

848

Analytics & Insight Enablement

Service Definition

Insightful Business

Version 0.6 | September 2026



Driven by **people.**



Powered by **intelligence.**



Value chain **led.**

1. Service Overview

Leaders need information they can interpret consistently and use to make decisions. Different definitions of the same measure, fragmented reports and unclear data lineage can undermine that confidence. Analytics & Insight Enablement connects business questions to selected analytical models and reporting capability so insight has a clear purpose and shared meaning.

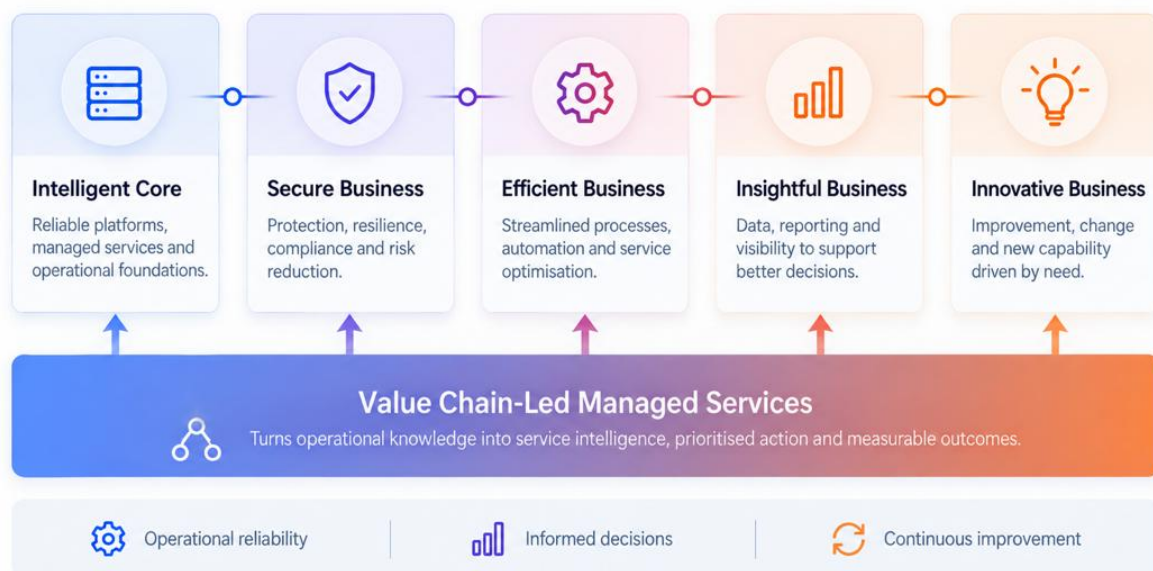
Analytics & Insight Enablement sits within The Insightful Business, part of 848's Intelligent Business Framework. The framework connects technology investment to the way the organisation operates, makes decisions and delivers services. Each engagement addresses the selected outcome while considering its place in the wider customer environment.



Powered by **Intelligence** | Driven by **People** | Focused on **Outcomes**

848 Intelligent Business Framework

A framework that aligns service delivery, security, insight and improvement to business outcomes.



From business need to usable capability

The work starts with the decisions people need to make. Agreed measures define what success means, and selected models or dashboards present information in a form the intended audience can use. Adoption guidance helps customer teams interpret the outputs and maintain ownership of their analytical capability.

Data Foundation & Architecture and Data Integration & Engineering provide the platform and data flows needed by analytics. Data Governance & Quality supplies ownership and quality context. This service turns those foundations into insight, with data science providing a further option where predictive or AI-assisted capability is required.

2. Scope and Service Boundaries

Customers select the elements that support their intended outcome. The scope identifies what 848 will deliver and the work retained by customer teams or suppliers.

