

InSite (Hosted) & InSite Everywhere - Hosted or Online Geographical Information System

Lot 2b - Software as a Service

CACI

data + technology

CACI

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1. Description of Service

CACI'S ONLINE GIS TOOL FOR CODING, PROFILING, REPORTING and MAPPING

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 available in one convenient place.

INSITE EVERYWHERE

- InSite (hosted) and InSite Everywhere are online geographical information system (GIS) platforms designed specifically to provide users with access to a variety of open data, licensed CACI proprietary datasets - e.g. segmentation (Acorn, Household Acorn and Wellbeing Acorn), income (Paycheck, Paycheck Disposable Income) and other commercial data products - and the ability to import their own postcode and household level data.
- InSite (hosted) and InSite Everywhere are secure online services hosted by CACI, which means that users can have access across all web browsers and via tablets in the office or while on the move. A hosted service such as this also means that there is no requirement for users to have specific GIS qualifications and typically there is no requirement for the involvement of 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 available at postcode level
- Access to unique postcode-level health and wellbeing segmentation tool, Wellbeing Acorn, 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, Pen Portraits and Knowledge Sheets included
- Profiling, coding and mapping capabilities
- Access via InSite Everywhere or secure delivery transfer portal
- Hundreds of lifestyle variables (Ocean) available at postcode and household levels
- Unique product summarising affiliation to values encompassed by environmental, social & 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
- Support effective comms and engagement reflecting channel, contact and marketing preferences
- Access to up-to-date and detailed gross household, disposable, equivalised and lifestage incomes
- Infill key missing database information
- Publicly publishing & sharing permissions included.

3. Key Functions

DESIGNED TO PROVIDE USERS WITH ACCESS TO A VARIETY OF DATA AND IMPORT THEIR DATA

DATA IMPORT

- InSite (hosted) and InSite Everywhere allow users to import and then use their own postcode and household level data for coding, profiling and mapping purposes. If you have your own data at administrative geography level and would like this added as additional data layer, CACI can include this as part of the initial build of the system.

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 Acorn segments are over and under-represented.

REPORTING

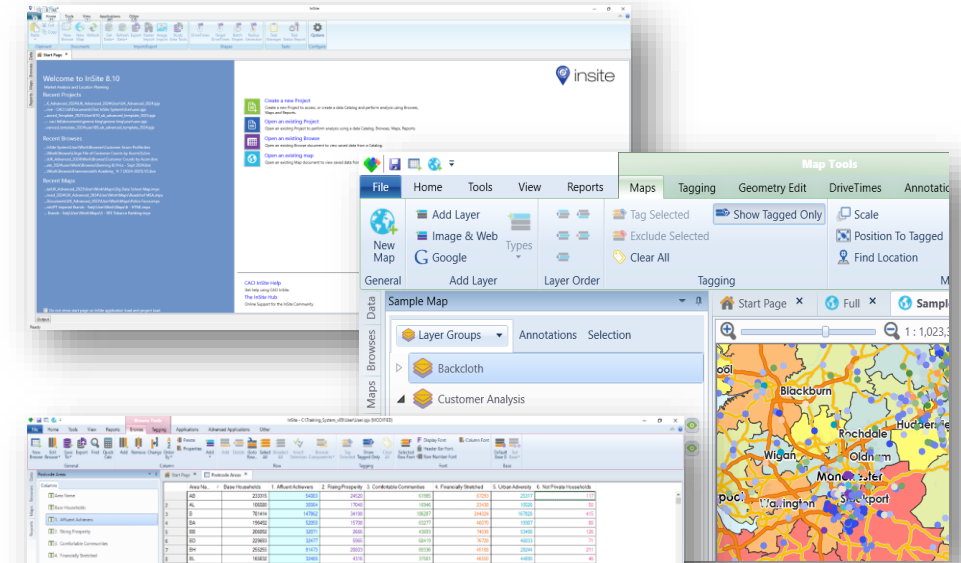
- Pre-set reports can be run using a report generating 'wizard' that guides you through a straightforward staged process from choosing an area through to printing a report, including all of the data, profiles, maps and catchments you specify. Reports are output in Excel, pdf or PowerBI formats and include maps and charts as well as the area profile information provided by the CACI's datasets. For comparison between areas, users also have the opportunity to define a 'base' for profiling purposes. Catchments can be defined by postal and administrative geographies, distance radii and drivetimes.

