



Digital Data Consultancy

Service Definition Document

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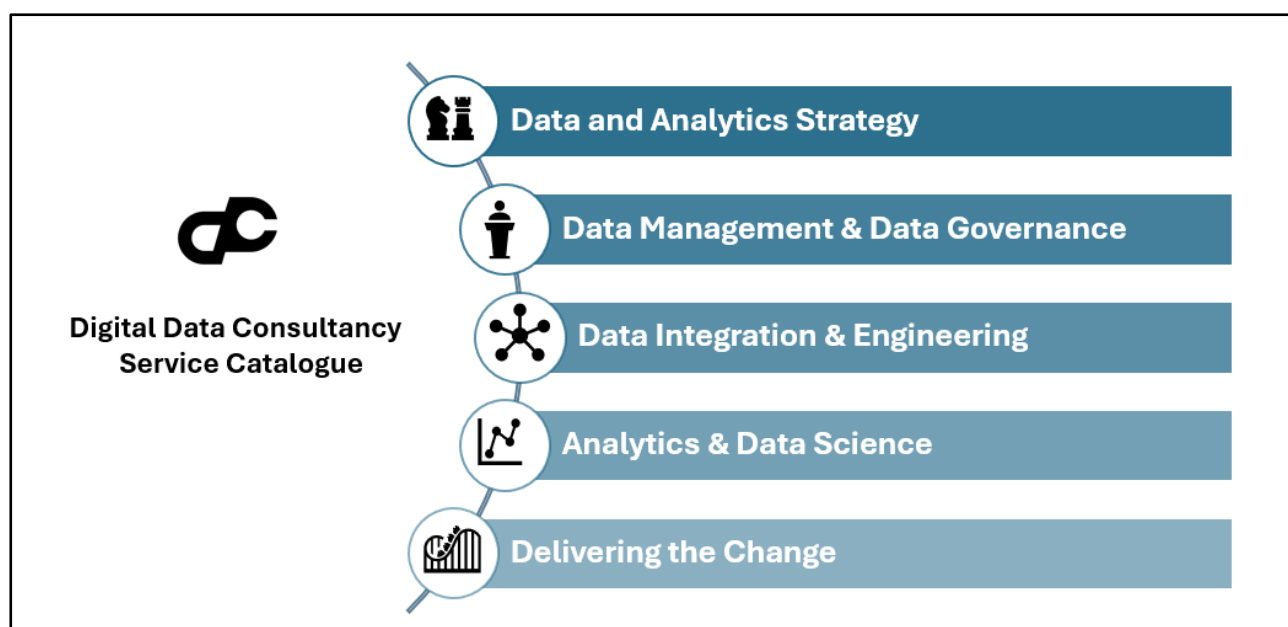
1.0 Service Overview

We believe that in the new digital world of cloud based, unstructured data the key challenges are still the same.

Harnessing the power of data has now become key to creating a difference with better human experiences. This opportunity comes with a few challenges – your data needs to be profiled, cleaned, governed, mastered and ready for discovery!

To resolve and address your daily business needs, deliverables, planned outcomes we provide a simplified and bespoke solution to help you achieve your vision and plans for growth.

We therefore focus on serving our customers in five key areas:



1.1 Data & Analytics Strategy

Every organisation needs a robust data strategy that links directly to their overall business goals. The data strategy needs to be a roadmap with clearly defined tactical outcomes, as defined by you. With mature and emerging approaches like Data Mesh and Data Products, AI & LLM's, Data & Analytics Architecture and Data Warehouse / Data Lakehouse to data, we design, architect and build data ecosystems that focus on solving data challenges.

Data Mesh and Data Products

As Data Mesh has evolved as a modern approach to data management, we have established a comprehensive framework which helps our clients assess readiness for a data mesh initiative and construct a clear roadmap to deliver against their data mesh vision.

AI and LLMs

With AI capabilities evolving at lightning speed, traditional strategies are instantly outdated; successful AI in business requires an entirely new approach. Our AI strategy consultants help you bring AI into the enterprise safely and securely – identifying your biggest opportunities, mitigating

risks, and enabling you to keep up with the technology. We have deployed great use cases with generative AI solutions using standard LLMs.