Service	Outcome
Analytics strategy and roadmap	A review defines analytical direction and a phased plan aligned to business needs. Implementation of the roadmap and platform deployment are separate.
KPI and metric definition	Shared definitions and calculation logic establish how selected performance measures should be interpreted. Building datasets and dashboards is separately commissioned.
Use case discovery	Workshops identify decision needs and prioritise analytics opportunities. The resulting use cases guide further design; detailed modelling and KPI definition are separate elements.
Power BI enterprise deployment	Workspace and access arrangements establish the selected reporting environment. Report development, datasets and ongoing administration require separate scope.
Fabric lakehouse analytics	Selected analytical zones and dataset structures prepare available data for downstream use. Ingestion pipelines, semantic models and reporting are separate.
Semantic models	Reusable analytical models apply approved definitions and measures. The modelling layer supports consistent reporting, with upstream engineering and KPI definition separately scoped.
Executive dashboards and reporting	Selected dashboards present approved measures for leadership or operational decisions. Existing semantic models and data are prerequisites; redefining business logic is separate.
Self-service analytics	Access to approved analytical assets and practical guidance helps users create insight within agreed boundaries. Building their reports and providing long-term support are separate.
Data literacy and adoption	Role-relevant guidance and examples help staff interpret analytical outputs. This supports practical use, with accredited training and continuing coaching separately scoped.
Analytics performance review	A time-bound assessment identifies reliability and performance concerns across existing assets. Recommendations guide improvement; redevelopment and ongoing monitoring are separate.

Dependencies and exclusions

The selected elements determine whether the engagement delivers advice, an analytical environment or reporting content. Data preparation, agreed business definitions and appropriate licensing must be available for dependent work. Analytics delivery does not automatically include source data correction, ongoing reporting operations or evaluation of business performance itself.

3. How 848 Delivers the Service

Delivery follows the selected scope, using the customer's operating context to guide the work. The sequence below explains how evidence and decisions progress towards the agreed outputs. Customer review and knowledge transfer form part of that progression.

Understand the decision context

848 works with the intended users to identify the questions analytics must answer. Existing reports and definitions reveal gaps or duplication. The customer confirms priorities and the sources available to support the selected insight.

Design measures and analytical structures

For the commissioned design work, 848 develops the relevant definitions or model. Business owners review meaning and calculation expectations. Technical reviewers confirm that the selected analytical structure fits the available data and platform.

Build the selected insight capability

848 implements the commissioned environment, model or report. Dependencies between those elements remain explicit. Customer analysts participate in review so the work can be understood and maintained after delivery.

Validate and support adoption

848 validates the selected outputs with users, considering accuracy and interpretation. The receiving team reviews the documentation and learns how the capability should be used. Findings identify any limitations or further optimisation work needed at handover.

4. Service Delivery and Management

4.1. Deliverables and Outcomes

The outputs give the customer a usable record of the work and the information needed to act on it. The selected elements determine which deliverables apply; findings and limitations remain visible alongside the results.

Deliverable	Use for the customer
Insight requirements and definitions	Records the selected use cases, strategy or agreed metrics needed to guide analytics.
Analytical assets	Provides the commissioned environment configuration, models or dashboards.
Validation and user guidance	Explains how to interpret the outputs and the dependencies affecting their use.

4.2. Working with 848

Business owners approve the meaning of measures. Analysts and data specialists review sources and models. The intended audience validates whether the selected output supports its decision needs.

Participant	Responsibility
848 delivery team	Performs the selected work, explains findings and documents the relevant outputs. Coordinates review and knowledge transfer with the customer.
Customer service owner	Confirms the intended outcome and scope. Makes customer decisions and identifies who can resolve dependencies or approve changes.
Customer specialists and suppliers	Provide relevant information and agreed access. Complete retained activity and participate in review or validation where their systems or processes are involved.
Receiving team	Reviews the relevant outputs and takes ownership of the activities that continue after handover.

4.3. Service Assurance

Reviews check the commissioned assets against agreed requirements and business meaning. Representative outputs are validated with users. Known quality or refresh limitations are recorded so acceptance is based on the capability actually delivered.

