

DATA QUALITY & GOVERNANCE SERVICES

Service Definition
G-Cloud 15

REPLY

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SERVICE DESCRIPTION

Data quality problems cost public sector organisations millions in wasted effort, poor decisions, and compliance failures, yet most don't know where their quality issues actually are or how severe they have become. Reply Data Quality & Governance Services for G-Cloud 15 transform data from a liability into a trusted asset by systematically profiling your data estate, implementing automated quality monitoring, and establishing governance frameworks that make data discoverable, understandable, and fit for purpose. We don't just document problems, we implement production grade solutions using enterprise tools like Great Expectations, dbt, OpenMetadata, Collibra, and modern data catalogues that catch issues before they reach decisionmakers. Whether you're facing GDPR compliance pressure, struggling with data discovery, or need to build confidence in AI/ML initiatives, we deliver practical governance that balances control with enablement, protecting sensitive information while accelerating analytics and self-service capabilities that drive organisational value.

FEATURES

Our approach combines technical profiling and quality automation with organisational governance frameworks, ensuring data quality improvements are both measurable and sustainable.

- **Comprehensive profiling with the likes of Great Expectations (and dbt), Soda, DataDog, etc. identifying completeness, accuracy, validity issues:** We execute systematic profiling across your data estate using leading open source and commercial tools to quantify exactly where quality problems exist, measuring null rates, format violations, referential integrity breaks, and business rule failures. This profiling provides the diagnostic foundation for targeted remediation, replacing guesswork with evidence about which datasets need attention most urgently.
- **Data catalogue deployment using OpenMetadata, Collibra, Atlan, Microsoft Purview and more, organisationwide:** We implement enterprise grade data catalogues that make your data estate searchable and understandable, automatically harvesting metadata from databases, pipelines, BI tools, and applications into a unified discovery platform. Our catalogue deployments include lineage extraction, business glossary integration, and search capabilities that transform tribal knowledge into organisational assets accessible to everyone.
- **Automated quality monitoring with dbt tests or Monte Carlo catching anomalies before impact:** We build continuous quality monitoring into your data pipelines using tools like dbt's built-in testing framework and commercial observability platforms that automatically detect anomalies, schema changes, and freshness violations. These automated checks catch problems in development and production before they propagate to reports, dashboards, or ML models that inform critical decisions.
- **Business glossary development defining standard terms, metrics, and KPIs aligned across departments:** We facilitate workshops to define canonical business terms, standardise metric calculations, and establish shared KPI definitions that end the confusion of different departments reporting conflicting numbers. These glossaries become the organisational truth, embedded in catalogues and enforced through semantic layers that ensure everyone speaks the same data language.
- **Data classification frameworks tagging PII, sensitive, confidential, public data using automated scanning:** We implement classification schemes aligned to your information governance policies, using automated scanning tools to identify and tag personal data, commercially sensitive information, and public records throughout your estate. This systematic



classification enables appropriate security controls, supports GDPR compliance, and prevents inadvertent exposure of sensitive information.

- **Lineage mapping across pipelines, transformations, reports showing complete data flow end-to-end:** We extract and visualise complete data lineage from source systems through transformation layers to final consumption in reports and models, making dependencies explicit and impact analysis possible. This lineage answers critical questions: where did this data come from, how was it transformed, and what will break if we change it?
- **Metadata management capturing technical, business, operational context making data understandable and discoverable:** We establish metadata management practices that capture not just technical schemas but business context, ownership, usage patterns, and operational characteristics that make data truly understandable. This rich metadata transforms raw datasets into documented, contextualised information assets that analysts and data scientists can confidently use.
- **Policy and GDPR enforcement automating retention schedules, access controls, masking rules meeting regulatory requirements:** We translate governance policies into automated controls that enforce retention schedules, apply dynamic data masking to sensitive fields, and implement role-based access restrictions without manual intervention. This automation ensures consistent policy application across your estate while reducing the administrative burden on stewardship teams.
- **Quality scorecards and dashboards tracking metrics over time with executive visibility and accountability:** We create executive dashboards that track data quality metrics over time, showing improvement trends and highlighting areas requiring attention with clear ownership and accountability. These scorecards translate technical quality measures into business impact metrics that leadership understands and can act upon.
- **Sustainable data management through stewardship operating models defining roles, responsibilities, escalation processes (RBAC models):** We design and implement stewardship operating models that define who owns what data, who makes governance decisions, and how quality issues are escalated and resolved. These models include role-based access control frameworks, decisionmaking authorities, and escalation paths that ensure governance survives beyond initial implementation.

These capabilities work together to create a comprehensive quality and governance programme that addresses technical, process, and organisational dimensions of data trustworthiness.

BENEFITS

Investing in data quality and governance delivers immediate operational improvements while building the foundation for advanced analytics and AI that drive transformational outcomes.