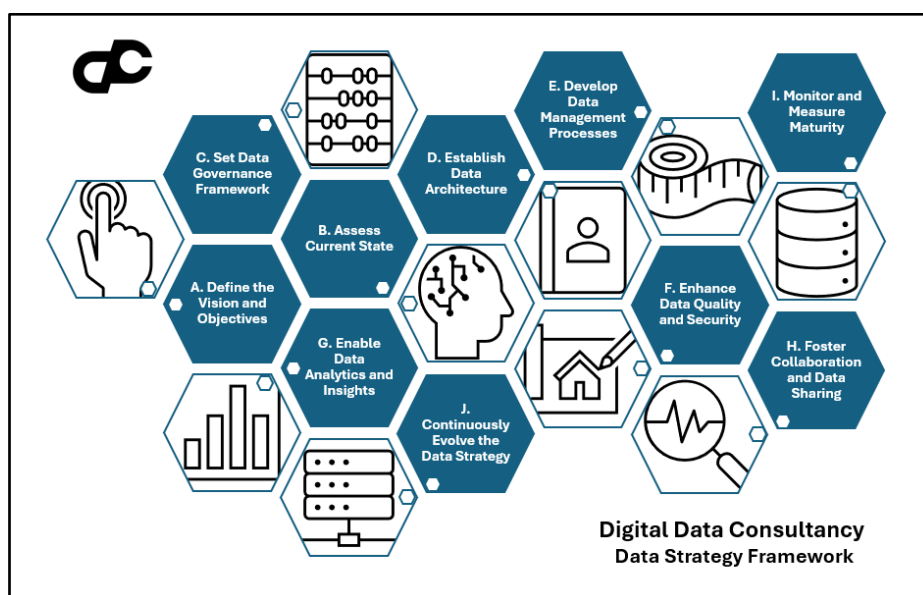
Data and Analytics Architecture

Our data and analytics consulting team combines strategy, implementation, optimization, and training to help you scale your business by focusing on what matters and avoiding what does not. You can solve your core business needs like boost sales, enhance profitability, save money, find opportunities, decrease risks, and more by integrating your data's power with our analytics experts.

Data Warehouse / Data Lakehouse

Data Warehouses and lake houses are central repositories of integrated data from one or multiple sources usually used for reporting and data analysis. DDC's data warehouse consultants can help your enterprise better manage and leverage its data, by providing a more powerful, scalable and robustly architected environment to handle the growth in variety, volume, integrity and velocity of data. Specifically, we can help with the modernization of your data warehousing infrastructure by improving performance and ease of use for end users, enhancing functionality, decreasing total cost of ownership while making it possible for real-time decision making.

We have our framework to deliver an enterprise data strategy, along with a maturity assessment, specifically tailored for government entities.



1.2 Data Management and Data Governance

1.2.1 Data Management

In DDC we address all challenges of your business Data Management challenges. You can benefit from our cloud-based Enterprise Data Management (EDM) solutions or opt for a fully managed service with configuration, advisory services, change SLAs and business operations tailored to your needs.

The key offerings in our Data Management Services are :

Master Data Management (MDM)

Master Data Management (MDM) ensures your master data always represents a single version of the truth for your core business data across every channel, function and system in your business. We offer the best-in-class consultancy on Master Data Management along with global solution providers like Syndigo, Stibo, Informatica, Akeneo, etc. We do the full project execution of MDM Programmes from drafting Business Case, Requirements Curation, Process Mapping, Data Modelling, Platform Configuration, Integration Services, Quality Assurance, Change Management and Deployment. The subject areas we specialise in is :

- **Customer Master Data Management:** Collating and maintaining accurate, reliable data is crucial to understanding your customer, creating exciting and relevant data initiatives and supporting your business goals. Once you have gathered the right data and defined your 'golden record', you open the door to a whole host of data-driven possibilities.
- **Product Information Management (PIM):** For any business involved in manufacturing, selling or distribution of products, product information management (PIM) is necessary. In today's digital world, effective PIM is vital to any business looking to use product content or data to enable omnichannel strategies, improve customer experience and enhance analytics.

