

## Valcon G-Cloud Lot 3 Service Definition

### **ER, MDM & DQM Implementation & Support Services with Syndigo**

[Set Up and Migration | Data auditing and organising, Data Information structure design,  
Engagement and communication planning, Project management and governance, Service  
optimisation/right sizing, Mobilisation coordination, Other]

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

Entity Resolution (ER), Master Data Management (MDM) and Data Quality Management (DQM) capabilities implement your data governance, standards, and policies by either curating or improving the quality of your business data. Valcon provides implementation with Syndigo for these capabilities including end-to-end integration with your operational and analytical systems.

### Features

- Centralised master data management
- Data Quality Management & Dashboards
- Identity resolution & Duplicate Detection
- Data Versioning and history tracking
- Entity relationship Management
- Composite System View
- Data Standardisation & Enrichment
- Hierarchy Management
- Role based Access Control
- Data Governance Workflows

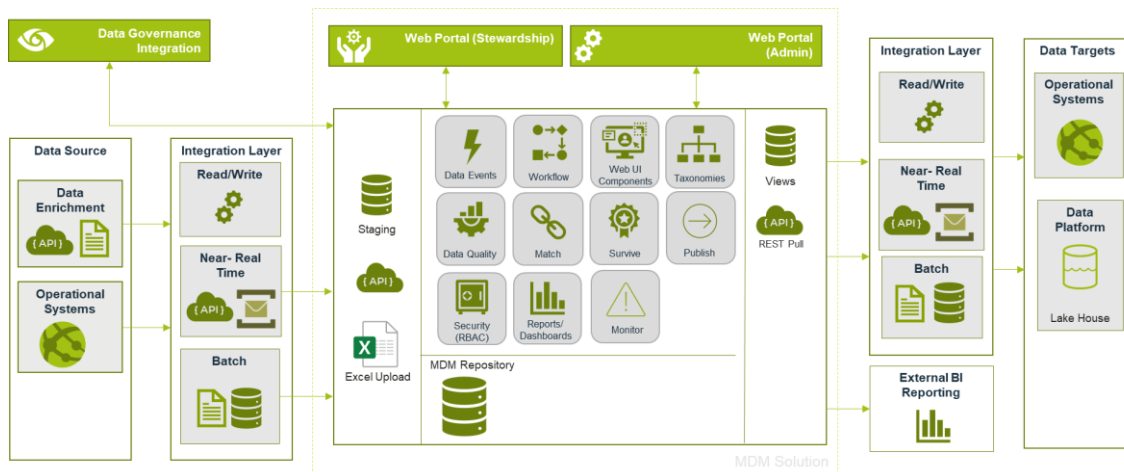
### Benefits

- Improves decision making and reduce costs through better data quality
- Data quality issues identified, monitored, rectified through automated process
- Identifies that an entity exists through integration with verification services
- Detects duplication through sophisticated matching algorithms
- Manage, visualise, master and resolve relationship conflicts between entities
- Ability to see data from all systems in one place
- Ability to standardise and enrich data using data provisioning services
- Provides the ability to consistently master and maintain business hierarchies
- Role-based access controls to master data and curation/remediation functions
- Improves operational efficiency and customer experience through better quality data

## 3. Approach

The diagram below illustrates the typical ER (Matching)/MDM/DQM features and integrations that Valcon can design, build, test and transition to live operation to enable you to effectively manage your key master data products. Once transitioned to live, we can then provide an on-going managed service covering operation, support and varying degrees of maintenance and enhancements.

We can build an end-to-end solution or specific components that integrate into other capabilities such as your data platform. We are familiar with implementing SaaS, PaaS, IaaS and on-prem solutions, so whatever your choice we can support.



Implementing some or all these capabilities will support:

- Delivering high quality data for consumption across the organisation
- Reduction of costs and elimination of operational inefficiencies
- Regulatory compliance
- Informing better, data-driven decisions
- Ensure your AI/MCP solutions are fed with high quality data

The table below provides a more technical analysis of the benefits of MDM and DQM and highlights the issues that arise when MDM is not implemented.

| Feature                                          | Benefit                                                                                                                                            | Without ER/MDM/DQM                                                                                 | Issues without ER/MDM/DQM                                                                                                                                                            |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Centralised data management for common entities. | Allows inconsistencies across systems to be rectified and the best data to be made available for all business processes.                           | Each system will only have access to the data that it collects.                                    | Additional information that could improve the effectiveness of a business process is not available.                                                                                  |
| Data Quality Management                          | Data Quality issues identified consistently and either automatically or manually rectified through a well-managed process.                         | Operational systems responsible for detecting issues on entry or working around poor quality data. | Operational systems do not always provide comprehensive validation capabilities and if they do have good validation this is often not applied consistently across different systems. |
| Entity/Identity resolution                       | Identifies that an entity exists in the real-world, through integration with verification services, to prevent fraud or misuse of client services. | Verification services are not generally built into operational systems.                            | Potential for fraud and creation of entities that are not real. e.g. a business that is no longer operational or a person giving false details.                                      |
| Duplicate Detection                              | Detects duplication through sophisticated matching algorithms.                                                                                     | Generally reliant on manual searching to determine if an entity already exists or basic duplicate  | Proliferation of duplicate records, making processes inefficient and potential damaging client relationships.                                                                        |

