

G-CLOUD 15

SERVICE DEFINITION DOCUMENT
BUSINESS INTELLIGENCE CLOUD SOLUTIONS

Contents

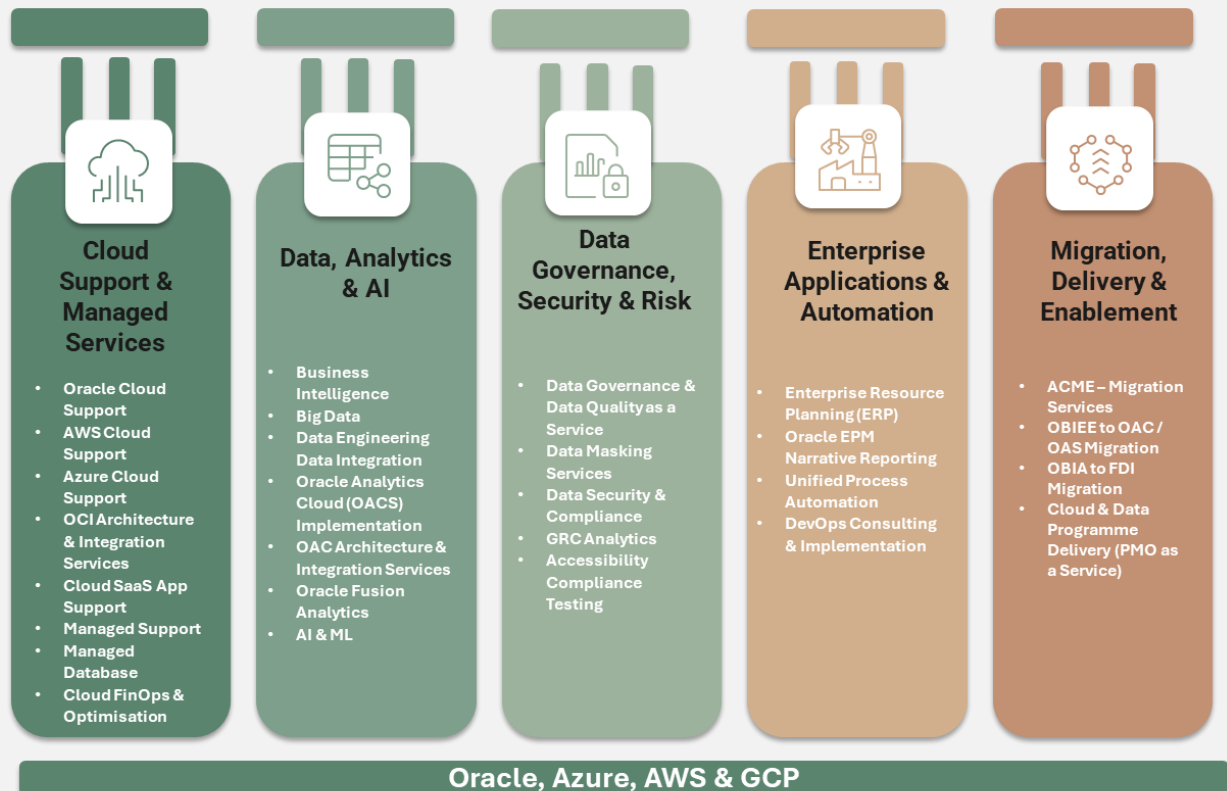
1. About VAAMG Consulting	3
2. Service Overview	4
2.1 Service Name.....	4
2.2 Service Objective.....	4
2.3 Service Description.....	4
2.4 Tech Stack & Intended customers	4
2.5 Service Offerings	5
1. Data Preparation & Compiling	5
2. Data Mining	5
3. Data Analysis & Reporting.....	5
4. Performance Metric & Benchmarking.....	5
5. Dashboards & Analysis	5
6. Descriptive & Statistical Analysis.....	6
7. Data Visualization – Tabular and Graphical	6
9. User-Based Subscription	6
10. Self-Service Business Intelligence Tools	6
2.6 Service Benefits.....	6
1. Analyse User & Consumer Behaviour	6
2. Opportunities for Improvement or Optimization by Data Comparison.....	6
3. Identify Areas of Strength or Weakness and Make Data-Driven Decisions	7
4. Improved Efficiency, Reduced Costs, and Increased Revenue	7
5. Streamlined Operations and Enhanced Productivity	7
6. Anticipate Market Trends and Forecast Future Outcomes	7
7. Identify Emerging Opportunities for Effective Strategic Decisions.....	7
2.7 Service Support window	7
2.8 Service Levels	7
3. Service Onboarding & Offboarding.....	8
3.1 – Key tasks for Onboarding of services	8
3.2 – Key tasks for Off-boarding of services.....	9
4. Pricing Models	10
5. Engagement & Support Models.....	10
6. Contact Us.....	11