Data Migration and Virtualisation

Any data platform is only as good as the data you put into it, which is why data migration is such a crucial part of any data strategy. Our key offerings in this area should encompass a comprehensive range of services to ensure a smooth, efficient, and secure migration of data.

- **Data Migration Strategy and Planning:** Developing a detailed migration plan that outlines the scope, timeline, resource requirements, and phases of the migration project. This includes performing a thorough assessment of the current and target systems, understanding the data formats, volumes, and dependencies.
- **Data Profiling, Mapping and Analysis:** Conducting an in-depth analysis of the existing data and mapping how it will be transformed and transferred to the new system. This process is crucial for understanding data structures, relationships, and ensuring data integrity in the new environment.
- **ETL (Extract, Transform, Load) Processes:** Implementing ETL processes to efficiently move data from the source to the target system. This includes data extraction, transformation to fit the new system's schema, and loading it into the new environment.
- **Data Cleansing and Quality Control:** Cleaning and standardizing data to ensure high quality and consistency during the migration. This step is vital to prevent corrupt, duplicate, or incomplete data from being transferred to the new system.

By seamlessly integrating and abstracting data from multiple sources, data virtualization empowers businesses to unlock valuable insights and make data-driven decisions. Our Data Virtualization services enable organizations to manage and access their data across various sources in a unified, abstracted manner, without the need for physical data movement or replication. This approach offers significant advantages in terms of agility, efficiency, and cost savings for a modern data management function in a cloud environment. The key offerings in this area would typically include:

- **Data Virtualization Strategy and Architecture:** Developing a strategic plan and architectural design for implementing data virtualization in alignment with the organization's overall IT strategy. This involves assessing the current data environment and determining how data virtualization can optimize data management and access.
- **Integration of Diverse Data Sources:** Providing services to integrate multiple data sources, whether they are on-premises or cloud-based, structured, or unstructured. This includes connecting disparate databases, big data repositories, cloud services, and even real-time data streams.
- **Data Abstraction and Modelling:** Creating data abstraction layers and models that allow users to access and manipulate data without needing to understand its underlying structure or location. This involves designing logical data models and views that are relevant to business users.
- **Performance Optimization:** Ensuring the data virtualization layer is optimized for high performance, particularly important in scenarios involving large datasets and complex queries. This might include caching strategies, query optimization, and load balancing.
- **Security and Compliance Management:** Implementing robust security measures and ensuring compliance with data governance policies and regulatory requirements. This includes managing data access controls, auditing, and ensuring data privacy standards are met.
- **Query and Reporting Tools Integration:** Integrating data virtualization platforms with existing query, reporting, and BI tools to enable seamless access to virtualized data for analysis and decision-making.
- **Data Federation and Delivery:** Offering data federation services that combine data from different sources and deliver it to users in a consistent and unified format, often in real-time or near-real-time.

1.2.2 Data Governance

With the right data governance strategy, you can be confident that your data is being managed to the high standard that you need to make good decisions and drive data-led initiatives successfully. We define Data Governance as being the grammar (Data Governance) of a language (data). The foundation of any successful data initiative or digital transformation Projects depends solely on accurate and reliable data.

For an organisation to achieve the status and confidence that the data they have and will utilise in reports, in formulating business strategies is managed, processed, secured, owned and stored as

per a unified set of guidelines, rules as per industry and company standards. Data Governance, the guard-rail system has to be adopted.

Our team of data governance specialists provide strategy, design and implementation in all key areas of Data Governance. We may and can use any of the following tools and services to achieve Data Governance for your organisation which is the bedrock for all your data initiatives going forward.



Metadata Management

Metadata Management provides you with the processes, tools and frameworks necessary to understand the context of your data. Realise the true quality and value of your data by understanding where it comes from, why it exists and how relevant it is.

To democratise data DDC has developed its own Data Catalogue and Metadata Management Tool for effective data governance, which is unique in the marketplace for being a business facing tool. Further details available at www.thesuchee.com.

