

DATA QUALITY IMPROVEMENT

Service Definition

G-Cloud 15

REPLY

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SERVICE DESCRIPTION

Successful DQ improvements are achieved through targeted value driven continual sprints. There are some common pitfalls when it comes to running Data Quality improvement initiatives. Key steps to increase the chances of success include:

				
FOCUS ON A SPECIFIC PROBLEM	IT'S NOT A PROJECT	DON'T GET HUNG UP ON SEMANTICS	DEMONSTRATE VALUE	JUST ENOUGH
When you start talking about Data Quality, identify and focus on a specific data challenge that can be resolved end-to-end. E.g. inconsistent customer consent details preventing marketing to 20% of customers, or a new regulatory requirement that needs a defined level of data quality	Data Quality is a capability that needs to serve the needs of an organisation in the long term, not a one-off project. An initial capability may be delivered through a project, but long-term data quality can only be achieved through a continuous cycle of monitoring and improvement	Data Stewards often identify themselves and may be happy to take on the role. On the other hand, the term Data Owner can be difficult to get people to accept. Focus on the role and responsibilities rather than the name	It's important that stakeholders can see the value of the DQ capability as an enabler, eg. you've made it possible to market to the 20% of customers that you couldn't before, or saved hours of manual effort in fixing data each month. Define the KPI's that measure the business impact of Data Quality initiatives to determine where effort and resource is best focused	Not all Data has to be 100% across all Quality Dimensions. Knowing when to stop means knowing what the purpose of the data is, what or if there is the business impact to poor quality data and what level of quality is appropriate for that purpose. Don't monitor or fix data that has no business purpose

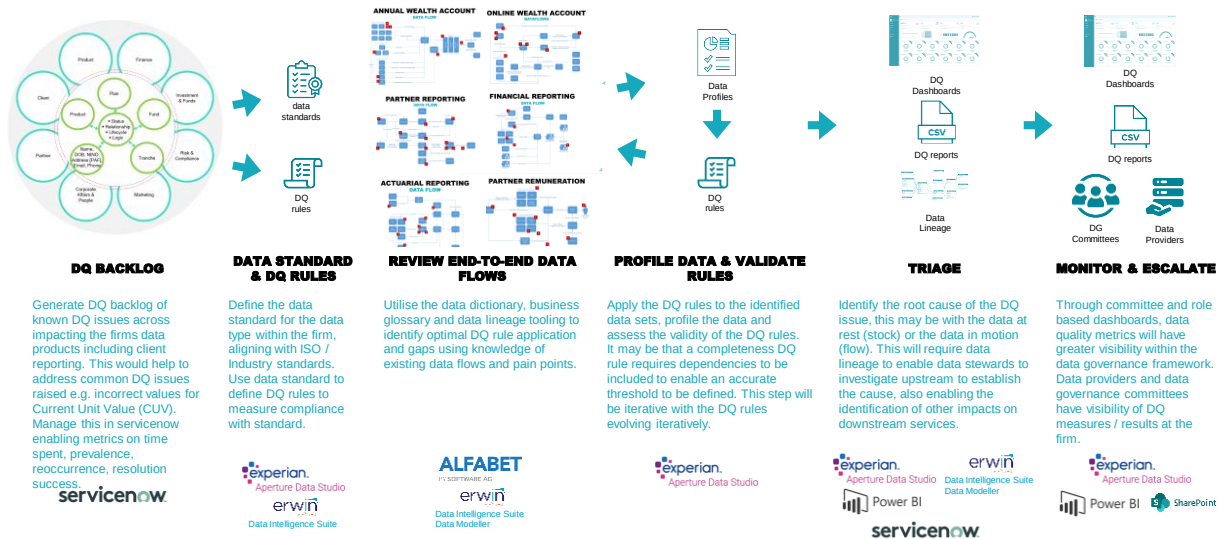
- ✓ Implementation of a DQ framework that incorporates:
 - ✓ Plan – Stakeholder needs, leadership, policy, roles, objectives, risks, change planning
 - ✓ Do – Support (resources, skills, comms) & Operate data lifecycle
 - ✓ Check – Performance evaluation, monitoring, audit, review
 - ✓ Act – Improvement, corrective action - fixing the issue and the cause
- ✓ Cultural Change – appointing leaders, defining roles and responsibilities and creating awareness and skills
- ✓ Continuous Improvement – establishing processes to address data quality issues, continuous monitoring and periodic reviews
- ✓ Quick to implement – DQ framework has to be robust yet agile to deliver continuous value
- ✓ Product and process oriented – ensuring an unwavering focus on increasing quality and in turn trust in data
- ✓ Standards based alignment – DQ management system provides regulatory compliance and integration with QMS / ISO9k, InfoSec ISO27k, DQ ISO8k, AI ISO42k

