

Acorn, Household Acorn & Wellbeing Acorn, Paycheck Family, StreetValue & other CACI Datasets

Lot 2 - Software as a Service

CACI

data + technology

CACI

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1. Description of Service

CACI'S DATASETS ACCESSIBLE VIA SECURE DELIVERY PORTAL, API, HOSTED DATA VISUALISATION TOOLS, HOSTED OR CLOUD GIS PLATFORM

UNDERSTANDING THE COMMUNITY

- Understanding the needs of the local community is a fundamental requirement for all public sector organisations to support the delivery of services more effectively. Insight like this can be drawn from a range of sources including open, commercial and public sector owned data, but it is rarely accessible via one supplier.

CACI DATASETS - ACORN DATASETS

- CACI's consumer segmentation tools categorise communities into distinct groups based on various factors such as income, education, occupation, health, housing, and consumer behaviour. It classifies areas into specific clusters, each representing a particular type of community. Segmentation helps organisations to understand the unique characteristics and needs of different neighbourhoods so they can tailor their interventions and preventions accordingly.

CACI DATASETS - PAYCHECK FAMILY

- CACI's income datasets provide access to disposable, equivalised and gross annual household income as well as income by lifecycle. The data is reflective of income from all sources including earned income, benefits and investments presented in a range of outputs.

CACI SOFTWARE

- InSite Everywhere Profiler is a secure cloud based coding and profiling tool hosted by CACI. It provides Users with the ability to import their own postcode and household data and code or profile this with CACI's consumer segmentation tools (Acorn, Household Acorn and Wellbeing Acorn). There is no requirement for users to have specific GIS qualifications and typically there is no requirement for the involvement of Council IT teams.

2. Features and Benefits

DESIGNED TO BETTER UNDERSTAND YOUR SERVICE USERS AND COMMUNITIES

Features include:

- Acorn, Wellbeing Acorn, Paycheck Family Income and StreetValue house price data available at postcode level
- Access to a unique health and wellbeing segmentation tool, not just a list of data variables
- Household Acorn available at household level
- Household Acorn and Address Spine available at household level inc. links to NLPG UPRNs and UDPRNs
- Support material such as Technical Guides, User Guides and Knowledge Sheets included
- Accessible via secure delivery portal, API, hosted data visualisation tools, hosted or cloud GIS platform
- A unique product that summarises peoples' affiliation to values encompassed by environmental, social and corporate governance (ESG) credentials.
- Activation sessions and training support included
- Experienced Account Director and Account Manager plus access to helpdesk and expert technical support

Benefits include:

- Access to up-to-date insight describing evolving communities which can be used to evidence decision-making
- Consistent view of demographic, lifestyle, behavioural and health characteristics of residents
- Unique insights about residents' health & wellbeing, supporting population health mgmt. (PHM) and wider determinants of health.
- Detailed local intelligence to identify the needs of the community, particularly those at-risk or vulnerable groups
- Prioritise budgets, resources and delivery of services to the right people while at the same time achieve efficiency savings
- Comprehensive digital insight covering online access, behaviours and activity. Ideal when developing online and offline services
- Supports effective comms and engagement reflecting channel, contact and marketing preferences
- Access to up-to-date and detailed gross household income
- Infill key missing database information
- Publicly publishing and sharing permissions included.

3. Key Functions - CACI Datasets

ACCESS TO DATASETS

DATASETS

- Acorn - consumer segmentation at postcode level
- Household Acorn - consumer segmentation at household level
- Wellbeing Acorn - unique health and wellbeing segmentation at postcode level
- Wellbeing Acorn Indicators - unique health and wellbeing indicators at postcode level
- Paycheck - gross household income at postcode level
- Paycheck Disposable - disposable income at postcode level
- Paycheck Equivalised - equivalised income at postcode level
- Paycheck Lifestage - income by lifestage at postcode level
- StreetValue - house price data at postcode level
- AddressSpine - address level data variables
- ESG - environmental, sustainability and governance indicators at postcode level

3. Key Functions - CACI Software

DESIGNED TO PROVIDE USERS WITH ACCESS TO CODING & PROFILING SOFTWARE

DATA IMPORT

- Insite Everywhere Profiling allows users to import and then use their own postcode and household level data for coding and profiling purposes.

CODING

- Once imported, users can easily append licenced postcode or household level datasets to customer data. As part of this process customer records are automatically cleaned and geocoded for later use. Functionality to code only UPRN and UDPRN codes is included.

PROFILING

- The profiling function allows users to gain valuable Intelligence from imported and coded data. Attaching Acorn, Household Acorn and Wellbeing Acorn segments to georeferenced records provides users with an instant picture of the demographic and lifestyle characteristics of residents from any imported sample. This sample can be compared to a base such as the Council, the Region and National picture. The outputs will enable the user to identify within the sample where specific segments are over and under-represented.