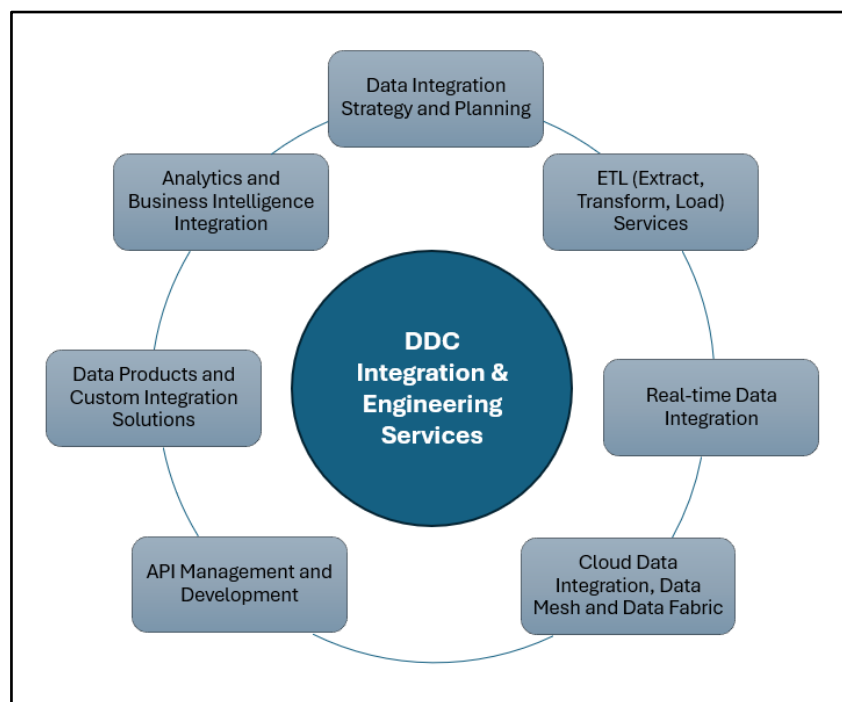
Data Quality Assurance, Monitoring and Reporting

The goal is to exploit a balanced set of remedies in order to prevent future data quality issues and to cleanse (or ultimately purge) data that does not meet the data quality Key Performance Indicators (KPIs) needed to achieve the established business objectives. We help organisations to help profile their data with preset quality rules and then help strategize the remedies for addressing poor quality.

1.3 Data Integration & Engineering

With the non-stop proliferation of data sources and migration to cloud data management, most organisations are deep into Data Integration in one form or another. If you need help with an existing initiative or support planning your modern Data Integration strategy, our data Integration specialists help you define processes and technology to gain control of your data pipelines, connect structured and unstructured sources and enable the data consumers within your business to access the data they need quickly and reliably. Key offerings in this area would include:

- **Data Integration Strategy and Planning:** Developing a strategic plan for data integration that aligns with the organization's overall IT and business strategies. This includes assessing current data landscapes, identifying integration requirements, and planning for short-term and long-term integration goals.
- **ETL (Extract, Transform, Load) Services:** Designing and implementing ETL processes to efficiently extract data from multiple sources, transform it into a suitable format, and load it into a target system or data warehouse. This service includes handling various data formats, complex transformations, and ensuring data quality during the process. We have expertise in Talend, Mulesoft and Alteryx
- **Real-time Data Integration:** Providing solutions for streaming, real-time or near-real-time data integration, crucial for businesses requiring up-to-the-minute data analysis. We have expertise in delivering solutions with Mulesoft, IBM, Kafka, Informatica IDMC.
- **Cloud Data Integration:** Helping clients integrate, migrate, and manage data across various cloud platforms. This includes expertise in cloud-based integration tools and platforms like AWS, Azure, and Google Cloud.
- **API Management and Development:** Developing and managing APIs for efficient and secure data exchange between systems, both internally and with external partners. This includes RESTful APIs, SOAP, and other web service technologies.
- **Data Products and Custom Integration Solutions:** Developing bespoke data integration solutions tailored to specific business needs. This could include custom-built middleware, specialized connectors, or unique data transformation logic. We have competency in Confluent Kafka, Mongo, Mulesoft, Netsuite and Informatica along with a host of Rest API technologies like Apigee, commerce tools etc.
- **Analytics and Business Intelligence Integration:** Integrating data with analytics and business intelligence platforms to enable advanced data analysis and reporting capabilities using Snowflake and MongoDB.



