



Managed Data & Analytics Services



Service Definition

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Why 5Y?

We take a different approach to data transformation

We believe transformation starts with insight, not systems. We're disrupting the traditional landscape with a suite of platforms, services and solutions that get you from raw data to insights faster and more cost-effectively than ever before.



Faster Insights. Lower Costs. Better Outcomes. Guaranteed.

We empower organisations to become data-centric by accelerating access to data from any system or application. We transform this data into actionable insights that guarantee to drive improved business outcomes and enable sustainable growth.

We're confident we can deliver these outcomes because we've done it for others—turning data chaos into clarity and inefficiencies into savings.

80%

of your BI analytics ready out of the box from day one

50%

faster implementation, freeing up your team's time and budget

50%

reduction in data engineering costs

*The "80% analytics-ready" figure applies specifically to engineering tasks such as data ingestion, integration, and preparation. The 50% faster implementation and 50% reduction in engineering costs are based on our observed averages across typical client projects. Actual results may vary depending on project scope, data quality, and unique business requirements.

We believe in a data-centric future.

Everything we do is driven by the following four principles...

Build systems, deliver outcomes.

Our aim is always to go beyond technology, helping organisations use data to drive meaningful, lasting change.

Insight should be embedded, not episodic.

We designed our platforms to not only unify data but also empower people to act on it every day.

Independence over dependency.

Our goal is to enable customers to self-serve, not to lock them into long-term service contracts.

Enablement, not ownership.

We built a modular platform so customers could scale at their own pace. Where customers need additional support, we offer a managed service model to help them succeed.

The 5Y way

We believe organisations shouldn't have to choose between speed, quality and cost when becoming data-driven. The world is constantly evolving and businesses that build systems from scratch or rely on slow, expensive consultancies will get left behind.

Service Overview

Managed Data & Analytics
Services provide business as usual (BAU) operational support for live, in production cloud data and analytics platforms following delivery or transition into service.

The service helps public sector organisations maintain stable, reliable and well governed data environments by providing continuous monitoring, issue management, and operational oversight. It is designed to provide predictable operational support, clear service governance and effective issue management, reducing operational risk and the burden on internal teams.

This service is suitable for organisations transitioning from delivery into live operation, or seeking to supplement in-house capability with structured, managed operational support. A core use case for this service is supporting organisations transitioning from delivery projects into stable, governed BAU operation, ensuring monitoring, runbooks, and responsibilities are fully embedded before handover.

Example platforms and environments supported

The service supports the operation of cloud-based data and analytics environments, including:

- Data platforms supporting ingestion, transformation and storage
- Data pipelines and scheduled workloads
- Analytics and reporting platforms
- Data warehouse and data lake environments
- Dashboards and business intelligence services

Support applies across common public sector cloud analytics stacks (e.g., Azure, AWS, GCP, Power BI, Fabric), subject to agreed service boundaries and access.

Service Features

The service may include:

Monitoring & Operational Oversight

- Continuous monitoring of platform availability, performance, capacity and data pipeline health
- Alerting, triage and coordination of issue investigation, including liaison with third parties
- Usage monitoring and trend analysis to anticipate operational risks

Incident & Operational Support

- BAU issue triage and response aligned to agreed runbooks
- Coordination of resolution activities across internal teams and suppliers
- Access, permissions and identity management support
- Root cause analysis for recurring operational issues

Maintenance & Change Support

- Routine operational maintenance to maintain platform stability
- Coordination of controlled releases, patches and configuration changes
- Management of scheduled pipeline runs and operational calendars
- Maintenance of operational documentation and runbooks

Service Governance & Continuous Improvement

- Regular service reporting, governance meetings and performance reviews
- Identification of optimisation opportunities to improve efficiency, cost or reliability
- Recommendations on platform hygiene, configuration consistency and operational improvements

Transition to BAU

- Structured transition from project delivery into stable BAU operation
- Validation of monitoring, alerting, and operational procedures prior to service handover
- Knowledge transfer and onboarding for customer teams

Service Benefits

By engaging this service, organisations may realise the following benefits:

- ✓ Improved stability and reliability of live data and analytics platforms
- ✓ Reduced operational downtime and service disruption
- ✓ Predictable, structured managed service support
- ✓ Improved visibility of platform health, usage and issues
- ✓ Reduced operational burden on internal teams
- ✓ Smoother transition from delivery projects into BAU operation

