

Valcon G-Cloud Lot 3 Service Definition

Data Marketplace

[Set Up and Migration | Data Information structure design]

Version 1.0

1. About Us

Valcon is a leading European consultancy specialising in AI and data-driven business transformation, with a growing and established presence in the UK. A trusted partner to major organisations including multiple UK Government departments and public sector agencies. Valcon connects strategy and operations, helping organisations create value in their transformation programmes.

With over 1,750 consultants across Europe, Valcon brings deep expertise across data, AI, technology and consulting. In the UK, Valcon works with clients across financial services, public sector, retail, industrials and infrastructure. Valcon is backed by private equity firm Rivean Capital.

2. Service Description

Valcon has up-to-date knowledge of and works with leading vendors of Data Marketplace technology, including: Alation, Atlan, Collibra, data.world/ServiceNow, Informatica, and Microsoft. Each vendor offers varied solutions and implementation approaches that complement Valcon's delivery, enabling our clients by delivering a fully operational platform that supports trusted data discoverability and consumption.

Features

- Data Marketplace set up for your chosen vendor technology
- Configure storefront and categories to enhance data product discovery
- Configure approval workflows aligning to your business operating model
- Define data product standards and publishing guidelines
- Onboard priority data products and data collections
- Onboard AI models and training datasets with business friendly summaries
- Establish clear governance and accountability with the right stakeholders engaged
- Train Data Marketplace Data Owners, Data Stewards, Producers and Consumers
- Utilise metrics to measure usage, fulfillment times and consumer satisfaction
- Communication and adoption plan for your data marketplace launch

Benefits

- Faster access to curated, trusted and approved data/AI products
- Faster AI model development through ability to tag training datasets
- Access to data from disparate systems in one place
- Clear data and AI product ownership and accountability
- Increases collaboration through a continuous feedback loop around shared data
- Reduces duplicates through data product sharing and reuse
- Increases trust via transparent approval workflows and policies
- Improves compliance with auditable data access and marketplace usage
- Shorter time from request to fulfillment for data/AI consumers
- Scalable platform to support your enterprise data strategy and governance

3. Approach

The precise scope of work will be determined with the client, based on the vendor or vendors under consideration. We work as one team with our clients, typically employing a product-centric agile delivery

approach. Our experienced consultants help setup, configure and launch your chosen technology. Our approach helps you to fully adopt your chosen technology into your business and quickly reap the rewards.

A Data Marketplace implementation will typically include the following stages:

Phase 1: Initiation

We begin by engaging the project sponsor and team to establish a clear and shared understanding of your organisation, its data landscape and the data marketplace outcomes that align to the overall data strategy. We then look to extend engagement to the broader stakeholder community by mapping out who needs to be involved and establishing strong lines of communication. Together we define the project's scope, engagement plan and success criteria, as well as agreeing the data marketplace coverage which will typically identify business functions, areas, units and data categories, sources and delivery timelines. At the same time we will capture high level requirements and build an initial backlog.

Phase 2: Iterative Delivery and Development

Working in short, agile sprints, typically two week long, we continuously refine the user stories and keep the backlog up to date. At the start of each sprint we hold a sprint planning session to agree the sprint goal, select the highest priority items and create a sprint backlog. Throughout the sprint, the team meets regularly to ensure progress. Each sprint delivers tangible results that can be demonstrated in a sprint review giving stakeholders the opportunity to feedback and help re-prioritise the backlog. After the review, the team conducts a sprint retrospective to inspect how the sprint went, identify any improvement actions and commits to those changes for the next cycle. We create the high and low level design, install the chosen data marketplace technology and begin configuring the storefront to meet use requirements. This will let us validate early assumptions and adapt the solution as the team learns more about the data landscape.

Phase 3: Rollout and Adoption

Once the data marketplace is proven and stable in a pre-production environment, we seek any appropriate approvals (e.g. Change Advisory Board) to ensure the correct governance and assurance processes are met. Following this, we promote the configuration and source-connections to the production environment. Alongside this technical rollout, we place strong emphasis on adoption and change management. Utilising best practice change management we deliver structured communications to raise awareness of the data marketplace and its benefits, supported by demonstrations and role-based guidance and training for data consumers to data owners and data stewards. This focuses on practical use of the marketplace, embedding it into everyday workflows and decision making. Throughout this stage we track metrics e.g. data/AI products most searched for/requested, avg time to fulfilment of data/AI model access requests, quality of metadata, and user feedback to confirm the marketplace is meeting its objectives and delivering value.

Phase 4: Knowledge Transfer, Handover and Hypercare

In the final phase we hand over the solution to the client team through formal knowledge transfer sessions, walking through the full data marketplace design and configuration. We deliver standard operating procedures (SOPs) for everyday tasks such as adding new data products, or categories, maintaining product metadata, customising workflows, and handling incidents. A defined hyper care period provides prompt support while the client's team gains confidence. Once the hyper care window concludes and agreed acceptance criteria are met, responsibility for the data marketplace service is handed over to the client team as part of business as usual (BAU).

Throughout all the phases we apply best practice in data and AI governance, security and compliance to ensure that the data marketplace supports transparency, trust, and responsible data use. Our approach blends expert technical implementation with exemplary change management to embed new behaviours, build internal capability and sustainable adoption.

Deliverables and Outcomes

These are subject to an agreed scope, but the typical deliverables and outcomes include:

- Project scope
- Stakeholder mapping
- Consistent metadata descriptions reducing interpretation and rework

- User Story | Business Requirements capture and delivery
- Backlog formation and maintenance
- High Level Design
- Low Level Design
- Install/Setup and configure in non-production environment
- Install/Setup and configure in production environment
- Connect to out of the box (OOTB) production sources
- Connect to custom production sources
- Feature Demo Sessions | Show and Tells
- Storefront configuration including business data categories to aid discovery
- Workflow configuration
- Metrics configuration
- Sprint retrospectives
- Supporting Data Marketplace Operating Model design and launch
- Change management plan and roadmap
- Comms plan and content
- Process/Standard Operating Procedures (SOPs) definition
- Broader user training | Knowledge transfer to internal team

4. Effort and Cost

Effort will be determined collaboratively between the Valcon and the client based on the skills mix and scope required.

Please refer to the Pricing Document for current rates.

- Rate card prices are exclusive of VAT.
- Expenses are recharged at cost and supported by receipts.
- Expenses may include reasonable travel, accommodation, and subsistence costs.
- The payment schedule will follow milestone completions as agreed in the Statement of Work.

5. Assumptions

The successful delivery of the engagement depends on assumptions and dependencies jointly agreed between the Valcon and the client.

- These may include (but are not limited to):
- Access to required stakeholders, systems, or information
- Timely decisions and approvals
- Availability of resources and infrastructure
- Defined governance and communication processes

All assumptions and dependencies will be recorded and validated as part of the Statement of Work (SoW).