1.4 Analytics & Data Science

We create usable analytics models that drive value and deliver it at scale. Whether it is optimising your existing analytics or bringing in best in class technology, our team ensures your team can make even better decisions with your data. We offer a comprehensive and tailored suite of services designed to help organizations leverage their data for informed decision-making, predictive insights, and strategic planning. The key offerings in this domain would typically include:

- **Analytics Strategy and Roadmap Development:** Assisting organizations in developing a long-term analytics strategy and roadmap, aligning data initiatives with business goals. This includes identifying key data metrics, building analytics strategies, and recommending tools and technologies for effective data analysis. Offering solutions to optimize the performance of existing analytics systems and scaling analytics capabilities to meet growing data demands.
- **Data Science and Advanced Analytics:** Implementing advanced data science techniques like predictive modelling, machine learning, statistical analysis, and AI to extract deeper insights from data. This could involve building custom models or using existing frameworks.
- **Business Intelligence Solutions:** Designing and deploying business intelligence (BI) platforms that enable clients to easily visualize and interpret their data. This includes dashboard creation, reporting tools, and interactive data visualization.
- **Big Data Solutions:** Offering expertise in managing and analysing large and complex datasets, utilizing technologies like Hadoop, Spark, and big data databases. This service is crucial for organizations dealing with high-volume, high-velocity, or high-variety data.

- **Data Warehousing and Data Lakes:** Assisting in the design, implementation, and optimization of data warehouses and data lakes to store and organize data efficiently, ensuring it is ready for analysis.
- **Cloud Analytics and Data Management:** Offering cloud-based analytics solutions, leveraging platforms like AWS, Azure, or Google Cloud for scalable, flexible, and cost-effective data storage and processing.
- **AI and Machine Learning Integration:** Integrating AI and machine learning capabilities into business processes to automate analysis, enhance decision-making, and create predictive models.
- **Custom Analytics Software Development:** Developing bespoke analytics software tailored to the specific needs of the client, including specialized algorithms, custom data models, and unique analytics applications.
- **Training and Capacity Building:** Providing training and workshops to client teams on data analytics tools, data science techniques, and best practices in data management and analysis.

1.5 Delivering the Change

Whilst technology supports data, the best way to drive successful adoption is through your people. Our deep experience of delivering high impact data solutions for our customers across industry sectors helps us to see the bigger picture with you and together achieve your objectives. Our key offering in Enterprise Change Management for Data focuses on guiding organizations through the transition to new or improved data systems, processes, and cultures. This involves managing the human, process, and technology aspects of change to ensure successful adoption and utilization of data-centric initiatives. Key offerings typically include:

- **Programme Management and Project Management:** Delivering the transformation working with business and technical teams to ensure successful delivery and realisation. Of the business case.
- **Change Management Strategy and Planning:** Developing comprehensive change management strategies tailored to data-centric transformations. This includes assessing organizational readiness for change, identifying stakeholders, and outlining clear objectives and outcomes.
- **Stakeholder Engagement and Communication:** Creating and implementing communication plans to engage all stakeholders effectively. This involves clearly articulating the benefits and impacts of the change, addressing concerns, and fostering a positive attitude towards the new data initiatives.
- **Training and Education:** Developing and delivering tailored training programs to upskill employees in new data tools, technologies, and processes. This ensures that staff are competent and confident in using new systems and understand the value of data in their roles.