4. InSite (Hosted): Key Functions

DESIGNED TO PROVIDE USERS WITH ACCESS TO A VARIETY OF DATA AND IMPORT THEIR DATA

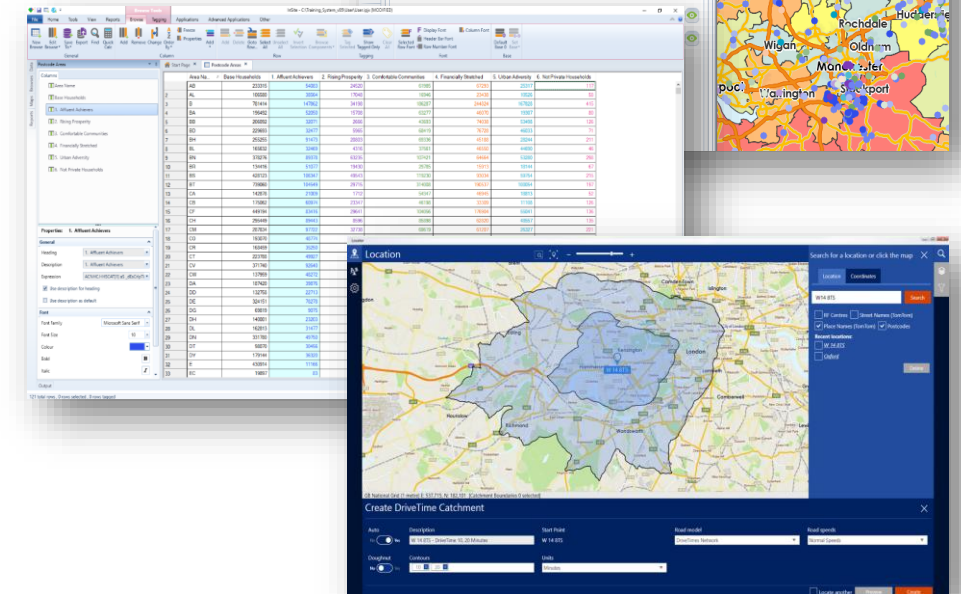
MAPPING and CATCHMENT ANALYSIS

- Easily create and maintain maps for selected catchment areas and drivetimes. Mapping options available include: (i) dot maps, (ii) density maps and (iii) penetration maps.
- Maps can be generated using CACI data or users own data such as customer density. Users can create unlimited catchments including distance radii and drivetime as well as generate catchments made up of OAs, Wards and LSOAs etc.
- Preformatted reports are output as Excel or pdf for ease of distribution.



INSITE (HOSTED) SUMMARY

- In terms of applications, InSite (Hosted) provides users with the tools to be able to:
- Profile any resident data to identify common 'customer' characteristics
 - Plan communication, intervention and siting services
 - Evidence decisions to mitigate risk
 - Deliver customer insight that can support channel shift and revenue protection income
 - Develop social marketing and engagement strategies for targeted intervention
- Understand customers and communities at small area level by their demographic and lifestyle characteristics
- Run automated neighbourhood reporting
- Catchment analysis including distance radii and drivetime.