Service Scope

The Managed Data & Analytics Service provides structured, operational BAU support for live cloud data and analytics platforms. The service is designed to maintain platform stability, performance, and governance once delivery projects have transitioned into live operation. The scope of this service includes:

- Continuous monitoring of data and analytics platforms, including availability, performance, capacity and pipeline health.
- Operational incident triage and response, following agreed runbooks and coordinating with internal teams or third-party suppliers.
- Routine maintenance and change support, including controlled releases, patches, configuration updates and scheduled workload management.
- Identity, access and permissions support, ensuring secure and consistent access across tools and environments.
- Service governance and continuous improvement, including service reporting, performance reviews and recommendations for operational optimisation.
- Transition to BAU, validating monitoring, alerting, runbooks and operational processes to ensure successful handover from delivery projects.

The service provides predictable, structured managed service support to maintain healthy, reliable and well-governed data and analytics environments.

Service Constraints

Delivery of this service is dependent on the following:

- | An agreed scope and statement of work, defining the service boundary, supported platforms, and responsibilities.

- | Access to relevant systems and cloud environments, including monitoring tools, pipelines, analytics workspaces and associated infrastructure.

- | Availability of customer stakeholders, including platform owners, product teams and decision-makers for escalation, approvals or coordination.

- | Dependencies on external suppliers or cloud platforms, which may influence issue resolution or operational changes.

What Is Not Supported

The service does not include, unless separately contracted:

- | New feature development

- | Platform redesign or re-architecture

- | Significant enhancement work

- | Delivery of new analytics products or reports

- | Project-based implementation, data engineering or migration activities

- | Infrastructure hosting or licensing

- | Support for systems outside the agreed service boundary

Any additional enhancements or feature delivery must be procured under a separate engagement.

Support Delivery Model

The Managed Data & Analytics Service provides structured BAU support for live cloud data and analytics platforms.

Support covers continuous monitoring and operational oversight, incident triage and coordination, routine maintenance and controlled change, service governance, and transition to BAU processes.

Support Hours & Availability

Core Support Hours

Support is available during standard UK business hours:

- | Monday–Friday, 09:00–17:30 (UK time)
- | Excludes UK public holidays

During core hours, customers can access:

- | Ticketing and email support for incidents and service requests
- | Phone support for time-sensitive issues
- | Scheduled operational reviews and working sessions

Extended / Out-of-Hours (by agreement)

Extended hours or on-call cover can be arranged in the Statement of Work for:

- | Critical production cutovers or fixes
- | High-impact incidents requiring immediate response
- | Planned maintenance in agreed change windows

Major Incidents (P1)

For major outages or critical service degradation, the service will initiate accelerated triage, stakeholder notifications, and continuous updates until service is restored, with post-incident review to follow.

Scope includes monitoring & operational oversight, incident support, maintenance & change support, and service governance activities.

How to Raise Support

Ticketing (Primary Channel)

Log incidents and service requests in the service desk to:

- | Record and prioritise the issue
- | Attach diagnostics (logs, error details, screenshots)
- | Track status and communications until closure

Email

Used for general queries, minor requests, or follow-ups that don't require immediate triage.

Phone / Scheduled Calls

Used for time-sensitive incidents, coordination during critical events, or regular service reviews.

Named Service Manager

- | A single point of contact coordinates response, ensures runbooks are followed, and manages communications and escalations.
- | Incident triage, coordination across teams/suppliers, and runbook-led responses are in scope.

The managed service includes alerting/triage, coordination of resolution, operational runbooks, and root-cause analysis for recurring issues.

Issue & Escalation Management

Severity & Prioritisation

Typical production-focused severities (aligned in the SoW):

- | P1 – Critical: Major outage or severe degradation; immediate triage, executive visibility
- | P2 – High: Significant impact with workarounds; rapid triage and targeted fix
- | P3 – Medium: Functional issue or performance degradation with viable workaround
- | P4 – Low: Minor defect or service request; planned into maintenance cadence

Triage & Coordination

- | Alerting triggers initial triage and diagnostics
- | Coordination across internal teams and third parties as required
- | Adherence to operational runbooks and change controls

Communication During Incidents

- | Acknowledgement on receipt
- | Regular updates at agreed intervals by severity
- | Clear action plans, ownership, and next-update timing

Post-Incident Reviews (P1/P2)

- | Root-cause analysis (where feasible)
- | Corrective and preventative actions
- | Updates to runbooks, monitoring and thresholds

Remote and On Site Support

Remote Support (Default)

All monitoring, triage, maintenance, and governance activities are delivered remotely for efficiency and rapid response.

