

DataPulse - Service Definition document



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1. Service Overview

DataPulse, the analytics solution on top of the UST In-house Connected services and Digital Twin platform is a G-Cloud 15 aligned SaaS offering positioned under the Analytics category, specifically addressing:

1. Business Intelligence
2. Location and Geospatial Data Management and Analytics
3. Advanced and Predictive Analytics

The service acts as a key analytics layer built on top of a connected services and digital twin core platform, enabling organisations to analyse operational, spatial, and asset-related data from connected environments. It provides actionable insights from real-time and historical data to improve service delivery, optimise fleet, asset, or facility usage, and support evidence-based planning and decision-making.

2. Service Scope

The service provides analytics capabilities across three core areas:

- Business intelligence for operational reporting and performance monitoring
- Location and geospatial analytics for spatial awareness and asset movement insights
- Advanced and predictive analytics for trend analysis, forecasting, and proactive decision-making

These capabilities are powered by an underlying connected services and digital twin platform that models physical vehicles, assets, locations, and relationships in near real time.

The service is offered as a standard SaaS solution, with configurable dashboards, analytics, and integrations to meet buyer needs.

3. Key Features

3.1 Business Intelligence Analytics

- Pre-built and configurable dashboards for operational reporting
- KPI tracking, aggregation, and drill-down analysis
- Historical data analysis and trend reporting

- Exportable reports and data views

3.2 Location and Geospatial Analytics

- Location-aware analytics using maps, layouts, and spatial hierarchies
- Asset and entity movement tracking across sites, facilities, and zones
- Geospatial filtering, heatmaps, and utilisation views
- Supports analysis of spatial patterns and location-based performance

3.3 Advanced and Predictive Analytics

- Rule-based and threshold-driven analytics
- Predictive insights based on historical patterns, trends and ML model
- Early warning indicators and proactive alerts using AI and ML models
- Supports scenario analysis and forecasting use cases

3.4 Digital Twin Core Platform

- Digital representation of physical vehicles, assets, locations, or environments
- Hierarchical modelling
- Maintains current and historical state of assets
- Serves as the foundation for analytics and insights

3.5 APIs and Integration

- Secure REST APIs for data access and integration
- Supports integration with ERP, CMMS, BI tools, and data lakes
- Event and notification integrations

4. Service Benefits

The service delivers the following G-Cloud 15 buyer outcomes, aligned to the Analytics category:

- Improved business intelligence through consistent, reliable operational reporting
- Enhanced spatial awareness using location and geospatial analytics

- Proactive service management using advanced and predictive insights
 - Better planning and forecasting using historical and trend-based analytics
 - Reduced operational costs through data-led optimisation
 - Scalable analytics capability without capital investment
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5. Target Users

- Fleet and transport teams
 - Operational teams
 - Asset and facilities managers
 - IT and digital transformation teams
 - Data and analytics teams
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6. Service Delivery Model

- Delivered as a fully managed, cloud-hosted SaaS service under the G-Cloud framework
 - Buyers access the service via a web browser or Mobile Apps and secure APIs
 - Service updates, patches, and enhancements are handled by the supplier
 - Supports rapid onboarding and configuration to meet buyer needs
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7. Security and Data Protection

- Data encrypted in transit and at rest
 - Role-based access control (RBAC)
 - Tenant-level data isolation
 - Secure API authentication and authorisation
 - Supports customer data retention and deletion policies
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8. Availability and Resilience

- Designed for high availability
 - Auto-scaling infrastructure to handle variable load
 - Continuous monitoring and alerting
 - Fault isolation to prevent cross-tenant impact
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9. Accessibility

- Web interface designed to align with WCAG 2.2 Level AA principles
 - Keyboard navigation and screen reader compatibility
 - Responsive design for different screen sizes
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10. Onboarding and Support

The service includes structured onboarding to ensure buyers can start using the service quickly and effectively:

- Initial service setup and configuration
- Support for data source and integration onboarding
- User access and role configuration
- Documentation and user guidance

Support is provided during agreed service hours, with clear incident management and escalation processes. Optional training and knowledge-transfer sessions are available if required.

11. Service Constraints

- Requires internet connectivity for cloud access
- Data quality dependent on source systems and devices
- Customer responsible for device provisioning unless agreed otherwise

12. Service Management

- Proactive monitoring of platform health
 - Incident, problem, and change management processes
 - Regular backups and recovery procedures
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13. Pricing Model (High Level)

License based Pricing is typically based on:

- Number of connected assets or devices
- Data volume and ingestion frequency
- Enabled analytics and digital twin features

Detailed pricing is provided separately under the Pricing document.

14. Exit and Data Portability

The service supports supplier exit and data portability, in line with G-Cloud requirements:

- Buyers can export their data in commonly used formats via APIs or agreed mechanisms
 - Secure deletion and sanitisation of customer data is supported upon service termination
 - Reasonable assistance is provided to enable an orderly transition to another supplier or in-house solution
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15. Compliance and Standards

The service is designed to align with recognised industry standards for:

- Information security
- Cloud service delivery
- Accessibility
- Data protection and privacy

A large, bold, black UST logo is centered on a light beige rectangular background. The letters 'U' and 'S' are on the top line, and 'T' and a small square are on the bottom line.

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