

DATA MANAGEMENT AS A SERVICE

Service Definition
G-Cloud 15

REPLY

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SERVICE DESCRIPTION

Designed to cater to diverse needs across anything from individual projects to diverse portfolios, Reply's DMaaS empowers organisations to unlock the full value of their data assets. Utilising the skills of proven data experts and using well-established approaches, we can provide versatile support and assessment in a broad range of data management practises including data maturity assessment, data strategy, data governance improvement, data quality improvement, data architecture, modern data stack / data and analytics platforms architecture, master data, information management and AI and analytics strategy.

Organisations utilising multiple elements of Reply's proven data management capabilities have been helped to reach comprehensive, pragmatic and implementable solutions. Reply partner with many leading cloud vendors including Microsoft, AWS, GCP, integration platform providers, Enterprise Architecture tool providers such as Orbus and Mega. We are technology agnostic and employ the best architecture and solution tooling to meet your business needs and align with your and government ICT strategies.

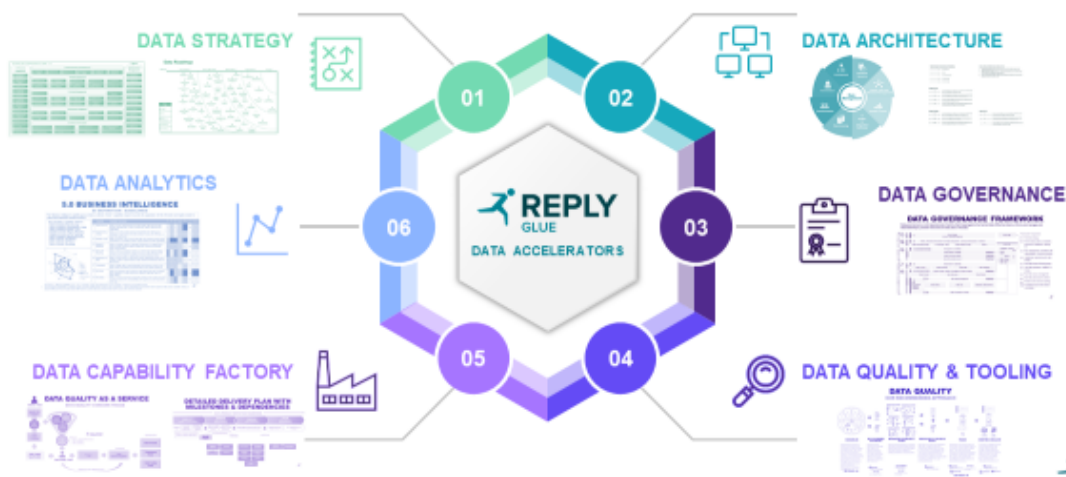
OUR DATA CAPABILITIES

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





Access to the wealth of our data services through DMaaS puts you on the fast track to data driven enablement with wrapper service enabling access to all our G-Cloud data services. Some of the key services we offer include:

Data Strategy:

Crafting a robust data strategy is a cornerstone of our approach at Reply. Collaborating closely with our clients, we go beyond generic solutions to develop bespoke strategies tailored precisely to your business objectives. Our service features encompass the development of clear data objectives linked to your broader goals, outlining investment priorities, key initiatives, and a comprehensive roadmap for execution. Our approach can include data readiness assessments for cloud and AI ensuring that your organisation is prepared for the future. Our extensive experience significantly de-risks your data transformation.

Outcome-Driven Architecture:

Our Business Outcome Driven Architecture Service include enterprise, business, data, application, technology, digital, cloud, integration, and security architecture. By focusing on driving tangible business value, we can develop IT architecture models that prioritise your organisational objectives, facilitated by our agile digital approach and adherence to the latest TOGAF v10 standards, while our technology-agnostic approach ensures impartiality and the selection of the best-fit solutions.