The example below shows a set of practices and cloud-based tools for a particular client building upon their existing ServiceNow and M365/Power Platform and adding Erwin, Experian and other services.



DATA QUALITY APPROACH

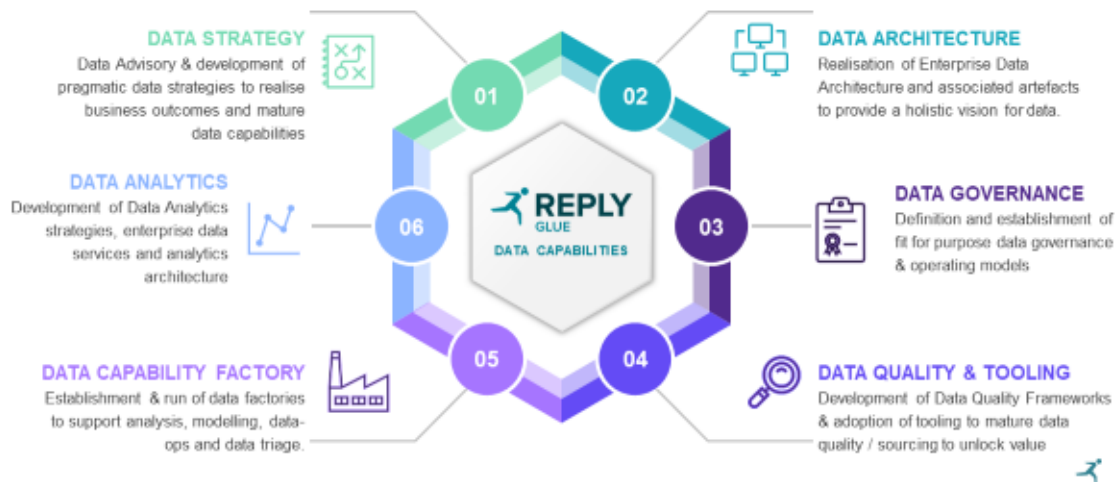
EXAMPLE END-TO-END APPROACH & TOOLING



Our overall approach, skills and experience with developing and executing data strategies are described below.

OUR DATA CAPABILITIES

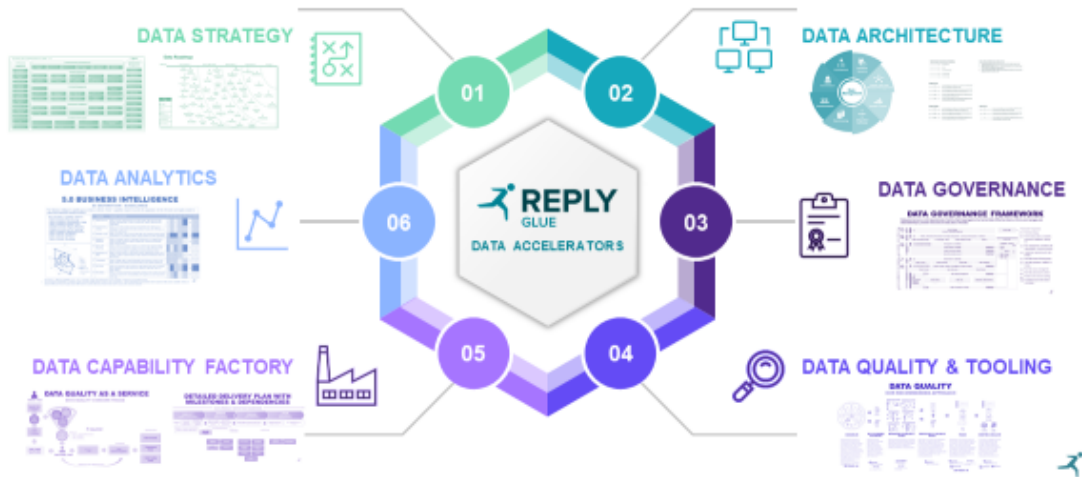
ENABLING ORGANISATIONS TO REALISE VALUE FROM THEIR DATA THROUGH EFFECTIVE ARCHITECTURE, GOVERNANCE AND ENABLEMENT