1. About VAAMG Consulting

Established in 2016, VAAMG Consulting leads in innovation and excellence, offering expert solutions that adapt to the ever-changing technological landscape. We believe technology is key to success and we provide a range of services to harness its full potential. We are trusted partners with leading cloud providers like Oracle, AWS, Azure and Salesforce, specializing in Cloud Services, Data Analytics, Database Integration, Database Management and Migration, Enterprise Performance Management (EPM), Managed services and resource augmentation.

We help businesses modernise and accelerate their cloud journey, driving innovation and enabling effective, informed decision-making. From transforming legacy systems to optimising cloud infrastructure and ensuring full compliance, we equip organisations with the capabilities they need to stay ahead.

Our Service Portfolio



2. Service Overview

2.1 Service Name

Business Intelligence Cloud Services

2.2 Service Objective

Our Business Intelligence services suite combines the use of business analytics, data visualization, data-mining, data tools and set of best practices to help business strategize their digital capabilities and takes data-driven decisions

2.3 Service Description

Industry standard business intelligence tool providing individual functional teams with capabilities to load and report on your data. Our extended services will help our business take smarter data driven decisions. The built-in mobile capabilities, will speed and improve decision-making across the organization by lowering the barrier to entry for all users, providing secure and comprehensive information access with the simplicity and cost-effectiveness of the cloud.

2.4 Tech Stack & Intended customers

Intended Customers: Public Sector including Local/Central Government, NHS, Education departments etc. and Private Sector enterprise clients on Oracle & Azure Cloud.

Layer	Technologies / Tools
Data Sources	Oracle Fusion Applications (ERP, HCM, SCM, CX) , Oracle Autonomous Database, Exadata, Azure SQL Database, Azure Data Lake, Azure Blob Storage, Third-party SaaS & on-premise systems
Data Integration & Ingestion	Oracle Data Integrator (ODI), Oracle Integration Cloud (OIC), Azure Data Factory REST / SOAP APIs
Data Storage & Warehousing	Oracle Autonomous Data Warehouse (ADW), Azure Synapse Analytics, Cloud Data Lakes
Data Processing & Modelling	SQL, PL/SQL, Python, Semantic models & star schemas
Analytics & BI Platforms	Oracle Analytics Cloud (OAC)Oracle Fusion Data Intelligence (FDI)Microsoft Power BI

Dashboards & Reporting	OAC Dashboards, Power BI Dashboards, Pixel-perfect & operational reports
Data Visualisation	Interactive charts, graphs, KPIs, tabular reports
Advanced Analytics	Statistical analysis, Predictive & trend analysis
Security & Access Control	Role-based access control (RBAC), Encryption at rest and in transit
Governance & Compliance	Audit logging, Data masking, GDPR & ISO 27001 alignment
Self-Service & Consumption	Self-service BI tools, User-based subscriptions

2.5 Service Offerings

1. Data Preparation & Compiling

We assist clients in gathering, cleansing, and transforming raw data from multiple sources, including Oracle and Azure cloud environments. This includes integration, normalization, and structuring of data to ensure consistency, accuracy, and readiness for analytics and reporting.

2. Data Mining

Our service leverages advanced algorithms and statistical methods to uncover hidden patterns, correlations, and trends within large datasets. This enables predictive insights, anomaly detection, and actionable intelligence for strategic decision-making.

3. Data Analysis & Reporting

We provide in-depth analysis of business data to identify trends, measure performance, and support operational decisions. This includes the creation of automated and scheduled reports tailored to business needs, ensuring stakeholders have timely, actionable insights.

4. Performance Metric & Benchmarking

We define and track key performance indicators (KPIs) across business functions. Benchmarking against industry standards or internal historical performance enables clients to evaluate effectiveness, identify gaps, and implement performance improvements.

5. Dashboards & Analysis

Customizable dashboards provide real-time insights into business operations. We

design interactive dashboards that consolidate metrics from Oracle and Azure systems, enabling executives and managers to monitor performance and make data-driven decisions at a glance.