Technology Evaluation and Selection:

Glue Reply can help you find the right cloud services ensuring fit to business needs, architecture alignment and vendor suitability. Whether you're in the initial stages of requirements analysis or navigating the complexities of procurement, we provide end-to-end support. With specialised accelerators for IaaS, PaaS, and SaaS, we have the ability to expedite your adoption of cloud data services and tools while minimising risks.

Data Maturity Assessment:

Understanding your organisation's level of data maturity is one of the first steps towards unlocking its full potential. With a wealth of experience spanning public and private sectors, we offer comprehensive Data Maturity Assessments (DMA) to uncover insights that drive meaningful transformation.

We provide invaluable assistance in delivering assessments, reporting results, and communicating findings. By assessing alignment with your organisation's strategies, priorities, KPIs, and objectives, we identify appropriate target maturity levels and recommend priority initiatives to propel your data capabilities forward. Additionally, we serve as a knowledge-sharing hub, facilitating cross-government and private sector collaboration to drive innovation and best practices. Leveraging frameworks developed with real industry use cases, we accelerate delivery while providing a comprehensive understanding of your current data capabilities' maturity, mitigating risks through our expertise in data regulations and the public sector.

Centre Of Excellence:

Establishing a Centre of Excellence (CoE) can be instrumental in driving organisational alignment and fostering best practices in data management. At our core, we offer a collaborative approach, working closely with clients to tailor CoEs to their specific needs, fostering knowledge-sharing and innovation. We offer a spectrum of offerings aimed at bolstering the effectiveness of CoEs, including advanced data governance, quality improvement methodologies, and modern data stack guidance. With a focus on scalability and stakeholder alignment, our CoEs promote a culture of data-driven innovation, improve efficiency, and ensure sustainable data excellence.

Data Quality Improvement:

Your data quality is only as good as to the degree it fulfils stakeholder requirements throughout your entire business. From creation to downstream systems, consumers and customers, the managers who need visibility and insight, and other stakeholders such as InfoSec and Data Protection. With this in mind, we



offer a thorough and holistic data quality assessment, enabling us to tailor customised improvement strategies that address specific business needs while integrating stakeholder requirements seamlessly. We can help you find ways of enhancing accuracy, consistency, and reliability, ensuring compliance with regulations and organisational policies, thereby reducing risks. Our approach leverages advanced analytical tools and continuous improvement frameworks, coupled with stakeholder engagement and communication plans, naturally fostering a culture of continuous data quality improvement. In doing so, we can help clients elevate data to a trusted, strategic asset which can be used confidently and effectively in decision-making processes.

Data Governance:

Our services include data governance improvement initiatives aimed at fostering a culture of accountability, transparency, and compliance. We specialise in governing both cloud and on-premises data, conducting thorough analyses to address requirements such as data quality, security, compliance, sharing, and lifecycle management. We can leverage our experience with cloud data governance platforms like Erwin, Collibra, Purview, Talend, Alation, and others, ensures the selection of the best-fit technology for your organisation's needs. Our services extend to developing data governance strategies, policies, and standards, as well as establishing Centers of Enablement, operating models, and processes, all of which lead to improved decision-making, efficiency, compliance, and customer experience.

Data & Analytics Platform / Data Fabric / Modern Data Stack:

Our experts can help you with strategy, analysis, architecture and design and operating models for your modern data stack. Through the utilisation of Reply's reference models, we can accelerate the design and implementation process while reducing costs. Our service facilitates the adoption of best practices such as Data Mesh and Data Vault, safeguarding your data and delivering trusted insights consistently across platforms. Data Mesh (domain-driven design applied to data engineering) avoids data engineering resource bottlenecks which are often the barrier to successful enterprise shared data platform services. By designing operating models, including Centre of Excellence and DataOps, we can help in ensuring that your staff is upskilled and knowledgeable.