On Site Support (Where Agreed)

Can be provided for specific needs (e.g., critical service events, governance forums), subject to agreement in the SoW.

Resourcing Model

Named Service Manager: Owns service governance, reporting, escalations, and stakeholder engagement.

Operational Analysts / Engineers: Monitor health, triage incidents, perform maintenance, and execute controlled changes.

Specialists (as needed): Platform, identity/access, data pipeline, or BI specialists engaged for complex issues or optimisations.

Service governance includes regular reporting, governance meetings, performance reviews, and recommendations for operational improvements.

Change & Maintenance Management

Routine Maintenance: Patch application, configuration updates, capacity housekeeping, and schedule administration.

Controlled Releases: Adherence to change windows and approvals; pre-change checks and post-change validation.

Operational Calendars: Management of pipeline schedules, blackout periods, and dependency windows.

Service Governance & Reporting

Regular Service Reports: Availability, performance, capacity trends, incident volume/severity, and backlog/requests.

Governance Meetings: Review SLx targets (where defined), risks, issues, and continuous improvement opportunities.

Continuous Improvement: Recommendations on platform hygiene, cost/performance optimisation, and reliability enhancements.

Boundaries & Dependencies

Service Boundary: Platforms, tools, and components supported are defined in the SoW; out-of-scope items require separate engagements.

Third-Party Dependencies: Coordination with cloud/platform vendors and suppliers is included; resolution timelines may depend on those parties.

Transition to BAU

Handover Readiness: Validation of monitoring, alerting, runbooks, on-call arrangements (if applicable), and permissions.

Onboarding: Knowledge transfer and induction for customer teams and suppliers; confirmation of roles and escalation paths.

Stabilisation: Heightened monitoring during the early BAU period to ensure steady-state operation.

Onboarding & Service Initiation

Onboarding ensures a smooth transition into managed service operation by establishing clear service boundaries, confirming operational readiness, and embedding the service governance model. The onboarding phase formally transitions the customer into structured BAU support for their data and analytics platforms.

1. Kick Off & Engagement Mobilisation

At the start of the engagement, we deliver a structured onboarding process, including:

- Kick-off meeting to introduce the service team**, confirm objectives, and review service scope, responsibilities, and engagement cadence.

- Review of platform architecture and operational landscape**, including data pipelines, scheduled workloads, integrations, reporting platforms and existing monitoring tools.

- Service boundary confirmation**, defining which environments, pipelines, workspaces and tools fall within managed service coverage.

- Runbook and procedure validation**, ensuring alignment between customer expectations and supplier processes for incident response, triage, maintenance and change.

- Access setup**, granting the service team appropriate permissions for monitoring, triage, operational maintenance and configuration.

- Operational readiness assessment, reviewing:** Monitoring and alerting configurations, Logging and telemetry availability, Scheduled workload calendars, Platform constraints, compliance requirements or approval processes.

- Agreement of service governance arrangements**, including cadence of reporting, service reviews, escalation routes and KPIs/metrics tracked.

2. Information Required From the Customer

To begin managed service operations, the customer must provide:

- | Access to cloud platforms, analytics workspaces, integration points and relevant operational tooling.
- | Existing documentation such as runbooks, operational procedures, architecture diagrams, and pipeline inventories.
- | Stakeholder lists for BAU approvals, issue escalation, and platform ownership.
- | Details of any third-party suppliers or platform dependencies.
- | Confirmation of critical business periods, blackout windows and operational constraints (e.g., month-end cycles).

3. Confirming Scope, Timelines & Responsibilities

Following onboarding, both parties confirm:

- | Final service scope and boundaries
- | Operational SLA targets and triage expectations (as defined in the SoW)
- | Roles & responsibilities for customer teams, suppliers and the managed service team
- | Communication and escalation pathways
- | Timelines for service commencement, including any phased onboarding or stabilisation period

This structured initiation ensures all monitoring, triage, runbooks and governance arrangements are embedded before BAU support formally begins.

Offboarding & Exit Support

Offboarding ensures a well-managed and controlled transition out of the managed service, with all operational knowledge, documentation and access appropriately returned to the customer.