- **Data Governance and Policy Development:** Assisting in the development of data governance frameworks and policies that align with the change objectives. This includes establishing roles, responsibilities, and standards for data quality, security, and compliance.
- **Impact Analysis and Risk Management:** Conducting impact analyses to understand how changes in data management will affect different areas of the organization. Identifying potential risks and developing mitigation strategies is key to ensuring a smooth transition.
- **User Adoption and Support:** Focusing on strategies to enhance user adoption of new data systems and practices. This includes ongoing support, feedback mechanisms, and addressing resistance to change.
- **Process Redesign and Optimization:** Revising and optimizing business processes to align with new data practices. This may involve re-engineering workflows, data entry processes, and reporting structures to maximize the benefits of the change.
- **Organizational Culture Shift:** Facilitating a shift in organizational culture to embrace data-driven decision-making. This includes promoting a culture that values data accuracy, transparency, and sharing.
- **Performance Measurement and Continuous Improvement:** Establishing metrics to measure the success of the change management initiative and using these insights for continuous improvement. This ensures that the organization can adapt and evolve its data practices over time.
- **Leadership Alignment and Support:** Working with leadership teams to ensure they are aligned with the change goals, understand their role in leading the change, and are equipped to support their teams through the transition.

By offering these services, we help organizations navigate the complex process of changing their data management systems and practices, minimizing disruption, and maximizing the benefits of data-driven transformations.



2.0 Levels of Data Back-up and Restore

Data back-up will be provided by the software that we will be installing, chosen as per your business needs on either AWS/MS Azure.

We identify data on network servers, desktop computers, laptop computers and wireless devices that needs to be backed up, along with other hard copy records and information.

The backup plan includes regularly scheduled backups from wireless devices, laptop computers and desktop computers to Google cloud servers.

As DDC provides a service, almost all of the activities are done on the client's systems and data repositories. The data is never egressed from the client systems and we follow strict disciplines of not downloading any customer data into local copies. We recommend the 3-2-1 strategy in back up where the data is held into separate instances of the same clouded provider or on-prem data centre And one in a completely different remote cloud data provider.

3.0 Disaster Recovery

As per the Disaster Recovery Plan, we have the infrastructure and systems in place to deal with such events. We have our own Google cloud where the work that is being done by our Team on the Project is backed up in Google Cloud. The software, environment which is used for technical configuration has full back up systems built into it.

Our Disaster Recovery Plan aims to minimize interruptions to normal operations:

- To minimize interruptions to the normal operations.
- To limit the extent of disruption and damage.
- To minimize the economic impact of the interruption.
- To establish alternative means of operation in advance.
- To train personnel with emergency procedures.
- To provide for smooth and rapid restoration of service.

Our Disaster Recovery Strategy is designed considering the following metrics:

- Recovery Time Objective (RTO): The maximum acceptable length of time that DDC's IT services can be unavailable.
- Recovery Point Objective (RPO): The maximum acceptable amount of data loss measured in time.

If a disaster occurs, we have the following people trained and who are responsible for kick starting the recovery process:

- Disaster Recovery Manager: Oversees the development and implementation of the disaster recovery plan.
- IT Department: Responsible for maintaining and implementing backup and recovery procedures.
- Human Resources: Manages communication with employees during a disaster.

- All Employees: All our resources are all trained to recover data, information that has been lost or accidentally deleted and we will employ additional resources depending on the seriousness, scale and urgency of the disaster event.

4.0 Service Delivery

We recommend the Swarming Model for service delivery and support. DDC's swarming IT support model allows the support agent and users to see the end-to-end issues and solve them more quickly without causing delays. It is a collaborative effort of both engineers and stakeholders of a company. The repetitive issues are also solved faster by shared knowledge across the support staff. The learning curve of the support agents is improved, and the issues are well documented so that the knowledge can be shared with the end users.

The swarming IT support model has the following key principles:

- The support levels are not based on tiers.
- The groups do not incorporate any request escalations or repetitive requests of the same issues.
- The issue request directly goes to the particular agent who is best suited for handling and solving the issue.
- The assigned agent will deal with the issue till the problem is solved.

4.1 On-boarding and Off-Boarding Support

We along with our software provider assist our clients to onboard the system at critical points in the Project Timeline. We provide demos of the functionalities configured after the critical and important Product features are configured and tested. It is the client's responsibility however to pass on that knowledge to their end-users.

We also provide off-boarding support i.e. hypercare when the project is over to fix their day-to-day bugs, queries and provide system support and guidance.

We will make effective resources available as per client's needs and demand who will be billed either at a fixed rate or Time and materials as it deems appropriate for the client.