OUR DATA ACCELERATORS

ESTABLISHED METHODOLOGIES, TOOLKITS AND FRAMEWORKS TO RAPIDLY MATURE ORGANISATIONS AND ADDRESS THEIR DATA CHALLENGES



Service Features and Benefits

FEATURES	BENEFITS
Cultural change and continuous improvement frameworks Assessment, design and implementation support across data quality PDCA lifecycle	Rapid implementation and sustained improvement Tailored strategies ensure specific business needs met. Management systems approach aligns with ISO27k and other data-related management systems.
Plan: Stakeholder needs, leadership, policy, roles, objectives, risks, change planning Do: Support (resources, skills, communication) & manage full data lifecycle	Holistic approach considers all stakeholders' needs. Establishes a culture of continuous data quality improvement. Provides better shared data to inform policy, monitor and report the organisation's performance, deliver the organisation's services, and improve performance and decisions.
Check: Performance evaluation, data quality monitoring, audit, review Act: Improvement, corrective action	Assurance of data quality Involving management in the PDCA cycle ensures continuous improvement
Assist with development of stakeholder engagement and communication plans Assessment of organisation and stakeholder needs includes compliance, security, privacy	Facilitates cultural change, data literacy and upskilling Improves compliance and security, reducing risk



Data quality assessment and analysis with advanced tools	Streamlines processes, enhancing efficiency and productivity
Assist with selection of data quality management tools	Leverages cutting-edge technology for optimal results



ONBOARDING

Kick-Off Meeting

When we start an engagement with a new client, we begin with a workshop introducing the team (from both Reply and the client), the project objectives, and our anticipated timelines and approach. This workshop is most impactful when the majority of client stakeholders involved in the project are present and involved (either in person or remotely). Where this is impossible, we can hold separate sessions with teams that cannot participate in the kick-off workshop to ensure all stakeholders are engaged and bought into the project's objectives.

Account Management

Designated Account Manager

Each client has a designated Account Manager, who will be the main point of contact throughout the engagement. This individual is responsible for ensuring that delivery progresses and is executed to the standards that Reply and our clients expect.

Fortnightly review meeting

Alongside regular ceremonies and informal daily interaction between the Reply project team and the client, we hold formal review meetings with key stakeholders, usually fortnightly. This includes critical client stakeholders, senior Reply project team members, and the Reply Account Manager. Where appropriate, these meetings will consist of a review of work completed and demonstrations or walk-throughs of deliverables.

Offboarding

Where an engagement continues to completion, unless the client requests an extension or new engagement, all client IT, documents, artefacts and deliverables will be returned to the client. Our team will ensure a complete handover of data and knowledge to client staff. An ongoing support or retained advisory service may be implemented where appropriate to provide additional continuity.

Access to Data

Ensuring secure access to client data upon exit is paramount to maintaining confidentiality and integrity. We begin by conducting a comprehensive inventory of all client data stored within our systems, encrypting it both in transit and at rest using industry-standard protocols. Strict access controls and authentication mechanisms are implemented to restrict access to authorized personnel only, with permissions regularly reviewed and updated. Client data is segregated from other data within our systems, ensuring isolation and protection. Upon exit, all access rights to client data are promptly revoked, including user account deactivation and permission removal. If requested, we securely delete or anonymise client data in accordance with retention policies and regulatory requirements. Detailed documentation and audit trails of data access are maintained, providing transparency and accountability. Before exiting, we verify with the client that all necessary data access has been revoked. Finally, we adhere to legal and regulatory obligations regarding data protection and privacy, ensuring compliance with contractual agreements and applicable laws such as GDPR or HIPAA. Through these measures, we ensure that client data remains secure throughout the exit process, mitigating the risk of unauthorized access or data breaches.



