section 4 – *Cloud Hosted Services User and Service Desk Management Details.*

Section 5 – *Understand a little more about Differentia Consulting, our services and how we engage.*

2 Business Intelligence Data Integration and Data Analytics Services - Service Information

2.1 Cloud Software

Differentia Consulting has invested in being able to deliver a complete range of services for AI-Enabled BI Data Integration, Data Analytics, Automation & Visualisation, Reporting & Alerting Services for Structured and Unstructured Data.

We can consult and recommend a best of breed solution for meeting your organisational requirements as well as the ability to host and support, as part of delivering on your Third wave of BI, "BI & Data Strategy".

2.1.1 Next Generation Analytics, AI, ML - Qlik

Traditional business intelligence (BI) software restricts the agility required to deliver solutions that are needed today. Qlik has always been focused on innovative solutions that keep pace with every individual's – and organisations' – changing requirements. Qlik pioneered the market for Data Discovery and is the leader in this segment as validated by independent analyst firms.

Qlik brings to market specific industry and functional-level experience through a range of Qlik products that include:

- *Qlik Cloud (Qlik Sense, QlikView, Qlik Alerting, Qlik Answers, Qlik Predict, Qlik MCP)*
- *Qlik Data Analytics Platform (Qlik Sense, QlikView, NPrinting, Qlik Geo Analytics, Qlik Alerting)*
- *Qlik Data Integration Platform (CDC, Qlik Enterprise Manager, Qlik Replicate, Qlik Compose and Qlik Catalog, Qlik Talend Cloud, Real-time data for AI workloads, via Iceberg etc)*

Creating a truly agile, data-driven organisation takes more than just a visualisation tool alone. Qlik's open data analytics with automation, alerting and data integration platforms supports a complete data-pipe or data feed transformation. That means more people can discover more insights to a portfolio of solutions across the spectrum of BI needs. Delivering a secure and governed data democratized-capability that is both world class and integrates with leading data warehouse, (Snowflake, Data Bricks, Rebricks, MS Synapse/Fabric etc), and data-lake providers solutions. (In addition, specific use cases for SAP ERP Test Data instances can be catered for). The capability is best of breed and still has room for other partner-based options. Significantly Qlik does not insist on servicing its BI tools, but instead ensures that the Data Integration platform (also a Data Warehouse Automation platform) is analytics and data warehouse agnostic.

As a Qlik Elite Solution partner, for more than ten years, we are highly experienced in providing business value through the growing Qlik platforms. Our goal is to establish the ability to monitor measure and manage by exception in as little time as possible.

Clients using Qlik solutions benefit from:

- *Qlik's unique 'associative experience'. Allowing users to find actionable insight with ease and with minimal training or expertise.*
- *consolidation of information rapidly from multiple data sources.*
- *'speed of thought' analysis.*
- *anywhere access to data, secure and governed via browser and secure mobile applications*
- *rapid time to value.*
- *visualisation of data with state-of-the art graphics, mashups, automation, and time sensitive alerting*
- *searching data with Google-like ease.*

1.1.1.1 Data Capture and Unstructured Data - Inphinity Suite (Forms, Flow, Mole)

Using Forms, you can enter your own data directly into your Qlik Sense BI solution as: comments, deadlines, responsibilities, custom categorisations, action plans, budgets, forecasts, rankings or any other data. You can use Mole Unstructured Data Connector for analysing the content of readable unstructured documents. You can upload a legal document to the specific client right within your Qlik BI application. Documents can be sourced from your preferred file sync and share solution. Inphinity Flow can be used for Process Performance – Process Efficiency – Process Quality, so you can Visualise, Measure, and Optimise your processes in Qlik Sense.

1.1.1.2 Enriched UK Data for Business Intelligence Users - Doorda

Doorda provide a broad, joined-up view of the UK population, the areas they live in, properties, and businesses, allowing analysts and data scientists to create their own unique insight and competitive advantage. This data can be consumed via any BI solution and is available to all our clients. Their data service has been of great use in Covid-19 analysis.

1.1.1.3 Data Capture and Enhanced Visualisation - Vizlib

Where enhanced visualisation is required, this can be catered for by use of the TED extension library. E.g., Vizlib or use of open source D3 libraries can be used. Vizlib also includes data capture capability.

2.1.2 Data Pipeline and Data Warehousing

1.1.1.4 Data Pipeline and Data Quality

Build a trusted data foundation to power your AI, ML, and analytics solutions. Adopt a real-time solution for ingesting enterprise data into popular data repositories. Track, maintain, and protect data accuracy at every stage of the data lifecycle:

- Quality and governance for data trust
- Secure and compliant architecture
- Standards-based and extensible

1.1.1.5 Agile and Automated Data Streaming.

Automate the design, creation, and continuous update of data warehouses and data lakes on any cloud platform.