Review focus	What is checked
Scope alignment	The delivered work and outputs address the agreed requirements and selected service elements.
Evidence and validation	Findings or test results show the basis for conclusions, including known limitations and unresolved dependencies.

Review focus	What is checked
Customer acceptance	Relevant owners review the outputs and understand any open actions before accepting the commissioned work.

4.4. Onboarding

Onboarding establishes the conditions needed for useful delivery. The customer and 848 confirm what the engagement should achieve and check that the people and information needed for the selected work will be available.

Preparation	What needs to be established
Outcome and scope	Confirm the selected elements, boundaries and expected outputs, together with the customer's priorities.
Information and access	Approved data sources and the definitions required by the selected element must be available. Technical delivery needs appropriate Power BI or Fabric licences, access and a ready environment.
Participants and decisions	Identify the service owner, relevant specialists and receiving team. Confirm review participants and escalation routes.
Delivery readiness	Agree the applicable schedule and customer prerequisites. Confirm any operational constraints affecting access, validation or handover.

4.5. Operating and Improving

Usage and performance findings can guide further analytical development. Customer teams maintain definitions and content after handover unless a separate arrangement applies. Periodic review can help prioritise future optimisation.

4.6. Handover and Exit

848 explains analytical logic and usage guidance to the receiving analysts or administrators. The customer confirms who maintains the data dependencies, definitions and published content.

Handover item	Purpose
Agreed outputs	Provide the final documents or configuration material relevant to the selected service.
Findings and open actions	Preserve the evidence, limitations and remaining work for the customer or receiving provider.
Knowledge and ownership	Explain how the outputs should be used and confirm who owns the next operational or improvement activity.

5. Why 848

848 helps organisations improve how technology supports the way they operate, make decisions and deliver services. Our focus is not on deploying technology for its own sake, but on connecting technology investment to measurable business outcomes.

Our services are aligned through The Intelligent Business Framework, which brings together five outcome areas: The Intelligent Core, The Secure Business, The Efficient Business, The Insightful Business and The Innovative Business. This provides a consistent way to move from technology foundations and security through to operational efficiency, data-led decision-making and innovation, without treating each requirement as an isolated project.

848 combines consulting, engineering and managed service capability within one UK-based team. That matters because the people who design and implement change understand how technology must operate once it enters live service. Architecture, cloud, security, data, Power Platform, Dynamics 365, Microsoft 365 and managed services can therefore be considered as connected parts of the customer environment rather than separate technical towers.

Our Microsoft capability is supported by established partner credentials and practical delivery experience across Microsoft Azure, Microsoft 365, Power Platform, Dynamics 365, Fabric, Sentinel, Defender, Intune, Entra ID and Purview. 848 is a Microsoft Solutions Partner for Security and a Microsoft Direct CSP, giving our teams direct access to Microsoft technologies, programmes and commercial capability.

Service quality and security are supported by recognised organisational standards. 848 holds ISO/IEC 27001, ISO 9001, Cyber Essentials and Cyber Essentials Plus, with security-cleared capability available where required. These controls sit behind the way we manage information, quality, access, risk and service delivery across customer engagements.

What differentiates 848 is the connection between delivery and improvement. Through Value Chain-Led Managed Services, service information is converted into practical intelligence about how technology and services perform across users, teams, suppliers, systems and hand-offs. Service Flow Analysis extends that view by identifying friction, delay, rework, unclear ownership and recurring service issues across end-to-end journeys. The result is a clear improvement backlog based on real operational evidence rather than assumption.

We also place a strong emphasis on internal capability. Knowledge transfer, clear ownership and practical handover are built into our services so that customers understand what has been delivered, how it works and how it should evolve. Where 848 remains involved, improvement continues through review, prioritisation and measurable service outcomes rather than static support.

For customers, the result is a partner able to move from strategy through design, implementation, validation, operation and improvement while maintaining a consistent view of the wider business outcome. 848 brings together the people, Microsoft capability and service intelligence needed to make technology easier to operate, easier to improve and more valuable over time.