4.2 Service Constraints

In terms of DDC our service constraints from a technical and non-technical point will be as it is defined within the particular Project scope and will vary from one Project to another. The service constraints will be decided based on the client's needs and clearly agreed upon between the Buyer and the Supplier before the commencement of the Project.

In terms of Service Constraint for a software Product or solution being implemented by us only, the service constraints will be as defined by the Product provider.

4.3 Service Levels

Our service levels whilst during the Project will be from 9:00 am till 6:00 pm from Monday to Friday, however if there are any critical issues our Team can work extra hours to try and fix the issue. If it is an issue which has risen as a result of our activity, we shall work outside the normal stipulated hours to resolve it.

If the issue has risen due to an activity on the part of the buyer, we shall provide the support and guidance outside our normal hours if necessary for the buyer to resolve the issue as quickly as possible. The out of hours service level in such situations will be at the Suppliers discretion and on the criticality of the issue. We provide four levels of support. Tiers 0,1,2, 3 & 4

Tier 0 :Self-help and user-retrieved information

Users retrieve support information from web and mobile pages or apps, including FAQs, detailed product and technical information, blog posts, manuals, and search functions.

Tier 1: Basic help desk resolution and service desk delivery

Support for basic Buyer issues such as solving usage problems and fulfilling service desk requests that need IT involvement. If no solution is available, tier 1 personnel escalate incidents to a higher tier after triage.

Tier 2: In-depth technical support

Experienced and knowledgeable technicians assess issues and provide solutions for problems that cannot be handled by tier 1. If no solution is available, tier 2 support escalates the incident to tier 3.

Tier 3: Expert product and service support

Access to the highest technical resources available for problem resolution or new requirements. We analyse the root cause of the issue or request and then we decide whether to create a new fix, depending on the cause of the problem. This fix can be free as part of the core solution or it may be considered as a new change request.

Tier 4: Outside support for problems not supported by us.

Contracted support for items provided by but not directly serviced by the organization, including vendor software support.

If the issue has risen due to an activity on the part of the buyer, we shall provide the support and guidance necessary for the buyer to resolve the issue as quickly as possible.

The out of hours service level will depend on the criticality of the issue.

4.4 After Sales Support

DDC's policy is to ensure seamless performance of the software implemented by itself for the buyer. We provide effective resources to provide continuous support as agreed with the buyer and this can be completely bespoke as per the needs of the client.

DDC appoints an Account Manager for every customer after the sales contract has been signed to transition from the buying cycle to the selling cycle. The key functions of the DDC account manager are the following :

- Serve as the lead point of contact for all customer account management matters.
- Build and maintain strong, long-lasting client relationships.
- Develop trusted advisor relationships with customer stakeholders and executive sponsors.
- Act as a point of escalation on service delivery issues

All our software product providers also have after sales support services included in their licence. Most often recommend that the vendor provided support remain in place in the initial phases to iron out any early life challenges with the technology.

5.0 Technical Requirements

Our Technical requirements will be that of the Software Product which we will be implementing. In most cases this would be cloud infrastructure and this could be either AWS, MS Azure or other Office Applications tools like Windows, IE, Safari, Microsoft Office Suite, a communication platform/channel e.g. Slack, Project management Tool e.g. Atlassian, Jira

5.1 Security

We hold a Cyber Essentials certificate and all our Team members connect via a Virtual Private network to ensure complete privacy and security for all information, processes of our client's business. We also ensure two factor authentication and strong passwords for our staff and use Google Cloud for our regular data backup and recovery.

5.2 Hosting Options and Locations

The hosting options which we provide to the client is based on their in-house hosting systems and architecture in place. We ensure the Product, or the service chosen for implementation in the Project aligns with the client's hosting system and is agreed upon before the start of the Project

5.3 Access to data upon exit

We ensure that we have an effective handover policy by which we pass the knowledge of the access management to the service delivery organisation. We follow a transition framework which effectively moves the responsibility of the access management back to the organisation. We ensure termination of the access in our side

5.4 Any other Technical Requirements

Any other Technical requirements apart from what has been specified above will be clearly specified before the start of the Project and will be dependent upon the Project scope and requirements.