- Automate mapping, target table creation, and data instantiation
- Quickly create and deploy analytics-ready structures
- Work with a wide variety of use cases and user personas
- Specific solutions for SAP customers

1.1.1.6 Data Lineage and Data Cataloguing

Data catalogue and lineage capabilities help you fully understand the data flowing through your analytics data pipelines – from source to use. Confidently broaden access and usage of your analytics.

- Categorize terms logically by business context
- Validate data accuracy and consistency
- Increase analytic insights
- Streamline analytic migration initiatives

2.1.3 Enhanced Reporting Mapping Integration and Intelligent Alerting

1.1.1.7 Enhanced Reporting – ancoreShare (and ancoreScript)

Upgrade your Qlik Cloud reporting to the next level with advanced capability that is:

- *Simple – In-app reports that take from seconds to build across ALL Qlik objects.*
- *Secure – All reports use encrypted credentials further protected by MFA*
- *Scalable – On demand reports are created in-client in real-time*
- *Offers full automation capability in Qlik Automation and Microsoft Power Automate*
- *Enables integration to third party API messaging platforms eg META.*

1.1.1.8 Enhanced Mapping – ancoreMaps

Add enhanced mapping capability to Qlik Cloud that allow your team to use their preferred mapping source yet operate efficiently and incorporate with Qlik selection capability.

2.1.4 Time Series Machine Learning for forecasting and Anomaly Detection - Tangent Works

TIM, the Tangent Information Modeller uses principles from a field of mathematics known as “information geometry,” to build time series forecast models in seconds instead of hours or days. It’s a breakthrough approach to Time Series Machine Learning for forecasting and anomaly detection.

Tangent Works refers to TIM as “InstantML” to set it apart from AutoML or handmade models that are slower, cost more to develop and devour more resources. TIM can be used either stand alone or as part of a full BI solution.

2.1.5 Unified Analytics - Alteryx

Alteryx delivers an end-to-end platform that unifies the analytic experience. Alteryx empowers people to deliver insights and experience the thrill of getting to the answer faster. With Alteryx, business analysts and data scientists alike can discover, transform, model, and analyse data using a single governed, collaborative, and scalable enterprise analytic solution.

Challenges include:

- 1. A reliance on the IT department for data blending and data preparation processes*
- 2. Deep technical skill-set required for laborious programming*
- 3. Lengthy Excel based analysis prone to human error*
- 4. A lack of repeatable process*
- 5. Out of date or missing data process documentation*

Analysts employ the Alteryx analytics platform because they can deliver deeper insights by seamlessly blending internal, third-party, and cloud data, and then analyse it using spatial and predictive drag-and-drop tools. This is all done within workflows with no programming required.

We are delighted to offer Alteryx alongside our other advanced analytics and data preparation solutions in making our clients’ organisations more successful.

2.1.6 Data Quality and Data Warehouse Automation – TimeXtender & Exmon

1.1.1.9 TimeXtender Discovery Hub is a single, integrated, metadata-driven, agile and automated software platform.

This modern data warehouse builder, is built for cloud, allows organisations to easily merge data from a wide variety of data sources and use agile data modelling to effortlessly build a modern data warehouse and semantic model democratized data that is governed, secure and GDPR compliant.

Solution Benefits:

1. Consolidate multiple data sources and provide a cleansed, single version of the truth
2. simplify the migration of data to Microsoft Azure or AWS
3. governance and self-service process automation
4. provide access in formats business users can understand
5. leverage data services to cleanse and enrich your data via an automated process
6. faster time to value for access to cloud data

Differentia Consulting can deploy on premise, or host via the cloud, to service your BI Data Analytics solution.

1.1.1.10 Exmon Discovery Hub is a single, integrated, metadata-driven, agile and automated software platform.

Monitor your data around the clock to detect any potential issues in the quality of your data and its integration with other internal systems.

- *Trust - Ensure your data is 100% accurate before it's transferred or shared between your systems. If something doesn't look right, you'll be notified immediately, and that data pipeline will be stopped until the issue is resolved.*
- *Compliance - We enable our customers to be regulatory compliant from a data standpoint by ensuring our data solutions adhere to and support specific governance policies based on your industry and the regions you work within.*
- *Empowerment - Customers gain greater control over their data sets by showing them that it can be easy to measure and meet their data goals and requirements, by leveraging our simple user interface.*

2.1.7 Smarter.BI Applications

The aim of all Smarter.BI applications is to help users look at data when they need to and not have to execute reports or indeed dump data to excel for analysis. Typically packaged to be deployed with limited implementation services. Scaling from a single user to your entire community of users.