1. Offboarding Activities

At the end of the engagement, we complete a structured offboarding process, including:

Formal service handback, including confirmation of all active incidents, requests and operational risks.

Delivery of updated documentation, including: Operational runbooks, Configuration notes, Current platform inventories, Monitoring and alerting settings, Scheduled workload calendars

Knowledge transfer sessions, covering key platform behaviours, historical incident themes, performance trends, and any recurring operational considerations noticed during service operation.

Final service reporting, summarising performance, incidents, SLx adherence, continuous improvement recommendations and outstanding actions.

Access removal, ensuring all supplier credentials and permissions are securely revoked.

Optional offboarding workshop, reviewing lessons learned, potential optimisation opportunities, and considerations for future operational models.

2. Information Required From the Customer

To complete offboarding, the customer may need to:

- Confirm receipt and acceptance of all service documentation and handover materials.
- Identify the receiving team(s) who will take operational ownership going forward.
- Approve the removal of all supplier access.
- Confirm any final reporting or analysis required (e.g., trend summaries, cost insights).

3. Confirming Scope, Timelines & Responsibilities for Exit

Before offboarding concludes, both parties agree:

- Final offboarding timelines
- Outstanding issues or dependencies to be transferred
- Responsibilities for actions that extend beyond the end date
- Any follow-on engagements, where applicable

This ensures a clean and controlled exit, with no gaps in operational oversight.

Security & Data Protection

The Managed Data & Analytics Service is delivered in alignment with strong security and data protection practices to ensure the confidentiality, integrity, and availability of customer data and platforms throughout BAU operations. As the service works directly with live, in-production environments, robust security controls and clearly defined access practices are essential.

Access Controls

Access to customer environments, analytics workspaces, pipelines, monitoring tools and platform components is restricted to authorised members of the managed service team.

Permissions follow a least-privilege and role-specific approach, with elevated access granted only where required for monitoring, maintenance or operational changes.

All access granted to the supplier is time-bound, auditable and revoked during offboarding.

Role Based Permissions

Access rights are assigned based on operational responsibility, such as:

- | Incident response
- | Monitoring and diagnostics
- | Platform maintenance and controlled change
- | Identity and access management support

Segregation of duties is maintained across monitoring, maintenance, and change management activities.

Secure Handling of Customer Data

The service operates within the customer's approved cloud environments and does not extract or host customer data outside those systems.

Operational activities may require viewing logs, telemetry, metadata, error payloads or pipeline outputs, but customer production datasets are never stored on supplier devices or external systems.

Temporary diagnostic files or operational artefacts are retained only for the duration required to resolve incidents and are securely deleted once no longer needed.

Alignment with UK GDPR

The service adheres to UK GDPR principles, ensuring that:

- | Lawful and fair processing applies to any customer information accessed during operational tasks.
- | Purpose limitation ensures data is accessed only to support defined BAU operations.
- | Data minimisation restricts access to the minimum information needed to fulfil operational responsibilities.
- | Integrity and confidentiality are upheld through secure access management, encryption, logging and operational monitoring.

Throughout the engagement, the supplier acts as a data processor where access to customer data or metadata is required for operational activities.

Secure Communication Channels

All communication, including incident reporting, operational updates and the exchange of diagnostic information, is conducted through secure channels such as:

- | Encrypted email
- | Secure ticketing and collaboration systems
- | Approved document-sharing platforms
- | Managed conferencing tools

No sensitive operational data, logs or configuration files are transmitted through unapproved channels.



Hosting & Data Location

The Managed Data & Analytics Service operates within the customer's approved cloud environments and does not involve hosting customer production data or systems on supplier infrastructure.

Hosting considerations relate only to the platforms already owned by the customer and to the secure, cloud-based systems used to support service operations.

Support System Hosting

Service desk, collaboration, monitoring dashboards and reporting tools used by the supplier operate within secure, cloud-based environments managed by the supplier.

These systems apply enterprise-grade access controls, encryption in transit and at rest, and region-appropriate hosting.

Operational artefacts (runbooks, incident reports, trend analysis, configuration notes) are stored only within authorised, access-controlled project workspaces.

Customer Data Residency

The service works directly within the customer's live cloud environments (e.g., Azure, AWS, GCP, Power BI, Fabric), as defined in the service boundary.

Customer production data is never extracted or hosted on supplier systems.

Any access to production data, logs, telemetry or diagnostic detail is performed within the customer's environment, following agreed access controls and runbooks.