4.1. CACI Datasets (1)

ACORN DATASETS



Acorn is a powerful consumer classification that segments the UK population. By analysing demographic data, social factors, population and consumer behaviour, Acorn provides an understanding of different types of people at both a postcode and household level.



Household Acorn is a powerful consumer classification that segments UK households, describing the types of household in each street. By analysing demographic data, social factors and lifestage, Household Acorn provides an understanding of the different types of households across the country.



Wellbeing Acorn is a health and wellbeing classification tool that segments the UK population by analysing demographics, social, health and wellbeing characteristics. Wellbeing Acorn provides an understanding of different types of people at a postcode level. Additionally, Wellbeing Acorn provides access to a range of stand-alone health indicators.

4.2. CACI Datasets (2)

PAYCHECK FAMILY DATASETS



Paycheck provides gross household income estimates at postcode level for the UK. By using lifestyle data combined with data from the ONS's Average Weekly Earnings and Living Costs and Food Survey, CACI have built a consistent and statistically reliable income model.



Paycheck Disposable Income provides an estimate of the average available household income after tax, National Insurance and other essential outgoings at postcode level for the UK. By using lifestyle data, combined with official statistics and survey data, CACI have built a consistent and statistically reliable disposable income model. It also provides an indication of households likely to experience negative disposable income.



Paycheck Equivalised provides an estimate of income adjusted to reflect the size of a household. It is based on the idea a large household will need a larger income than a smaller household to achieve an equivalent standard of living. This dataset can only be licensed to organisations who license the standard Paycheck dataset.



Paycheck Lifestage provides estimated income distribution by lifestage at postcode level for the UK. Lifestage is described using a three-level classification with four categories, describing broad family structure. They are subdivided into two groups based on couples present in the household. Groups then subdivide into types based on age of the household reference person.

4.2. CACI Datasets (3)

OTHER CACI DATASETS



StreetValue estimates property values for all individual residential postcodes in the UK. It allows you to analyse the value of properties at the very detailed level of individual postcodes. Within each postcode, StreetValue gives a further breakdown of property value by the type of property.



Address Spine and **Property Attributes** Datasets bring together public and private address level datasets to create a single factual view of the UK property market. Containing data on all residential properties, it provides a solid foundation to understand the homes your residents live in and areas where services should be prioritised.



ESG Score allows users to identify people most concerned about environmental, social & corporate governance (ESG) credentials. The product contains three propensities, one for each of the individual aspects of ESG and one unified score to summarise an individual's affiliation to all the values encompassed by ESG. Access to this data enables companies to develop appropriate products and propositions which resonate with consumers and justifies investment in these areas.

8. Ordering and Invoicing

WE AIM TO MAKE THE ORDERING AND INVOICE PROCESS AS SIMPLE AS POSSIBLE.

ORDERING

- We will consult with you regarding the exact CACI datasets, and any associated software required and follow this with a proposal to consider.
- Following a decision, you can simply place an order.
- We will accept a direct purchase order.
- Upon receipt of signed contract and purchase order we will schedule the delivery of selected datasets and any associated software. Basic deliveries take approximately two weeks.
- Accessing the data via API, Dashboard or GIS platform will involve multiple technical stakeholders from CACI and the Buyer and this can take several days to organise.

INVOICING

- Following receipt of the signed contract for CACI data and any associated software we will invoice you for the first year of the initial term and then annually from this anniversary date.

5. Onboarding and Offboarding

WE MAKE THE ONBOARDING PROCESS AS SIMPLE AS POSSIBLE

ONBOARDING

- Following a decision to proceed, Buyers simply place an order by completing a call-off contract and issuing a purchase order. We recommend allowing two to three weeks from contract signing to data delivery and/or software go-live.
- We provide an online Activation Session via video conferencing platform such as Teams. Sessions typically last for a couple of hours - depending on the data and software licensed - with the opportunity to ask questions.
- Activation Sessions are interactive and conducted by one of CACI's experienced consultants, with in-depth knowledge of the solution. Technical Guides and any relevant supporting material will be supplied, this can be provided either before or after the session.
- Follow-on support is available for the duration of the licence term, this can be used to review how the users are utilising the CACI solution or to onboard new users.