With our Business Intelligence offering we have pre-built solutions to provide accelerated insight into data for management and reporting purposes across various transactional data sources. Such as Oracle Primavera and EBS ERP.

1.1.1.11 Smarter.PMO

Smarter.PMO provides accelerated insight into data for management and reporting purposes across Oracle's Primavera PMO solution. Using Smarter.PMO users can'

- *Anticipate and effectively act on varying needs and opportunities*
- *Deliver the fundamental principles of quality*
- *Agile decision making, monitoring and reporting*
- *Understand and mitigate risks*
- *Maintain transparent processes*
- *Join the flow of information within the organisation*
- *Offer wider community collaboration*

Having this as a solution enables clients to track earned value and committed spend to manage projects in a way not previously possible.

1.1.1.12 Smarter.EBS

Smarter.EBS provides accelerated insight into data for management and reporting purposes across Oracle's E-Business Suite ERP solution. The suite of Smarter.EBS dashboard applications is designed to sit over single or multiple instances of Oracle E-Business Suite deployments to allow users, analysts and managers to look at Oracle E-Business Suite data from dial to detail, in the office, and remotely on a mobile device for example. Smarter.EBS can be deployed as a departmental solution or as part of an enterprise adoption of our Qlik Data Analytics service.

1.1.1.13 Smarter.Log

Smarter.Log is a next generation scripting utility provided by Differentia Consulting that addresses many of the typical Qlik application lifecycle environment management issues faced by organisations.

Qlik users can now use Smarter.Log to track data lineage, quality and capacity trending over time as well as perform change impact-analysis for data and scripts.

*For a new project or existing application this is a great way to implement a controlled and audited setup ideally using **Smarter.Log** from the project start. Several possibilities for implementing **Smarter.Log** exist:*

- *The product includes an additional scanner application that allows reload log files to be traced and analysed, identifying key points that should be possibly logged. The application can also be configured to track the logging calls that a customer decides to use so overall **Smarter.Log** adoption can be easily tracked.*
- *Pain points that may exist in the application estate can be quickly addressed first.*
- *Calls to **Smarter.Log** can be implemented incrementally as part of normal BAU project work.*
- *The analysis and adoption of **Smarter.Log** calling by itself also encourages a review of customer scripting – to identify other areas of improvement.*

2.1.7.1 Smarter.Travel - TravelTime

TravelTime Prioritises Time Instead of Distance for Your Key Geodemographic Decisions within your hyperautomation strategy to drive behavioural change as we seek to reduce our carbon footprint.

TravelTime is an API and set of plugins that can calculate travel times to many locations within milliseconds. By mapping multi-modal transport data in 50 countries, it can instantly return thousands of travel times for public transport, driving, walking, cycling, or any combination of modes to your user interface.

The high-performance API puts the power of mobility behind everything you do. Whether that means calculating travel times to hotels, jobs, or properties on consumer-facing apps or analysing geospatial data when deciding where to locate a new office, retail site, school, or hospital.

2.1.7.2 Smarter.SEO - VISEON.IO

VISEON, a Semantic Intelligence platform developed by Differentia Consulting, bridges the gap between human-readable websites and machine-verifiable data. By leveraging advanced Schema.org markup and Knowledge Graph technology, it ensures your brand's unique "context" is fully understood by AI agents, shifting the digital strategy from traditional ad-spend dependency to authentic, organic visibility, GIST compliant.

Discovery: Augmented Organic Visibility

VISEON transforms static content into a rich Knowledge Graph, enabling augmented organic discovery by AI engines like ChatGPT, Gemini, and Perplexity. By implementing semantically orthogonal data, the platform ensures your brand stands out in the "conflict radius" of AI search, moving beyond keyword rankings to achieve high-utility, context-driven discoverability.

Search: Precision in the NLWeb

In the era of the Natural Language Web (NLWeb), VISEON replaces manual search and fragmented comparison with a machine-mediated process. It validates rich snippets and identifies knowledge gaps, allowing your site's artifacts to participate directly in next-generation AI interfaces. This ensures that when users ask complex questions, your business provides the most authoritative, integrated answers.

Transact: The Future of Agentic Commerce

VISEON powers agentic commerce by exposing "Available To Promise" (ATP) data—such as delivery times, pricing, and return policies—directly to autonomous AI agents. By providing machine-parsable commercial contracts and validated APIs, VISEON allows agents to not only find your products but to autonomously negotiate and execute secure transactions on a user's behalf.

