

Service Definition: Data and Analytics – Business Intelligence

1 Service overview

Circyl's Business Intelligence service supports organisations to design, deliver and embed reporting and analytics that enable confident, consistent decision-making. The service focuses on translating business questions into clear metrics and dashboards, ensuring that insight is usable, trusted and adopted across the organisation.

The service is typically delivered on top of an existing data platform, whether implemented by Circyl or a third party, and can be delivered as a standalone engagement or as part of a wider data and analytics programme.

2 What the service includes

The Business Intelligence service covers the activities required to design, build and roll out reporting and analytics solutions that meet defined business needs. It includes the interpretation of reporting requirements, definition of metrics, modelling of data for analytics consumption and the development of dashboards and reports.

The service supports both the delivery of new BI solutions and the enhancement, rationalisation or extension of existing reporting estates.

The scope of each engagement is agreed at call-off stage and tailored to the buyer's requirements.

3 Service delivery approach

Business Intelligence engagements are delivered using an iterative, user-led approach. Early prototypes are used to validate understanding of requirements, followed by progressive refinement to ensure reports and dashboards reflect how they are used in practice.

Delivery is collaborative and typically involves close working with business users, data owners and technical stakeholders. This approach helps ensure that reporting solutions are trusted, relevant and aligned to real decision-making processes.

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

3.1 Service Activities

Depending on the engagement, the service may include:

- Discovery workshops and stakeholder interviews to understand reporting needs
- Definition and alignment of KPIs, metrics and business logic
- Review and rationalisation of existing reports and dashboards
- Design of reporting models and semantic layers optimised for analytics
- Development of dashboards and reports for different user groups
- Validation of data accuracy, consistency and reconciliation
- Iterative refinement of outputs based on user feedback
- Documentation of metrics, definitions and report structures
- Support for rollout and adoption of reporting solutions

Not all activities are included in every engagement.

3.2 Relationship to data platforms

This service assumes that data required for reporting is accessible through an existing data platform or reporting-ready data sources. Where underlying data structures are incomplete or unsuitable, Circyl will highlight dependencies and constraints and may recommend remediation through a separate data platform engagement.

The Business Intelligence service does not include data ingestion, pipeline development or core platform engineering, unless explicitly agreed as part of a wider call-off.

3.3 User enablement and adoption

User enablement is included where appropriate to support effective adoption of delivered reporting solutions. Enablement focuses on helping users understand the structure, purpose and interpretation of reports and dashboards, rather than generic tool training.

Enablement activities may include:

- Structured training sessions for different user roles
- Walkthroughs of reports and dashboards
- Supporting guidance and reference materials

The extent of enablement is agreed at call-off stage and proportionate to the scope of the engagement.

4 Onboarding and mobilisation

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

- Kick-off sessions and confirmation of reporting priorities
- Agreement of access to data sources and reporting environments
- Identification of key users and decision-makers
- Confirmation of delivery milestones and governance

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

in a format suitable for onward use by internal teams or delivery partners in future phases.

5 Outputs and deliverables

The specific outputs and deliverables for each engagement are defined in the agreed call-off contract. Depending on scope, these may include:

- Designed and implemented business intelligence reports and dashboards aligned to agreed requirements
- Defined metrics, measures and reporting structures to support decision-making
- Data models or semantic layers required to support reporting and analysis
- Validation and testing outputs to confirm reports meet agreed objectives
- Documentation covering report design, data structures and usage considerations
- Knowledge transfer to enable users to understand and make effective use of the delivered reporting solutions

Deliverables are produced in line with the agreed delivery approach and governance arrangements.

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

Delivery of Business Intelligence solutions depends on:

- Availability and quality of underlying data
- Timely access to data sources, environments and stakeholders
- Clear ownership of metrics and business definitions
- Where constraints or risks are identified, these are communicated early and managed through agreed governance

The service does not include ongoing managed BI support or fixed service levels unless explicitly agreed.

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

At the end of the engagement, Circyl provides handover of agreed deliverables, including documentation covering report structures, metrics definitions and relevant artefacts. Knowledge transfer is supported to enable continuity by internal teams or other delivery partners. Where the service forms part of a wider programme, transition into subsequent phases is managed under separate call-off arrangements.



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