4. InSite Everywhere: Key Functions

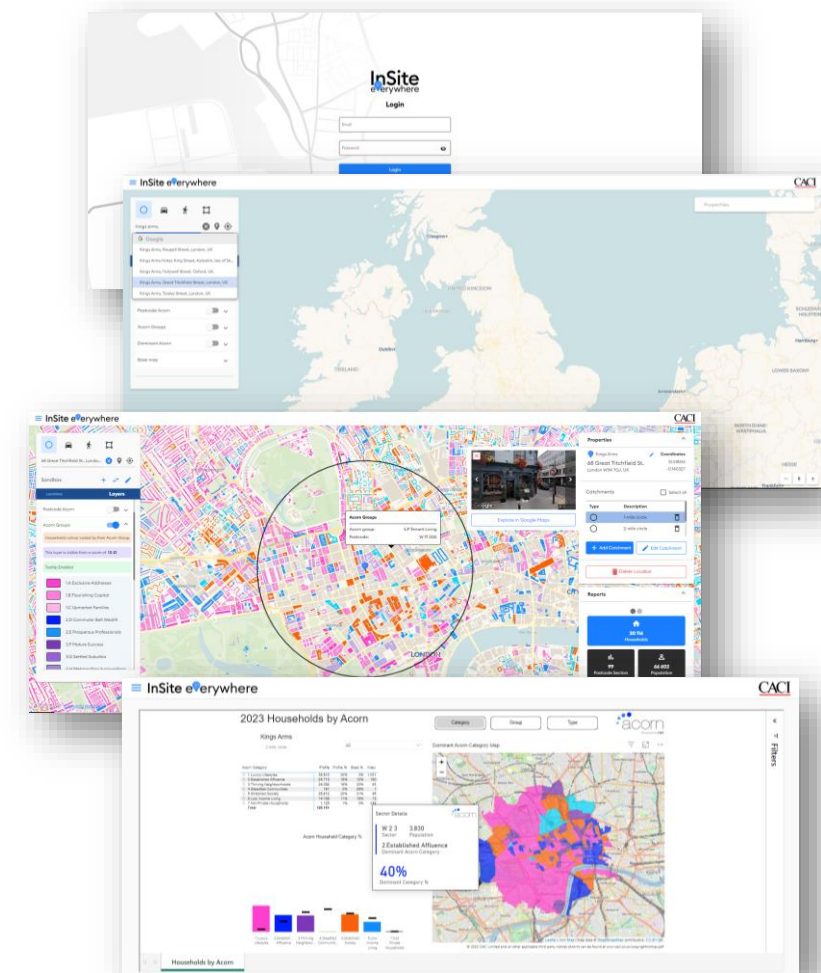
DESIGNED TO PROVIDE USERS WITH ACCESS TO A VARIETY OF DATA AND IMPORT THEIR DATA

MAPPING and CATCHMENT ANALYSIS

- Using predefined layers, easily create maps for selected catchment areas and drivetimes. Predetermined mapping options include: (i) dot maps, (ii) density maps and (iii) penetration maps.
- Predetermined map layers are generated using CACI data or users own data as outlined above. Users can create catchments including distance, radii and drivetime.
- Catchment and profile reports are output as PowerBI dashboards that are shareable to anyone within or without the organisation.

INSITE EVERYWHERE SUMMARY

- In terms of applications, InSite Everywhere provides users with the tools to be able to:
- Profile any postcode or address data to identify common 'customer' characteristics
 - Plan communication, intervention and siting services
 - Evidence decisions to mitigate risk
 - Deliver customer insight that can support behaviour change and revenue protection income
 - Develop social marketing and engagement strategies for targeted intervention
- Understand customers and communities at small area level by their demographic and lifestyle characteristics
- Run automated neighbourhood reporting
- Catchment analysis including distance radii and drivetime.



4.1. CACI Datasets (optional - 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 unique health and wellbeing classification 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 (optional - 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 (optional - 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.

4.4. CACI Datasets (optional - 4)

ACORN, PAYCHECK FAMILY AND OTHER CACI DATASETS



Fresco is CACI's financial services segmentation and has been built using the richness of GFK's Financial Research Survey data combined with CACI's extensive data sets on the UK population covering demographics and lifestyles.

It categorises individuals into 12 segments, 45 sub segments and 134 micro segments - It brings all of these dimensions together into a single segment code at individual level, which can be applied to your customers and to the market as a whole.

Fresco is coded at full individual level, as individuals within households may have different channel and attitudinal drivers. For example, many younger working families consistently heavily shop around for their car insurance needs on an annual basis to get the best value quote. They have very different channel requirements compared to other segments. However, this will vary within their sub-segments due to specific attitudinal traits.



Accessed via real-time API, AWS S3 buckets or appending via AWS, **Ocean** is a database of the UK population containing over 700 attributes covering demographic, digital, lifestyle and attitudinal characteristics. By combining data from the Edited Electoral Roll, research surveys, open data, government data and many other sources, we've created a picture of the UK population that you can apply to your own databases or within InSite Everywhere.

Fresco and **Ocean** are both individual level datasets and have their own listing on the G-Cloud framework. They can be imported and used in InSite as aggregated counts at postcode level. Some Ocean variables are at household level, so these can be used against address level data such as PAF.