2.1.8 #CyberHygiene – Third Party Vendor Cyber Risk Management (Qlik)

In recent years the UK public sector has been the subject of many well documented cyber-attacks and as such significant investment has followed to ensure that the data of citizens is less exposed.

Cyber Security Cyber Hygiene Scoring for Data Supply Chains delivers a compelling extension to your capability to monitor measure and manage your data supply chain's Cyber Security or #CyberHygiene score, by exception.

By mapping public facing domain information using our #CyberHygiene service can help you manage your cyber risk management exposure and posture. You can measure exposure to cloud service providers based on the infrastructure and services that they use.

An on-site version can also be deployed that can be enriched to offer a complete domain scoring solution. Covering the digital footprints of products, brands and supply chains across all essential services. Creating insight that can be acted upon.

2.1.9 Zero Trust

Three Strategies for Zero Trust Deployment. Our service helps you improve security, deliver agility, and future proof your organisation for cloud-agnostic transformation to enable compliance.

- *Privileged User Access*
 - *Enforce principle of least privilege for elevated users.*
 - *Attribute based access controls.*
 - *Automated deprovisioning and time-limited certification.*
 - *Prevent unauthorised access, lateral movement & spread of malware.*
- *Private Client Access*
 - *Zero Trust - access applications not network*
 - *Set firewalls to deny-all*
 - *Prevent DDoS, port scans and vulnerability attacks.*
 - *Deploy micro-tunnelers or embed into applications*
- *Application Embedded*
 - *Encapsulate Applications, prevent malware and improve agility.*
 - *Empower digital transformation and future-proof with cloud-agnostic framework.*
 - *For IT and OT applications.*

All our hosted services include privileged user access Zero Trust as a minimum.

2.1.10 Cloud-based Composable Digital transformation platform for building no-code applications

In Our digital transformation graph-based platform revolutionizes the way business applications can be rapidly developed, allowing users to easily capture and securely share critical operational data.

- *No-code Application Builder*

- Build and share intuitive apps to help drive value from your data
- Workflow Automation
 - Automate tasks with data workflows to improve productivity
- Unified Data Model
 - Share data across apps to better understand your data & relationship
- Cloud-native & Secure
 - A secure platform built to be cloud-native and mobile app compatible

2.2 Cloud Support Managed Services

Why Differentia Consulting? *Differentia Consulting integrates cloud software such as that listed above to build, deploy, and maintain cloud hosted & supported solutions, delivering public cloud, data management and customised IT solutions, and having done so for more than 20 years. As well as having serviced more than 500 clients. We constantly upgrade our best of breed offerings to fit the needs of the market.*

2.2.1 Cloud Support Services - Consultancy Overview

Differentia Consulting provides managed cloud-based hosting, and support services for the on-going provision, maintenance and development of data visualisation dashboards and analytics as well as data integration services to its Business Intelligence (BI) clients. The following services (application specific where indicated) are available under its BI Data Analytics and Data Integration Managed Services umbrella:

Services are consumed based upon the following breakdown as indicated in the price list and SFIA rate card for:

Strategy & Architecture

*BI Vision Setting Workshop
Consultancy
Solution Architecture*

Change & Transformation

*Proof of Concept
Project Management
Change Management*

Development & Implementation

*Installation and Configuration
Upgrade
Migration
Data Modelling and Design
Software Development
Systems (Solution) Installation/decommissioning*

Deliver & Operation

*BI Healthcheck
Archiving
Support (Service Operation)
- system administration
Problem/Incident Management*

Skills & Quality

*Training
BI Best Practice Workshops*

Relationships & Engagement

Service Delivery Management

2.2.2 Services that we provide include:

- *Provision of cloud-based hosting, system administration and support services for analytics services that consume the Qlik product stack. This can be delivered via various platform hosts such as AWS, Azure and other managed cloud infrastructure.*
- *BI analytics and data integration support services including BI/data consultancy and BI Training Services, delivered on or off site. (During Covid 19 lock-down all training content was re-written to allow for remote delivery.)*
- *Analytics Dashboard development and support services (Qlik Sense, QlikView)*
- *Advanced Analytics, Time Series Data Modelling and Anomaly Detection (Qlik, Alteryx, Tangent Works)*
- *Output Management / Periodic report distribution service (NPrinting)*
- *Data Preparation Services (Qlik, Alteryx, TimeXtender)*
- *Data Warehouse Automation (Qlik, TimeXtender)*
- *Data analytics and integration Proof-of concepts*
- *BI Health checking service, auditing, compliance, governance and security*
- *Meta data discovery and Classification. Data Security, Encryption, Masking and Obfuscation Services + Contextual Data use monitoring services (SecuPi)*
- *Service desk-based support and escalation*
- *System administration monitoring and service performance/availability management*
- *Support and expansion of Legacy on premise solutions including migration to cloud, where applicable*

2.2.3 Service Benefits

Differentia Consulting has almost 20 years' experience in supporting businesses to achieve the greatest return from their IT investments. We support clients by long lasting best of breed technologies. Our approach is always to gain a deep understanding of your requirements, and then work with you to develop a solution uniquely targeted to achieve your goals.

