



G-Cloud 15

Insights Pro & Enterprise

Service Definition Document

2026

Service Overview

1. Summary

Tytl Insights Pro is a cloud hosted residential property intelligence and reporting platform designed for Local Authorities, public sector bodies and professional users. It brings together a wide range of residential property, planning and location based datasets into a single, intuitive interface, enabling users to research homes, streets and neighbourhoods with accuracy and confidence.

The platform is built around an interactive, map driven interface that allows users to explore residential data spatially, layer by layer. Users can view planning history, residential sales and listings data, tenure, constraints, environmental factors and other housing related datasets, and generate consistent, professional reports directly from the platform.

Insights Pro is delivered as a fully managed service by Tytl, including configuration, support, maintenance and ongoing residential data updates. It integrates seamlessly with existing systems, requires no local installation and is designed to scale securely across organisations of all sizes.

2. Key Capabilities

Tytl Insights Pro enables users to perform detailed residential property analysis at both individual property and area level. Users can search for and interrogate residential addresses, view comparable sales and listings data, assess planning history and constraints, and understand local context through a wide range of spatial data layers. The interactive map interface allows data to be explored visually, supporting faster and more accurate property research.

The platform also supports the creation of structured residential property reports, allowing users to compile selected data, maps and summaries into a consistent output. Insights Pro is designed for frequent, high volume use and provides unlimited access to core datasets, ensuring performance is not affected by other users. The service integrates with existing workflows and requires no local installation or specialist technical setup.

Service Scope

1. Licence Based

Tytl operates as a largely self-service cloud-based SaaS solution. Each user is licenced individually and can be added to an office, team or department account if needed.

2. Hosting

Tytl's hosting architecture leverages multiple AWS accounts with a central network account hosting VPCs shared to dev, UAT, production, and data engineering accounts via AWS RAM (resource access manager)

Our infrastructure is primarily consolidated within the EU-West-2 (London) region. For critical services, including RDS, Aurora, ECS, EC2, and Lambda, we deploy across a minimum of three Availability Zones within this region. This multi-AZ strategy ensures maximum redundancy, high availability, and resilience for our systems. The design provides a secure, segmented, and robust foundation for all environments.

3. Customer Environments

Each Local Planning Authority has independent access from other Government customers. Meaning your data is only viewable by those licenced in your team.

4. Data Location

All data is stored securely within UK and Europe AWS regions.

Technical Features

1. Residential Property Insights Platform

- Advanced residential address and area search
- Interactive, map driven interface
- Advanced filtering across residential datasets
- Contextual residential and environmental map layers
- Instant access to supporting property and planning documents

2. Reporting and Analysis Capability

Insights Pro includes integrated analysis and reporting functionality designed to support professional residential research workflows. The platform enables users to:

- Analyse residential sales and listings data at property and area level
- Review planning history and residential constraints
- Combine multiple datasets into a single evidence base
- Generate structured, consistent residential property reports
- Export maps, data summaries and reports for internal or external use

Security

Tytl operates in line with the data protection, cybersecurity and continuity standards defined in the Addland Limited Data Protection, Cybersecurity and Business Continuity Policy 2026. This policy sets out the controls, procedures and technical safeguards that govern how we process data, protect systems, manage risk and maintain service availability. It covers secure development practices, access control, encryption, monitoring, incident response, backup and recovery processes. All Tytl operations, infrastructure and support activities follow these standards to ensure consistent protection of customer data and a resilient, secure service.

1. Data Protection

All personal and application data is stored in encrypted AWS RDS databases and accessed only through secure TLS connections. Access is strictly limited to authorised personnel who must use multi factor authentication. Role based permissions, audit logging and regular reviews ensure that data is protected at all times and handled in accordance with security best practice.

2. Cyber Essentials

Tytl is certified under Cyber Essentials, demonstrating that our systems and processes meet recognised standards for safeguarding data and defending against common cyber threats. This certification provides assurance that we follow robust security practices across our platform and operations, supporting a secure and resilient service for all users.

3. Monitoring and Protection

We maintain continuous real time monitoring through AWS managed Grafana, Web Application Firewalls and comprehensive network logs. Automated alerts notify our engineering team of any irregular activity, allowing rapid investigation and response. This approach ensures a proactive security posture and ongoing protection of our platform and its data.

4. Incident Response

Incidents are assessed, contained, mitigated and resolved following our internal processes. We classify incidents, isolate affected systems and deploy patches rapidly. Full restoration procedures and root cause reviews are completed after every incident.

5. Backups and Recovery

We use daily encrypted backups, point in time recovery for core databases, regular server snapshots and redundant S3 storage. These measures provide strong resilience and allow rapid restoration in the event of data loss or disruption. Our approach ensures continuity of service and safeguards critical information at all times.

Onboarding, Offboarding and Support

1. Onboarding

Getting your team setup is very simple. Once licenced they will have immediate access to the full features of Insights Pro. We will run in-person and/or remote training sessions to ensure all users understand how to use the platform effectively.

2. End of Contract Data Extraction

All data can be exported at any time in raw formats suitable for migration to another supplier.

3. End of Contract Process

If an authority leaves the service, we extract all data, support any transition requirements and remove integration points. Additional support for setting up a new supplier can be provided at cost if requested.

4. Support

We provide full support for all aspects of the service including front end, back office, integrations, data flows and document management. Support includes standard operating hours with emergency out of hours coverage for critical issues.

- Email support: **Yes**
- Phone support: **Yes**
- Web chat support: **No**
- Onsite support: **Yes, at extra cost**

Support response times

- Email and ticketing queries receive a response within 24 hours, including weekends.
- Phone support is available weekdays between 9am and 6pm.

Support levels

We offer telephone support during business hours. Email and ticketing requests are answered within 24 hours. Technical fixes follow defined timeframes:

- within 24 hours for Severe issues
- within 48 hours for Moderate issues
- within one week for Minor issues

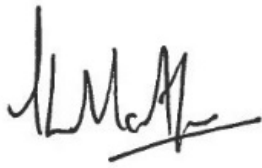
Onsite support is available where required. For issues not caused by our service, travel costs and an hourly rate of £100 apply. Issues caused by us are resolved at no cost. Every customer has a dedicated account manager.

Implementation

1. Deployment Times

Deployment time can be as little as a day, if we are provided with a list of names and email addresses to activate as licences users.

This Insights Pro: Service Definition Document is **approved and signed by** Thomas McAlpine (Director)

A handwritten signature in black ink, appearing to read 'T McAlpine', with a long horizontal stroke extending to the right.

4th December 2025