6. Descriptive & Statistical Analysis

We apply statistical techniques to summarize past performance, detect patterns, and generate meaningful business insights. This includes descriptive statistics, trend analysis, correlation studies, and other quantitative analyses tailored to client needs.

7. Data Visualization – Tabular and Graphical

We transform complex datasets into easy-to-understand visual representations, including tables, charts, and graphs. These visualizations enable stakeholders to interpret data quickly and support both operational and strategic decision-making.

8. Visual Analysis

Interactive visual analysis allows users to explore data dynamically, drill down into details, and uncover hidden insights. This helps teams to identify trends, anomalies, and opportunities in a more intuitive, visual way.

9. User-Based Subscription

Our cloud-based BI services can be tailored to individual or departmental subscription models, ensuring flexibility in access, licensing, and usage. Users can be assigned roles, permissions, and tailored views to meet specific business needs.

10. Self-Service Business Intelligence Tools

We empower business users with self-service BI capabilities, allowing them to generate reports, perform analyses, and create dashboards independently, without reliance on IT teams. This promotes faster decision-making, improved data literacy, and increased organizational agility.

2.6 Service Benefits

1. Analyse User & Consumer Behaviour

Gain deep insights into customer interactions, preferences, and usage patterns. Understanding how users engage with your products or services allows for personalized offerings, targeted marketing, and improved customer satisfaction.

2. Opportunities for Improvement or Optimization by Data Comparison

Compare historical and current data across business functions, departments, or markets to identify gaps, inefficiencies, or trends. This allows organizations to optimize processes, products, or services for better outcomes.

3. Identify Areas of Strength or Weakness and Make Data-Driven Decisions

Leverage analytics to highlight business strengths and uncover areas requiring attention. This supports evidence-based decision-making, helping leadership prioritize initiatives and allocate resources effectively.

4. Improved Efficiency, Reduced Costs, and Increased Revenue

By identifying bottlenecks, inefficiencies, and cost drivers, organizations can streamline operations, reduce waste, and maximize profitability. BI insights enable smarter financial and operational planning to drive growth.

5. Streamlined Operations and Enhanced Productivity

Integrate insights across teams and departments to optimize workflows, reduce manual effort, and ensure that operations run smoothly. Employees can focus on high-value activities while processes are continuously refined through analytics.

6. Anticipate Market Trends and Forecast Future Outcomes

Use predictive analytics and trend analysis to anticipate shifts in the market, demand, or customer behavior. Organizations can proactively adjust strategies, mitigate risks, and seize emerging opportunities.

7. Identify Emerging Opportunities for Effective Strategic Decisions

Detect new business opportunities, partnerships, or product enhancements by analyzing internal and external data. This allows leadership to make forward-looking, strategic decisions that drive competitive advantage.

2.7 Service Support window

- **Onshore Support (UK-based):**
 - 09:00 – 17:00 (GMT/BST), Monday to Friday, excluding UK public holidays.
 - **Typical response time:** within 2 business hours for high-priority issues; 4–8 hours for medium-priority issues.
- **Hybrid Support (Onshore + Offshore):**
 - 24x7 support coverage, including weekends and UK public holidays.
 - **Typical response time:** within 1 hour for high-priority issues; within 4 hours for medium-priority issues.

2.8 Service Levels

Level	Support
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Basic	Entry-level support suitable for organizations with limited BI needs such as basic access, basic troubleshooting etc.
Standard	Comprehensive support level suitable for organizations with moderate BI usage.
Premium	Personalized assistance and proactive guidance with dedicated account manager and support team for personalized assistance.

3. Service Onboarding & Offboarding

3.1 – Key tasks for Onboarding of services

Effective onboarding is highly critical to ensuring a smooth start to any engagement. Our onboarding process establishes the governance, delivery approach, and operational foundations required to deliver services successfully. It ensures that all stakeholders are aligned, risks are identified and mitigated early, and the project team is fully equipped to meet objectives. This structured approach supports clarity, accountability, and sets the stage for consistent delivery in line with the client's expectations and framework standards.

Governance & Engagement Setup

- Collaborate with the client to define the governance model, including roles, responsibilities, decision-making processes, and communication channels.
- Engage with key stakeholders to capture functional and non-functional requirements through workshops, interviews, and discovery sessions.