The Business Intelligence (BI) team at Differentia Consulting can support your organisation by helping understand the scope of a new project, build on an existing project or to assist with your own in-house developments, whilst also providing the opportunity to scale in the cloud.

We understand how important BI and analytics is to your organisation and how it can transform how you understand your organisation and accurate exception-based decision making. We partner to ensure that our staff and our client's staff work together as a team to deliver as one.

The benefits of these services includes:

- *Web based solutions for the visualisation of analytics dashboards, including alerting*
- *A fully managed and hosted cloud production service*
- *A scalable solution*
- *Combining siloed data from multiple sources in one place for it to be easily used, searched, and analysed*
- *Robust security model*
- *World class software development methodology*
- *Low cost hosting and production support of applications*

- Access to one of the UK's leading service providers for BI and Data Analytics
- A transparent project delivery methodology that delivers project to time and budget
- Rapid deployment of dashboard applications to a production cloud platform
- Experienced support services team with ability to scale to your business needs
- Infrastructure, cloud and security consultancy
- Specialist training
- Data modelling and data strategy
- Outsourced application environment hosting
- Service desk that is dedicated to supporting your requirements.

2.2.4 Implementation

Differentia Consulting have a formal methodology for the implementation of projects which have been tried and tested in a great many successful deployments. This is based on best practice principles in software development and supported by established project management methodologies such as PRINCE2. Our Smarter.BI methodology is geared to ensure a successful deployment, encompassing aspects such as:

- Project Service Initiation
- Discovery
- Architectural Principles
- The Development Lifecycle
- User Interface Design
- Project Management
- Solution Support

The Differentia Consulting team will bring a high level of both commercial and technical expertise to your project.

2.2.5 Project delivery & development

The delivery of a BI solution requires an approach that ensures that your project is delivered to requirements, on time and within budget. The Differentia Consulting team include the following components for successful project delivery and development.

- **Creation of the Project Initiation Document (PID)**
The PID sets out the agreement between Differentia Consulting and the client regarding the goals of the project, key delivery dates and responsibilities. This is completed and agreed at the outset of the project. The PID is reviewed and signed-off by the consultant and the client before the project can proceed.
- **Data Protection**
ICO DPIA documentation is also included as part of the service design.
- **Project Planning**
A project plan is constructed which sets out areas such as key tasks, budgets and key milestones.
- **Day to Day Management**
Day to day management of a project involves doing whatever is necessary to ensure that the project continues to progress to plan and that the project deliverables are of acceptable quality.
- **Creation and Maintenance of the Risk Register**
The Risk Register sets out the principal risks to either the progress of the project against plan or to the quality of the deliverables. Importantly, an agreed set of actions is listed against each material risk to mitigate that risk.

- **Creation and Maintenance of the Issues Log**
The Issues Log sets out in priority order the current issues that are having an impact, or could impact in the future, the progress of the project against plan or the quality of deliverables.
- **Project Reporting**
In addition to the Risk Register and the Issues Log set out above, a progress report is produced and circulated in line with the agreed communications methods set out in the PID. The contents of the progress report are agreed on a project-by-project basis. Note: We also have an enterprise PMO offering see Smarter.PMO
- **Change Control**
Changes to the agreed set of requirements as defined by the PID can be requested by the client from time to time. If a change is deemed to be material i.e., it would significantly impact the project budget, it is formalised in the form of a Change Request which sets out the change in detail.
- **Project Closure**
A formal closure to the project is brought about by ensuring that all identified outputs are delivered to the agreed standard, completing a handover and documentation is complete.
- **Project Review**
A project review meeting is carried out with the client in order to assess the success of the project and to establish how future projects can be organised and managed in a better way. A summary of the outcome of the meeting is distributed to the client and to the key personnel involved in the project.

2.2.6 Support

Differentia Consulting clients benefit from a support desk of highly trained and certified application engineers.

Support is defined into five key areas that also help form the service level agreement with our clients and to ensure it meets your organisation's needs. These include:

- **Service Definition**
Including start and end date whilst also stating all key contacts and level of support provided.
- **Incident/Request/Issue Management**
Reporting of a problem, or service request, submitted by the Client to Differentia Consulting.