Cloud Data Migration:

Our Cloud Data Migration service covers structure application data and unstructured data such as files. From meticulous planning and strategy, leveraging tried and tested our templates, to seamless architecture and tool selection, we ensure a tailored approach aligned with your business drivers and technology solutions. With support for data profiling, cleansing, and rigorous validation procedures, including incremental migration and cutover rehearsals, we can minimise risks and ensure a smooth transition. Post-migration, our ongoing support, coupled with robust security measures and automation options, optimise resource utilisation, improve data quality, and minimise disruption.

Data Architecture, Data Modeling & Data Design For Cloud Services:

Our consultants are experts in crafting data architecture and modelling for cloud services. Employing a dual approach of top-down business-driven analysis and bottom-up data-driven exploration, we typically define data requirements and conduct conceptual, logical, and physical data modelling, ensuring a comprehensive understanding of your data landscape. By delineating information flows between business units and systems and populating data dictionaries and catalogues, we can facilitate seamless data governance and management. Our risk-driven approach enhances security and compliance, while rigorous validation processes ensure model integrity. With expertise across public and private sectors, our service accelerates results while minimising disruption, delivering tangible business value through improved data quality, visualisations, and common data models that support interoperability and digital transformation.

AI and Analytics Transformation Advisory



Our AI and Analytics Transformation Advisory service is designed to help you deliver enhanced services, operational efficiency, and profound insights through the power of AI and analytics. Our team of experts offers a collaborative approach, ensuring tailored strategies that deliver tangible business outcomes. From AI Readiness Assessments covering capabilities, data governance, and ethics to designing target architectures and identifying growth opportunities, we can provide the guidance to navigate the complexities of AI adoption seamlessly. With strategic roadmap creation and risk management aligned with emerging frameworks, we enable you to offer new AI-enabled products and services, driving operational efficiency gains and cost savings while ensuring comprehensive risk and ethics management. Our services also can facilitate the smooth integration of AI into your existing systems, addressing concerns from data protection to legal aspects, thus fostering accelerated service improvement and greater customer satisfaction. With a focus on upskilling and knowledge transfer, we empower your team to embrace AI and analytics, ultimately enabling you to stay ahead in today's rapidly evolving landscape.

Information Management:

Effective information management is essential for organising, securing, and leveraging structured and unstructured data assets. Our solutions encompass records management, document management, and content management strategies tailored to your organisation's needs. By implementing robust information management practices, we enable organisations to unlock the full value of their information assets while ensuring compliance and security.

Master Data Management:

Managing master data across disparate systems is crucial for maintaining data consistency and integrity. Our MDM solutions streamline the creation, maintenance, and synchronisation of master data entities. By harmonising reference and master data, we enable organisations to make more informed decisions and drive operational efficiency.

Service Features and Benefits

FEATURES	BENEFITS
Comprehensive set of data services for cloud	Easy consumption of cloud data management services
Can include data maturity assessment and data strategy, CDDO aligned	Reply's enhanced capability model accelerates and reduces data transformation cost. Data strategy provides a clear path to realising tangible value.
Can include improving data operating models e.g. establishing CoE	Adopt modern industry-leading structures and processes
Can include data governance and data quality improvement	Embedding cultural change and continuous improvement ensures sustained data improvements
Upskilling and improving methodology such as agile data product-centric approach	Upskilling, modernisation and improving practices
Can include designing data sharing and data service APIs	Data sharing and governance enable innovation



Can include Data Solution Architecture, e.g. modernising data platforms, analytics, data marketplace	Our breadth enables establishing a data marketplace of trusted data. Experience selecting data quality and governance tools accelerates selection. Experience architecting and implementing data platforms and tools reduces risk
Can include data architecture, data modelling and data design	Common data architecture and models enable data sharing, joined-up government, seamless interoperability and agility.
Can include information management for records, documents and content	Brings unstructured information under proper governance. Unstructured information is a key input to Generative AI and improving information management is a key enabler: data transparency and quality is key to tuning GenAI.
Can include reference and master data management improvement and solutions.	Improving data management improves public services, reduces cost and risk
Collaborative co-creation approach	Upskills your staff and gives them valuable experience under the guidance of proven experts.



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