

Service Definition: Data and Analytics – Data Strategy

1 Service overview

Circyl's Data and Analytics – Data Strategy service helps organisations define how data should be structured, governed and used to support business priorities. The service focuses on understanding current data challenges, clarifying future requirements and setting a clear, practical direction for data and analytics initiatives.

The service is typically delivered as an early engagement to inform later platform, reporting or application work, but is also delivered as a standalone strategic review.

2 What the service includes

The service typically includes a combination of the following activities, depending on client need:

- Review of organisational objectives and decision-making requirements
- Assessment of existing data sources, data quality and ownership
- Analysis of current reporting, analytics and manual processes
- Identification of priority use cases and data domains
- Definition of target data and analytics principles
- High-level data architecture and platform direction
- Data governance, ownership and stewardship recommendations
- Roadmap outlining phased improvements and delivery priorities

Not every engagement will include all activities. The scope is agreed at call-off stage.

3 Service delivery approach

The service is delivered by experienced data and analytics consultants with practical strategy and delivery experience. Engagements are collaborative and typically involve structured workshops, stakeholder interviews and document review.

The focus is on producing clear, usable outputs that can guide subsequent delivery, rather than theoretical or overly technical artefacts.

Delivery is primarily remote, with on-site workshops & stakeholder sessions provided where required and agreed.

4 Onboarding and mobilisation

At the start of the engagement, Circyl works with the client to confirm objectives, scope, stakeholders and delivery approach. This typically includes:

- Kick-off and discovery sessions
- Agreement of strategic questions to be addressed
- Confirmation of data access and documentation availability
- Delivery plan and governance for the engagement

Mobilisation activities are proportionate to the size and complexity of the engagement.

5 Outputs and deliverables

Typical outputs may include:

- Data strategy summary and recommendations
- Target data and analytics direction
- Prioritised roadmap with sequencing and dependencies
- Governance and ownership model proposals

Outputs are documented and handed over in a format suitable for onward use by internal teams or delivery partners in future phases.

6 Support and after-sales arrangements

Ongoing support and maintenance for this service is provided through Circyl Care, Circyl's standard post-delivery support offering. Circyl Care is offered for all delivered solutions and is strongly recommended but is not mandatory unless explicitly stated in the call-off contract.

Circyl Care provides access to experienced consultants familiar with the delivered solution, structured incident and query handling, agreed response targets, and ongoing technical assistance for operational issues, enhancements and advisory support.

Support arrangements, including scope, coverage and commercial terms, are agreed at call-off stage and are documented separately from this service definition. Circyl Care operates under a 12-month agreement and is aligned to the value and scope of the original project delivery.

Full details of Circyl Care, including service coverage, response handling and commercial structure, are provided in the Circyl Care service document.

7 Service constraints

The service depends on timely access to stakeholders, data documentation and existing reports. Findings and recommendations are based on the information made available during the engagement. Changes to scope or assumptions may affect timelines and outputs and are managed through agreed change control.

8 Security and data protection

Circyl handles data in line with contractual, regulatory and organisational requirements. Access to client data is restricted to authorised personnel and limited to the purposes of delivering the agreed service.

Security arrangements align with the nature of a cloud support and analytics service. Where required by the buyer, Circyl can support baseline personnel security requirements such as BPSS.

9 Service exit and offboarding

The service concludes with handover of agreed deliverables and supporting materials. Circyl supports knowledge transfer to client teams and, where required, transition into subsequent delivery phases under separate call-off contracts.



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