Differentia Consulting's Service Desk, which will log and respond to all requests, operates during our Normal Hours of Coverage which is between 9:00am and 5:00pm, Monday through Friday excluding public holidays. Out of hours' support is also available on request.
- **Enhancements/Change Requests**
Authorised change request as well as enhancements can also be requested via our service desk, where pre-approved provided strict guidelines are followed.
- **Change Management**
Changes to a live IT environment must be carefully handled to ensure that they do not have any unintended consequences and Differentia Consulting implement a Change Management System to minimise this risk. Thus, we record all the key components of the client's systems that are being supported in our Configuration Management Database (CMDB). This will include all the critical, relevant hardware and software components, each of which is stored on the system as a unique Configuration Item (CI). All changes are managed through a formal Request For Change (RFC) and logged on the CMDB against the relevant CIs.

- **Reporting**

Monthly incident reporting is distributed to all clients and compliments a self-service incident portal.

Your support contract will be cost based on the products being installed and the number of users.

All our engineers are cross trained with a broad skill set to provide a complete service as we appreciate not all support requests are limited to one application or event. This team is also supported by additional resources across our team of certified consultants. Our service desk email service operates 24x7 to ensure that all P1 requests/service-desk-tickets can be escalated in a timely fashion.

2.2.7 Training

Differentia Consulting has the capability to deliver both remote and on-site training as required by the client.

In addition to providing the standard training packages, the Differentia Consulting team of trainers will also provide bespoke training packages that are tailored to focus on services provided. This is designed to drive user adoption and reduce the potential for support requests.

Where a client has an in-house training capability, we are, able to deliver a train the trainer approach so clients become self-sufficient in their education of the entire organisation. E.G., for Data Literacy.

The Differentia Consulting team have experience in delivering training for a range of capabilities and needs. Typically, our clients require a flexible approach to training, and can sometimes involve a combination of any of the following:

Train the Trainer – training a dedicated application and systems trainer for continued roll out across your organisation.

User Training – role-based training sessions delivered in a classroom environment with supporting documentation. This typically mirrors the solution deployed for that organisation.

Technical training – for organisations that have dedicated IT service teams it is important that both first- and second-line support is delivered in house. This training equips the team with the skills required to further develop and manage the application after implementation.

All training can be provided with complete documentation. As part of a BI and Data Analytics implementation we encourage you and your team to participate in the project so that we can provide knowledge transfer, building the confidence you require to take ownership of your environment.

To help you build or further enhance your Qlik, capabilities we offer on-site workshops with your team to focus on key skills needed to:

- *embrace data literacy to develop new analytics dashboards with your own business data*
- *adopt world class application lifecycle management best practice*
- *design with data security and data governance in mind*
- *use advanced techniques to provide more complex analysis*
- *optimise your existing dashboards for all use cases including mobile*
- *perform predictive analytics and anomaly detection*
- *understand trends using geo and other data sets to enrich your analytics*
- *administer and monitor your cloud service (and legacy on premise requirements)*

We appreciate that all deployments are unique to that organisation and believe it is important that the training provided acknowledges and reflects this.

2.2.8 Security

Our cloud infrastructure and BI applications solutions provide a high level of security that protects and manages data integrity, privacy and supports both a role and field-based data access approach. Encompassing policy management to ensure policy adherence. The model focuses on the following data access goals:

- *Provide users with the access only to the appropriate levels of information that is required to do their jobs.*
- *Categorise users by role and restrict access based on those roles.*
- *Support data sharing so that users and teams can be granted access to records that they do not own for a specified collaborative effort.*
- *Obfuscate or prevent a user's access to records the user does not own or share.*

Role-based security focuses on grouping a set of privileges together that describe the responsibilities (or tasks that can be performed) for a user. Each aggregates a set of user rights to make user security management easier. Also, each application deployment can define its own roles to meet the needs of different users.

Field-level security restricts access to specific high business impact fields in an entity only to specified users or teams. Data can also be encrypted at-rest where stored in cloud hosted data-lakes and warehouses.

Combine role-based security, record-level security, and field-level security to define the overall security rights that users have within your solution.

2.2.9 Service Assurance - Disaster Recovery (Resilience)

Selecting the correct approach to resilience and a disaster recovery plan is critical for your organisation and a high priority for the Differentia Consulting team.

An advantage of having a managed service solution is that your data is either backed up automatically, or via snapshots where part of a cloud service, or we can configure a backup solution that meets your business needs and budget.