5. Onboarding and Offboarding

WE MAKE THE ONBOARDING PROCESS AS SIMPLE AS POSSIBLE

ONBOARDING

- We can provide an online demonstration of the system via a screen sharing platform such as Teams or Zoom. Demonstrations typically last for an hour with the opportunity to ask questions.
- Following a decision, Buyers simply place an order by completing a call-off contract and issuing a purchase order. We recommend allowing two to four weeks from contract signing to system go-live.
- CACI includes training as standard. Depending on the number of attendees and location this can be held at CACI's Head Office, in London, onsite or online.
- Training sessions are interactive and conducted by one of CACI's experienced consultants, with in-depth knowledge of the solution. Training of InSite Everywhere will last for up to 2 hours. Technical Guides and any relevant supporting material will be supplied, this can be provided either before or after the training 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 (and any licenced CACI datasets) or to onboard new users.

OFFBOARDING

- Should a customer choose not to renew their license, 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 Buyer to sign and return, formally terminating the agreement and confirming compliance with the contract terms and conditions.
- At the end of the contract, the Buyer will no longer be able to login to InSite (Hosted) or InSite Everywhere. 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.
- As part of our ISO 27001 accreditation, we use certified industry leading suppliers to process the destruction of data.
- Disks are crushed by CACI before disposal through third-party shredding. We use CESG Approved Shredding.

6. Implementation Plan

GETTING STARTED WITH INSITE (HOSTED) AND INSITE EVERYWHERE AND SUPPORT

PLAN OVERVIEW

InSite (hosted) and InSite Everywhere are both straightforward to set up, requiring minimal input from the customer.

- **Hosting configuration:** The InSite (hosted) and InSite Everywhere system is commissioned. User accounts are set up. User names and passwords are then supplied.
- **Training:** Training sessions are interactive and conducted by one of CACI's experienced consultants, with in-depth knowledge of the solution. InSite (hosted) Training will last for up to 4 hours. For InSite Everywhere training will last up to 2 hours. User Guides will be supplied, and can either be provided before or after the training.
- Follow-on support is available for the life of the licence term, and can be used to onboard and train new users throughout the licence term.
- **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 and/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, e.g. if the enquiry relates to data **sources** and **product** build of licenced CACI datasets these typically can be answered over the phone or video conference call, 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.

7. Technical Requirements

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

INSITE (HOSTED) & INSITE EVERYWHERE

- Access to the service is via a typical 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.

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 configuration of the InSite (hosted) or InSite Everywhere system and follow this with a quotation.
- 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 build of your system which will take approximately two-four weeks.

INVOICING

- Following receipt of the signed contract for InSite (hosted) or InSite Everywhere we will invoice you for the first year of the initial term and then annually from this anniversary date.

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 conduct regular Account Management calls and Quarterly Business Reviews with Users and Stakeholders to assess their experience and use of InSite (hosted), InSite Everywhere, and the associated datasets.
- In addition to this, we strongly encourage users to engage with us if they have queries relating to system or data 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 InSite (hosted) and/or InSite Everywhere along with any optional licenced CACI datasets you will have your own Account Director and Account Manager who will be responsible for:
 - Day-to-day help and support over the telephone, video conferencing or email
 - Available for online account management meetings 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 software and optional licenced CACI datasets. 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.

AVAILABILITY

- The InSite Helpline is available Monday to Friday between 09:00 and 17:00. Contact with the Helpline will be arranged by the Council'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. The Helpline is closed at weekends and on public holidays.
- Expert Technical Support includes access to those responsible for the development of InSite (hosted) and InSite Everywhere and the optional licenced CACI datasets. 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.

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

OVER 99% HOSTED SERVICE AVAILABILITY

RESILIENCE

- Availability for the last 12 months has been over 99%. Where customers require a Service Level Agreement (SLA) and respective Key Performance Indicators (KPIs), these can be discussed and agreed at contract signature to align service availability and performance to the customer's needs.
- Anticipated downtime for upgrades is notified in advance to avoid any impact on workflows. 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 procedures.

12. Pricing Overview

INSITE EVERYWHERE AND OPTIONAL CACI DATASETS

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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