No Persistent Hosting of Customer Data

The service does not include hosting platforms, data pipelines, analytics environments, dashboards or workloads.

Temporary troubleshooting artefacts (e.g., log snippets, screenshots, diagnostic extracts) are retained only for the duration required to resolve an incident and are securely deleted once no longer needed.

No customer datasets, transformations, or operational records are stored on supplier devices or infrastructure.

Data Residency for Support Logs & Artefacts

Support logs (ticket metadata, timestamps, escalation details, communication records) may contain limited personal data (e.g., names, contact details) but never include customer production data.

These logs are stored within UK or UK-aligned regions, supporting public-sector residency requirements.

Service artefacts are retained only for contractual, operational or audit purposes and then deleted according to internal retention policies.

Pricing Information

Pricing for this service is provided in the G-Cloud pricing document.

Client Success Story

From Fragmentation To a Unified Patient Experience



The Challenge:

Our client, a leading global healthcare group in the hearing care sector faced significant challenges after a major acquisition program in North America, inheriting fragmented and unstable legacy systems. These included customer relationship management (CRM) tools, patient management platforms, and heavily customised ERP systems, all containing overlapping and inconsistent B2C data. The challenge was immediate and complex: How do you consolidate private patient data across fragmented, unstable legacy systems into a single, trusted view—without disrupting ongoing operations or breaching regulatory compliance frameworks such as GDPR?

The Solution:

Deployment of the 5Y Unified Data Platform addressed these challenges by unifying data across legacy systems through a modular, Azure-native framework. With pre-built logic for mastering, survivorship, and recovery, the platform enabled seamless integration between modern front-end applications (CMS, AC App) and backend systems like NAV 17 and Dynamics CE. This solution maintained patient data, enhanced patient engagement across their care journey through stable omnichannel experiences and provided a scalable foundation for future growth—all while maintaining full compliance and operational continuity.

Business Impact

- Transformed disconnected patient records into a single trusted view
- Eliminated costly system outages

-70%
Duplicates

+85%
Matching

2×
Processing

12+
Countries

Client Success Story

From complex reporting requirements to actionable insights



The Challenge:

How do you give every team timely access to operational insights when manual reports are slowing you down? That was the challenge facing one of the UK's largest providers of affordable and social rent housing. While they had implemented Microsoft Dynamics 365 across the organisation, reporting remained slow, fragmented and heavily reliant on manual processes. A traditional system upgrade hadn't resolved the problem. Without a consistent, centralised reporting environment, decision-making was delayed and operational oversight was limited.

The Solution:

We deployed the 5Y Business Transformation Platform to centralise reporting, improve operational oversight and simplify access to key metrics across the business. By integrating Dynamics 365 with internal systems and applying a pre-built data model, we created a templated, cloud-based reporting and analytics environment aligned with the organisation's strategic goals. The outcome enabled teams to achieve real-time access to critical data through a single source of truth, replacing slow, manual reporting with governed, consistent insights.

Business Impact

Seamless integration of Dynamics 365 and other core systems

A secure, scalable environment designed for long-term transformation

80+
Self-Serve KPIs

Our Social Commitments

At 5Y, we believe business success goes hand in hand with responsibility. Our social commitments reflect our dedication to people, communities, and the planet.



Fair Work & Well-being

- | Fair pay above the National Living Wage.
- | Flexible working and open culture.
- | Health and well-being initiatives, including mental health support and certified Mental Health First Aiders.



Equality & Inclusion

- | Gender and ethnicity pay gap monitoring.
- | Active Women in Tech group and DEI training.
- | Recruitment practices promoting diversity and accessibility.



Skills & Growth

- | Personal Development Plans for every employee.
- | Annual training allowance and access to global certifications.
- | Apprenticeships and graduate programmes to nurture talent.



Community & Charity

- | Two paid volunteering days per year.
- | Annual charitable giving: A percentage of profit before tax donated to employee-chosen charities.
- | Partnerships with local charities and associations.



Environmental Action

- | Commitment to biodiversity initiatives such as tree planting
- | Working towards Net Zero through carbon offsetting initiatives

Together, we create a positive impact – for our people, our communities, and our planet.



Ethics & Responsibility

- | Mandatory modern slavery, sexual harassment and ethics training.
- | Whistleblowing and grievance policies.
- | Strong safeguarding and compliance processes.





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