SECURITY

Personnel Security

As a Specialist Cloud Service, the capability being offered is not limited to specific Impact levels (as it is not infrastructure, software or a platform) and can be used, subject to personal Security Clearance levels. Reply consultants are mostly Security Cleared (SC), some have higher-level Developed Vetting (DV) clearances. We also have a pool of NPPV3 Consultants for Policing work. The majority of our work for both public and private sector clients is at IL2 but we work in the Official, Secret and Top-Secret domains. Our hard and soft information security processes have been designed and approved by independent CESG CLAS accredited consultants.

Information Security

We are ISO27001, Cyber Essentials certified and our Quality Assurance processes are based upon and compliant with our ISO 9001 accreditation. Our Information Security processes are directly guided by our ISO27001 accreditation. We shall adhere to local information and other security policies and will apply local Security Operating Procedures (SyOPs) as may exist. If such do not exist we shall apply our own SyOPs.

Physical Security

The Main Reply Office (London, UK) is a Police Accredited Secure Facility (PASF) with access controls for each point of entry. All Laptops/Phones must be stored securely overnight. When working on a client-site our consultants adhere to client security policies.



TRAINING & KNOWLEDGE TRANSFER

We enable customer teams throughout delivery by embedding knowledge transfer alongside implementation activities. Training is aligned to organisational roles, ensuring relevance for finance users, operational staff, and system administrators.

Knowledge transfer is delivered through:

- A train-the-trainer approach to establish internal subject matter experts.
- Technical training for administrators covering configuration, security roles, and integrations.
- Walkthroughs of system design, data structures, and operational processes.
- Provision of comprehensive documentation, including user guides and runbooks.

Formal training is supported by ongoing access to expert guidance during delivery and early life support. Where required, refresher sessions or additional enablement can be provided to support organisational change or onboarding of new users.



ORDERING AND INVOICING PROCESS

To begin the process, please contact glue.frameworks@reply.com with details of your organisation, role and high-level requirements.

Our Framework Manager will connect you to our experts and from here we will organise an introductory discussion to go into more detail and shape a proposed engagement that suits your needs.

We invoice for both fixed price and time and materials engagements one month in arrears. For fixed price engagements, this takes place upon completion of the deliverable(s), or in stages, if the size of the engagement is greater than £40,000 excluding VAT.

Payment terms are 30 days net of receipt of invoice.



CUSTOMER RESPONSIBILITIES

To deliver our responsibilities as a partner, we require the following:

- Full access to systems and data that are relevant to the specific project
- Reasonable and timely access to key stakeholders and internal SMEs for information gathering, requirements definition and other critical tasks associated with the delivery of our outputs

Technical and Client-Side Requirements

Other than the system access specified above, there are no specific technical or client-side requirements that would limit our capacity to begin work.

Outcomes and Deliverables

Our engagement's specific outcomes and deliverables will be determined during the scoping phase before beginning the project based on your goals and objectives and the level of depth you require. These will include:

- Workshop(s) to discuss and assess the existing architectural design
- Detailed assessment of design with identification of risks and opportunities
- Report with recommendations and proposed action plan



ABOUT REPLY

Reply is a company that specialises in Consulting, Systems Integration and Digital Services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media.

Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Artificial Intelligence, Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Artificial Intelligence, Big Data, Cloud Computing, Digital Media and the Internet of Things.

We make innovation happen.

We started with a small team and a purpose: to help the digital revolution happen. Today, we are a team of more than 14,600 people in 16 different countries but we still have the same DNA, made up of agile, vertical task forces and an inner passion for innovation.

We are a decentralised network of specialised companies.

Among Replyers, you will find passionate geeks, visionary strategists, and creative minds, each with sharp skills in a specific business, who cooperate together and never stop learning from each other.

Make forward, act sustainably.

We know a sustainable future is possible and technology can be a strong asset to reach it. As leaders in digital transformation, we push for change and operate in full accordance with the highest ethical standards and with respect for the rights of future generations