On demand backups are also possible and are advised following development and customisations. This would therefore involve planning a schedule that also backs up production and sandbox instances.

3 Cloud Hosted Service - On and Off Boarding

3.1 On-Boarding and Off-Boarding Processes

The following paragraphs describe Differentia Consulting's On-Boarding and Off-Boarding processes.

3.1.1 On-Boarding

The following services form the basis of on-boarding a client.

1.1.1.14 Implementation, training & consultancy charges

The implementation costs for each client vary and are on a set of defined requirements. Thus, Differentia Consulting provide services on a time and materials basis. Service provision is invoiced monthly in arrears and at the beginning of each month. A varied SFIA rate card is applied based on the skills required as part of your implementation, training and consultancy.

1.1.1.15 Ad-hoc professional services post Go-Live

Business Intelligence and analytics solutions are expected to evolve as your organisation benefits from the features of the software and the maturity in using it increases. It is therefore expected that additional professional services may be required from Differentia Consulting after the solution has gone technically live.

We work closely with clients to ensure your own in-house service skills are met, but in some instances your team may require additional services for areas such as customisation and training. If you do require assistance, then you can purchase additional consulting days.

1.1.1.16 Cloud hosting services

The hosting of your BI, analytics and data integration solutions is linked to your licensing, user numbers and capacity requirements. We work with each client to confirm the estimated cost of a complete service and is dependent on the recommended product and solution.

3.1.2 Off-Boarding

Off-boarding with Differentia Consulting is a straightforward procedure, and the client has provided two months' notice to cancel, in writing, prior to the end of the annualised break points within the term of the contract.

Differentia Consulting can facilitate access to data stored, and or arrange to delete all data associated with your organisation as part of off-boarding process.

1.1.1.17 Off-Boarding Charges

Each client will have different requirements and Differentia Consulting will work closely to understand and support Off-boarding. Services to support this would be charged for on a time and materials basis.

1.1.1.18 Data Extraction charges

The data required and associated effort will vary from one organisation to the next. The Differentia Consulting team will work to forecast the effort required to extract data. All work would be delivered on a time and materials basis.

1.1.1.19 Licence charges

In the event that an organisation wishes to terminate their license, two full months' notice must be provided in writing for Cloud and SaaS based solutions. All multi-year license contracts must have been paid in full when terminating the agreement.

In the case of perpetual license being deployed in the cloud, these would have been purchased in advance. In addition, any software maintenance also needs to be paid in full or if being transferred at least two months notices is required in writing.

1.1.1.20 Professional Services charges

The client will be charged for any service provision provided during the month of the termination. All incurred expenses will also be re-charged i.e., travelling, accommodation, booking and administrative work.

3.2 Invoicing Process

Services – *All invoices are sent at the end of the month for the services delivered. Invoices are sent via email.*

Managed Services – *SaaS and hosted managed services solutions are billed either monthly or annually in advance, (legacy perpetual licenses are billed at time of purchase, maintenance on the date of anniversary of original purchase). Invoices are sent via email.*

3.3 Termination Terms

In order to terminate the software or service agreement a client must provide Differentia Consulting with 60 days written notice. If the client terminates for any reason prior to the expiry of the initial term or any renewal term, then in addition to any outstanding amounts payable, the client shall be obliged to pay to Differentia Consulting by way of compensation, the balance of the charges the client would have paid over a period equal to the unexpired residue of the Initial term or the renewal term immediately prior to the date of termination of this contract less such discount as Differentia Consulting shall reasonably apply to such balance in its discretion to reflect any savings in overheads. Any such payment shall become due within three business days of receipt of invoice.

3.4 Data Processing and Storage Locations

Data processing and storage would all be located within AWS and Microsoft's data centres that are located across the globe. In most European instances the data is located within European data centres, however the recent opening of a UK data centre now means that UK based organisations can specify that all their data is located within that centre. No data would be replicated outside the country.

3.5 Government Policy Alignment/Compliance/CSR

As part of our commitment to a greener planet Differentia Consulting encourages remote working. All our service-related charges are heavily in favour of this. This includes our ability to deliver training remotely. We are also a member of SEDEX so that our clients can ensure that we are compliant on an anti-slavery basis. Differentia Consulting is focused on supporting those in need, offering our services to assist those organisations that make it their mission to help others. As such we openly support many non-profit organisations that provide humanitarian aid, and support, both in the UK, and internationally. We do this in conjunction with our partners as part of a collective CSR programme that we are proud to be part of.

We respond appropriately to reasonable external requests for environmental information and regularly review our policy statements to ensure they reflect the latest developments.