Delivery Approach & Planning

- Discuss and agree the delivery methodology (Agile, Waterfall, or hybrid) aligned to project needs.
- Conduct risk and compliance assessment, identifying project risks, regulatory requirements, and mitigation strategies.

Commercial & Contractual Agreements

- Finalize commercial terms, including pricing, delivery milestones, timelines, payment terms, and contractual obligations.

Resource & Team Allocation

- Assemble the project team based on skills, availability, and project requirements.
- Assign roles, responsibilities, and accountabilities for efficient delivery.

Infrastructure, Tools & Security Setup

- Set up necessary infrastructure, development, test, and deployment environments.
- Configure collaboration and project management tools (e.g., JIRA, Confluence, Teams).
- Provision client and team access in line with security policies and client requirements.

Service Level & Reporting Setup

- Agree on service levels, KPIs, and reporting mechanisms for monitoring progress

Kick-off Meeting

- Conduct the kick-off session with the client and project team to formally launch the engagement.
- Review project objectives, scope, timelines, governance, and expectations, and establish open lines of communication.

3.2 – Key tasks for Off-boarding of services

A structured off-boarding process ensures a seamless conclusion to the engagement, protecting the client's operational continuity and knowledge retention. Our approach focuses on the secure transition of deliverables, effective knowledge transfer, and the formal closure of contractual and administrative obligations. By capturing lessons learned and providing post-engagement support where necessary, we enable continuous improvement, maintain client confidence, and ensure that the client is fully empowered to manage ongoing operations independently

Transition Planning

- Collaborate with the client to plan a smooth handover of project deliverables, knowledge, and responsibilities.
- Define transition timelines, handover processes, and post-project support arrangements.

Knowledge Transfer

- Conduct knowledge transfer sessions including documentation, training materials, and resources.
- Share lessons learned and best practices with the client team.

Deliverables & Closure Activities

- Complete all outstanding deliverables, documentation, and administrative tasks.
- Archive project data and documents in line with client and regulatory policies.

Feedback & Evaluation

- Gather client feedback on engagement quality, delivery outcomes, and satisfaction.
- Conduct an internal lessons learned session to drive continuous improvement.

Contract Closure & Post-Support

- Finalize any remaining contractual matters, including invoicing, payments, and formal sign-off on completion.
- Agree short-term post-engagement support arrangements, if needed, to ensure continuity and client confidence.

4. Pricing Models

At VAAMG, we offer flexible and scalable engagement models tailored to meet client's and partner's diverse needs. Our delivery is built around collaboration, accountability, and value creation. Whether you require on-demand expertise, structured project delivery, or full-service management, we offer a model that fits. We offer Time and Money (T&M), Fixed Price and Fixed capacity pricing models.

Please refer to our Pricing document for details and rate cards. We are happy to provide a quotation for service upon request.

5. Engagement & Support Models

VAAMG's service support methodology is built on deep domain expertise across enterprise applications, cloud platforms, data, analytics, and integration technologies. We leverage proven delivery accelerators, reusable assets, and structured knowledge transfer practices gained from supporting public and private sector clients across the UK and globally.

By combining remote-first delivery, strong governance, and outcome-based service management, VAAMG provides a cost-effective, scalable, and secure support service while maintaining consistently high service quality.

This methodology reduces unnecessary onsite overheads, makes effective use of time-zone efficiencies where appropriate, and ensures service continuity through well-documented processes, runbooks, and centralised knowledge repositories.

Services are delivered in line with agreed SLAs and KPIs, with clear escalation paths and proactive service reporting.

VAAMG offers two primary support models:

Resource Augmentation Model	Statement of Work (SoW) Model
We provide skilled professionals who integrate seamlessly with the partner's or client's team, helping capacity scaling and meeting deadlines. This model ensures flexibility, faster ramp-up, and cost-effectiveness while maintaining control on delivery. Key Features ❖ On-demand skilled resources (onshore / offshore / hybrid) ❖ Scalable team capacity based on project phases ❖ Full integration with partner/client's processes and tools ❖ Best suited in scenarios with interdependency in deliverables	Our SOW based model provides a structured, deliverable-driven model where we take full ownership of a defined scope under a signed SoW. This type of model is ideal for fixed-scope projects with clear timelines, outputs, and responsibilities. Key Features ❖ Clearly defined scope, timeline, and milestones ❖ Fixed or milestone-based pricing ❖ End-to-end delivery accountability ❖ Suited for independent delivery scenarios with clearly defined separation of duties

6. Contact Us

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