OFFBOARDING

- Should a customer choose not to renew their licence, it is a requirement they serve notice (in writing or via email) 30 days before the end of the agreement. As the end of the agreement approaches CACI will issue a termination letter for the customer to sign and return formalising the end of the agreement.
- At the end of the contract, Users are contractually required to remove and delete all CACI deliverables and any relevant software including but not limited to anything derived from the deliverables except for aggregated data, that may have been included as part of published reports and / or maps in line with CACI's publishing and sharing terms and conditions.
- CACI will issue a Termination Letter at the end of the licence term for the customer to sign and return legally and formally terminating the agreement and confirming compliance with the contract terms and conditions.
- As part of ISO 27001 process, we use certified industry leading suppliers to process the destruction of data.

6. Implementation Plan

GETTING STARTED WITH CACI DATA, INSITE EVERYWHERE PROFILING AND SUPPORT

PLAN OVERVIEW

CACI Datasets

Delivery time scales for the datasets selected by the Buyer will depend on how access has been requested e.g. raw postcode or household level data delivered via CACI's secure delivery portal (CACIXFER) can take days, whereas providing access via an API involves multiple technical stakeholders from CACI and the Buyer and this can take several days to organise.

InSite Everywhere Profiling

InSite Everywhere Profiling is straightforward, requiring minimal input from the buyer:

- **Hosting configuration:** InSite Everywhere is commissioned. User accounts are set up. User names and passwords are then supplied.
- **Training:** Activation Sessions are interactive and conducted by one of CACI's consultants, with in-depth knowledge of the solution. Training will last for up an hour. Technical Guides and any supporting material can be provided either before or after the training.

- Follow-on support (1 – 2 hours per annum) is available for the life of the licence term, and can be used to onboard and train new users.
- **Support:** An Account Director and Account Manager will be responsible for (i) Day-to-day help and support over the telephone or email and (ii) Available for online account management meetings or conference calls and in person, if required.
- Your Account Director and Account Manager will act as your point of contact should you require technical support, the level of support provided will be determined by the nature of the enquiry i.e. if the enquiry relates to data sources and product build of licenced CACI datasets these typically can be answered over the phone, where the enquiry is more complex this may involve contact with CACI's Helpdesk Service or other Technical Experts via email, phone or screen sharing functionality.

7. Technical Requirements

CACI DATA AND INSITE EVERYWHERE PROFILING IS ACCESSED VIA THE INTERNET USING A COMMON BROWSER.

SECURE TRANSFER (CACI'S SECURE DELIVERY PORTAL)

- Access to the service is via a secure internet HTTPS connection and URL from a common browser on any device i.e. desktop, laptop. No other software or technology is required.

DASHBOARD (HOSTED), INSITE (HOSTED) & INSITE EVERYWHERE

- Access to the service is via a secure internet HTTPS connection and URL from a common browser on any device i.e. desktop, laptop. No other software or technology is required.
- In addition, InSite Everywhere is accessible from a common browser on any device i.e. desktop, laptop and mobile
- Each release of InSite (hosted) and InSite Everywhere is fully tested against the latest supported common browser technology (i.e. Microsoft Edge, Chrome and Safari) and incorporating the latest security updates. We also undertake testing against other common browsers e.g. Firefox.

API

- Access to the service is via a secure internet HTTPS connection. The service only supports machine-to-machine (M2M) integrations.
- API service follows RESTful standards and is documented using OpenAPI specification, also known as Swagger.
- The service uses OAuth 2.0 authorisation framework. The programmatic client is required to acquire a short-lived access token by going through a Client Credential flow as defined in OAuth 2.0 framework.
- The API usage is subject to annual limit for processed records as well as per-client and per-endpoint throttling.

9. After Sales Support

USERS BENEFIT FROM OUR TEAMS LISTENING FOR FEEDBACK AND OFFERING SUPPORT

CUSTOMER ENGAGEMENT

- Throughout the life of the contract, we will make regular Account Management calls and Quarterly Business Reviews to users and review the use of CACI's datasets and the associated software.
- In addition to this, we strongly encourage users to engage with us if they have queries relating to data or software use, publishing and sharing of outputs and to provide feedback.
- It is this level of engagement that allows us to build close relationships and enable customers to shape our future product and service developments.

ACCOUNT MANAGEMENT

- When you license CACI data and any associated software you will have your own Account Director and Account Manager who will be responsible for;
- Day-to-day help and support over the telephone or email
- Available for online account management meetings, Quarterly Business Reviews or conference calls and in person, if required.
- For example, users can channel questions relating to product build and methodology as well as query the use of licenced CACI datasets and associated software. If the query is complex CACI's InSite helpline and Technical Experts will be available to liaise with users directly as outlined in the implementation plan section.