4 Cloud Hosted Service – User and Service Desk Details

4.1 Service Access Security and Governance

Service access is via a user having access to the internet and sufficient privileges to access the service. Typically, our clients provide relevant identity management, and we ensure that security credentials are passed to our services as needed. Governance requirements such as GDPR/PCIDSS/ISO27001 can be met using the software security products offered as part of the services.

Service access can be complex and service security and governance would be defined during consultation with the client and configured in line with the project scope and requirements.

4.2 Support Boundary

Under our services Differentia Consulting are responsible for application set-up, configuration and features. We work with clients to diagnose set-up, configuration and end-user 'how to' issues, but we are not responsible for the connection or service outages.

4.3 User Authorisation and Roles

Differentia Consulting will also take responsibility for application configuration, implementation and support. Clients are also provided with dedicated login IDs with the permissions required to manage their BI and analytics solution themselves or using our support services to do so.

4.4 Service Desk - Constraints

Our service desk is available by telephone and email, (web logging can also be arranged) and support is provided during normal office hours, 9.00am to 5.00pm, Monday to Friday excluding Public Holidays. Out of hours' support is available on request and on-site assistance is available at an extra charge. Service desk reporting is offered as standard. Enhance reporting can be made available for an additional fee.

4.5 Service Desk - Service Levels

Our target standard response and resolution times are set against each level of urgency. We target that at least 95% of requests will be delivered within the response and times set out below for the services that we manage. (*P1 resolution time below is to create a plan on what steps are needed to restore services).

Priority	Response	Resolution	Definition	For example,
P1 - Critical	30 Minutes	4 Hours*	A business-critical service or infrastructure component is non-functional	Server Crash Other Major Service Failure
P2 - High	1Hour	8 Hours	Issue affecting a single group of users of function but not the service as a whole	Application fails to reload Password Rest
P3 - Medium	4 Hours	2 Days	Issue affecting a single user but not all users of the service	Add User
P4 - Low	1 Day	5 Days	Minor issue / inquiry	Information Requests

5 Differentia Consulting and Our Services

In this section you will find details about our company and what we do.

5.1 About Us

Differentia Consulting delivers data integration, business applications, business intelligence & analytics via our managed services that will transform and optimise the value to be gained from your data.

To get the most from your IT investment you need a partner that understands how to implement and manage end-to-end IT services that will delight your staff and improve your operations and agility when it comes to making data driven decisions. That is why we have a passionate and experienced team who know how to use technology to deliver actionable insights from data.

Our services approach means we take the long-term view on all the solutions we deliver; we don't just implement great solutions; we work with you to continually improve and evolve them to give you the best possible outcomes. We are a privately-owned company, committed to building long-term partnerships with our growing client base.

5.2 Why Choose Us?

We are deeply committed to providing services and solutions that improve our clients' organisations, from the immediate benefits that our solutions deliver to the ongoing evolution and optimisation that our tried and tested managed services approach provides.

It is this managed services approach that sets us apart; our commitment to continually work with you to further improve the value you get from your data over the long term.

To achieve this our people, processes and technology are focussed on delivering great results that meet real business needs.

5.2.1 People

The quality of our team is crucial to the great results we deliver for our clients, and we invest in the recruitment and development of the best talent around. Our teams are dedicated to working closely with our clients to ensure that objectives are achieved, and that long lasting, trusted partnerships are created.

5.2.2 Processes

We provide consistent and high-quality services using proven, best practice approaches for project management and service delivery. Our processes are supported by a range of advanced systems to help manage, monitor and automate what we do.

5.2.3 Technology

Whilst the outcome is all important, we ensure that we use the best technologies available to achieve it. We work closely with leading technology vendors who provide the best-in-breed solutions that our clients need. We select technologies that are proven, deliver great long-term value and are agile enough to evolve with changing business requirements, as well as meeting security and governance requirements.

5.3 Why Choose Our Services

Differentia Consulting is a key business partner of Qlik and respective partners, Alteryx, Microsoft and AWS and work directly with their respective technical, sales and account management teams. We are one of a select number of partners that can deliver a complete business solution with these technologies.

We provide organisations the opportunity to access an extremely powerful and flexible solution that is easy to customise and will help drive your business operations.

Our culture is all about helping our clients to be more successful and to partner with our clients over the long term. We also have a long and proven track record in delivering complex projects on time and within budget.

5.4 How to Buy Our Services

If you are interested in buying our services, please contact Differentia Consulting Ltd. to discuss your requirements in detail.

5.5 Contact Details

Please contact:

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Beacon House
Ibstone Road, Stokenchurch
HP14 3FE*

Tel: +44 (0)1494 622 600

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We look forward to the opportunity to make a difference.