|                                   |                                                                                                      |                                                                                                                      |                                                                                                                                     |
|-----------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
|                                   |                                                                                                      | detection functionality.                                                                                             |                                                                                                                                     |
| Entity relationship Management    | Manage, visualise, master and resolve relationship conflicts between entities.                       | Not generally a strong feature in operational systems.                                                               | Conflicts can arise between different systems, which means it is not clear which relationships are valid e.g. who is the bill payer |
| Composite System View             | Ability to see all data from all systems in a single place and to see changes to the data overtime.  | Each system can only see its own data.                                                                               | Difficult to identify which system has the latest or is collecting the best data or which system is introducing poor quality data.  |
| Data Standardisation & Enrichment | Ability to standardise and enrich data using external lookups or data provisioning services.         | Not generally a strong feature of operational systems.                                                               | Additional information that could improve the effectiveness of a business process is not available.                                 |
| Hierarchy Management              | Provides the ability to consistently master and maintain multiple business hierarchies in one place. | Operational systems generally have limited support for hierarchies, especially for maintaining multiple hierarchies. | Limits the number of hierarchies that can easily be maintained and requires each system to maintain a duplicate of a hierarchy.     |
| Versioning                        | Ability to hold and view multiple point in time versions of data                                     | Operational systems can generally only hold the current version.                                                     | Difficult to see why certain data driven decision were made.                                                                        |

Implementation of an MDM\DQM solution can cover a range of data domains within the data landscape, these may include:

- Citizen\Customer
- Asset
- Employee
- Supplier
- Product or Service
- Reference data associated with these entities

During the ER\MDM\DQM lifecycle an organisation will have varying needs and objectives, from understanding the art of the possible, through vendor review/selection, implementation, and on-going production management & support. Valcon can provide support and execution capability during any of these lifecycle phases.

The purpose of this proposal is to articulate Valcon's approach to delivering the objectives defined above. The position of Valcon as a leader in data management is evidenced by our track-record of driving data innovation and value creation for complex commercial and public sector organisations including the UK Home Office, the UK Cabinet Office and the Cancer Research UK.

This experience is augmented by our Data Management definition and delivery methodology which underpins the execution of strategic engagements. This service definition describes the approach and the outcomes of the engagement.

ER\MDM\DQM discovery, design, build, test & transition to live and ongoing managed services can be purchased on a Time & Materials basis or on a Fixed Price basis with clearly defined outcomes.

Valcon's data Management methodology breaks down your organisational strategy and governance into distinct layers that turn the data you have into the information your need.

This methodology has been developed and continues to evolve through a process of continuous improvement and feedback as we use it to drive our client engagements.

Our experience crosses numerous markets and industries and ranges from executive strategy through to system implementation and operation.

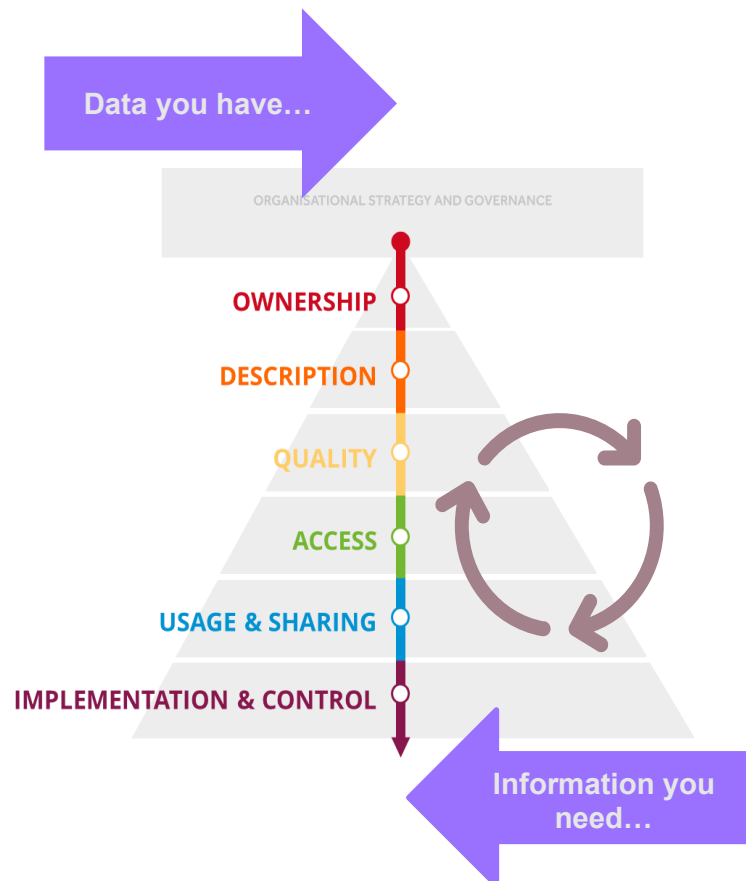


Figure 1 - The Valcon 'Data Delta' Model

#### Our approach has the following benefits

- It Addresses the **'gap' between the data** that exists within the organisation **and the information** needs of the business users.
- Our method delivers effective data management by incrementally building **data capability**, transforming an organisation's perspective from 'data as a consequence' to 'data as a strategic enabler'
- **'A thin slice'** approach focusses on outcomes and building data capabilities as part of a data sprint, aiming to deliver value early and building engagement in the data initiative, operationalising the collection, distribution and storage of data.
- Valcon recommends using a 'thin slice' approach, to address the gap one small step at a time. The approach is **flexible**, adaptable to change and responsive to the needs of the business. Our method manages data according to its **value and priority** to avoid bureaucracy and over-engineering.

No organisation stands still in terms of its information architecture - Valcon typically seek to embed the roll-out of any data enhancement adoption activities into existing or impending delivery programmes. These improvements will, in turn, enable the client team to realise its strategic objectives through making sound, evidence-led business decisions based on accurate and transparent information.

## 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
- Real data can be loaded into lower environments
- All security & regulatory considerations will be shared upfront

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