10. Service Levels

OUR SKILLED INTEGRATED TEAM AIM TO BE EXTREMELY RESPONSIVE – API, SECURE SERVER, DASHBOARD (HOSTED), INSITE (HOSTED) AND INSITE EVERYWHERE

AVAILABILITY

- Realtime support is available Monday to Friday between 09:00 and 17:00. Contact will be arranged by the Buyer's Account Director or Account Manager. We endeavour to respond to basic queries and requests within an hour, response times to more complex queries and requests will depend on the nature of the enquiry. Support is unavailable at weekends and on public holidays.
- Expert Technical Support includes access to those responsible for the development of the CACI data and software. Your Account Director and Account Manager will be your point of contact if you require technical support, the level of which will be determined by the nature of the enquiry. If the enquiry relates to data sources and product build of licenced CACI datasets these typically can be answered over the phone, where the enquiry is more complex this may involve contact with CACI's Helpdesk Service or other Technical Experts via email, phone or screen sharing functionality.

ADDITIONAL API AVAILABILITY

- We have first line out of hours support

OUR TEAM

- Our staff are highly skilled with extensive, specialist knowledge and expertise of the Public Sector, built over many years.

11. Business Continuity and Disaster Recovery

WE OFFER 99.5% CLOUD AND HOSTED SERVICE AVAILABILITY – SECURE SERVER, DASHBOARD (HOSTED), INSITE (HOSTED) AND INSITE EVERYWHERE

RESILIENCE

- Availability for the last 12 months has been over 99.5%. Where customers require a Service Level Agreement (SLA) and respective Key Performance Indicators (KPIs), these are discussed and agreed at contract signature to align service availability and performance to the customers needs.
- Anticipated downtime for upgrades is agreed in advance with customers to avoid any impact during busy periods. This proactive approach enables communications to be sent to the user base prior to the release of upgrades or patches.
- All systems are installed on highly reliable hardware in CACI owned UK data centres, backed up nightly on offsite encrypted media, patched regularly, while being protected by high-end firewall systems, intrusion detection and antivirus systems. Complete network penetration tests are performed annually by independent third parties.
- An email alert would be sent to the user(s) in the event of service outage

DISASTER RECOVERY

- Should a system failure or natural disaster create a business disruption, CACI have appropriate measures in place to minimise the impact and to restore services.
- Our Business Continuity Policy outlines our approach to BC/DR and Business Continuity and a Disaster Recovery Framework document outlines the BC /DR process and high-level restoration plans for each office.
- Our IT infrastructure is located across several sites where many essential services are replicated. Servers can be restored/relocated to sister sites, if required in the event of a disaster.
- Encrypted backups are taken daily and stored offsite with a specialist contractor and can be delivered on demand to alternative offices if required.
- A dedicated Business continuity committee is in place to react quickly to any on-going situation, make decisions on criticality and react accordingly.
- Regular tests and reviews of our Business Continuity arrangements are performed to identify improvements to processes and p

11. Business Continuity and Disaster Recovery

WE OFFER 99.5% CLOUD AND HOSTED SERVICE AVAILABILITY - API

RESILIENCE

- Availability for the last 12 months has been over 99.5%.
- CACI's API service is updated utilising a rolling update deployment strategy. This allows us to perform a majority of the releases without causing downtime. In rare circumstances when downtime is anticipated the period is agreed in advance with customers to avoid any impact during busy periods. This proactive approach enables communications to be sent to the user base prior to the release of upgrades and patches.
- **Please note:** CACI's API services are not deployed on our on prem data centres. Our API services are cloud-based and deployed on AWS in the London region. Although our services are deployed on a single region for compliance, we utilise multiple availability zones to ensure that systems are resilient and do not have single points of failure. All the data that we process on AWS is encrypted at rest and in-transit.

DISASTER RECOVERY

- Should a system failure or natural disaster create a business disruption, CACI have appropriate measures in place to minimise the impact and to restore services.
- Our Business Continuity Policy details our approach to BC/DR, the Business Continuity and a Disaster Recovery Framework document outlines the BC /DR process and high-level restoration plans for each office.
- All CACI cloud infrastructure is provisioned using infrastructure as code and provisioning automated using continuous delivery and continuous integration pipelines. This infrastructure management approach plays a crucial role in our disaster recovery plan.
- A dedicated Business continuity committee is in place to react quickly to any on-going situation, make decisions on criticality and react accordingly.
- Regular tests and reviews of our Business Continuity arrangements are performed to identify improvements to processes and procedures.

12. Pricing Overview

CACI DATASETS AND INSITE EVERYWHERE PROFILER SOFTWARE

Please refer to the following G Cloud 15 documents for our pricing approach :

- i) Acorn, Household Acorn Wellbeing Acorn, Paycheck Family, Street Value and other CACI Datasets Pricing Document
- ii) Insite (Hosted) & Insight Everywhere Online Geographical Information System (GIS) Platform Pricing Document

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