- **Reach a baseline data quality understanding showing exactly where problems exist across your estate:** Our profiling eliminates uncertainty about data quality, providing concrete evidence of which datasets have issues, how severe they are, and where remediation efforts should focus for maximum impact. This diagnostic clarity replaces anecdotal complaints with actionable intelligence that guides investment decisions.
- **Prevent poor decisions by catching data quality issues before reaching reports and analysis:** Automated quality monitoring acts as a safety net, catching data anomalies, schema



changes, and freshness violations before they propagate into dashboards and reports that inform critical policy and operational decisions. This prevention saves you from the reputational damage and operational disruption of decisions based on faulty data.

- **Meet GDPR and retention policies with automated classification, lineage, and lifecycle management:** Our classification and lineage capabilities provide the data inventory and processing documentation that GDPR requires, while automated retention enforcement ensures you are not holding personal data longer than legally permitted. This systematic compliance reduces audit risk and demonstrates due diligence to regulators and Information Commissioners.
- **Reduce time searching for data by 70% with searchable catalogues replacing siloed knowledge:** Data catalogues with rich metadata and search capabilities eliminate the hours analysts waste asking colleagues where to find data or which dataset is authoritative. This efficiency multiplier frees your analytical talent to focus on generating insights rather than hunting for information.
- **Enable confident AI/ML deployment by ensuring training data quality and understanding your sources:** ML models are only as good as their training data. Our quality profiling and lineage tracking give data scientists confidence in the data they are using and visibility into potential biases or quality issues that could compromise model performance. This foundation is essential for responsible AI deployment in high-stakes public sector contexts.
- **Accelerate analytics delivery with trusted, documented, quality-assured datasets ready for consumption immediately:** When analysts can discover quality-assured, documented datasets through a searchable catalogue, project delivery accelerates dramatically because preparation and validation work is already done. This acceleration shortens the time from question to insight, enabling more responsive decisions.
- **Demonstrate compliance to auditors with documented governance frameworks, policies, and control evidence:** Our governance implementations create the documentation trail and control evidence that auditors require, making compliance reviews straightforward rather than scrambles to reconstruct what policies exist and how they are enforced. This audit readiness reduces preparation burden and demonstrates organisational maturity.
- **Support data sharing initiatives internally and externally with clear quality levels and usage guidance:** Quality scorecards and metadata provide the transparency needed for confident data sharing, whether between departments or with external partners, by making quality levels and appropriate usage explicit. This transparency enables collaboration while managing expectations and preventing misuse.
- **Reduce operational costs by preventing downstream data quality fixes and continuous rework:** Catching quality issues at source prevents the expensive, repetitive downstream firefighting that wastes time across analytics teams, application support, and business users. This prevention delivers compound savings as problems are fixed once rather than repeatedly addressed in reports, analyses, and complaints.
- **Build organisational data literacy with accessible documentation making data understandable to non-technical users:** Catalogues with business-friendly metadata and glossaries make data accessible to non-technical staff, democratising data usage and reducing dependency on specialists to interpret technical schemas. This literacy expansion multiplies the value extracted from data investments by enabling broader participation in data-driven work.



These benefits compound over time early investments in quality and governance create a virtuous cycle where improving data trustworthiness enables more sophisticated uses, which in turn justify further quality improvements.



ONBOARDING

We will hit the ground running from day one. Our structured onboarding process eliminates the confusion and slow starts that plague consulting engagements, ensuring we're delivering value within weeks, not months.

What We Do:

- **Intensive Kick-off Workshop:** Bring together your executive sponsor, technical leads, and key stakeholders to establish crystal-clear objectives, success metrics, and non-negotiable delivery milestones with complete alignment across all parties.
- **Immediate Communication Infrastructure:** Establish dedicated channels (Slack/Teams), weekly governance meetings with executive visibility, and escalation paths ensuring blockers get resolved in hours, not weeks.
- **Rapid Discovery:** Interview stakeholders, review existing systems, identify data sources, document constraints, and surface risks that could derail delivery before they become problems.
- **Concrete Delivery Plan:** Deliver a sequenced plan showing exactly what gets built when, what resources are required, what decisions need making, and what risks could impact timelines. No theoretical documents, just actionable roadmaps.
- **Quick Wins Identification:** Identify and deliver tangible outputs early that demonstrate immediate value and build organisational confidence in our approach and your investment.
- **Access Secured:** Obtain all necessary system access, credentials, environments, and documentation during the first week, because access delays are the single biggest cause of timeline delays.

Our onboarding doesn't end until we've delivered our first tangible output, proving our team is productive and your investment is already generating returns. You'll know within the first month whether we're the right partner. We move fast, communicate clearly, and deliver evidence of progress.



OFFBOARDING

We do not always believe in traditional "handover" periods where knowledge gets dumped on your team at the end. Instead, we work with you throughout the engagement, training your staff while the work is ongoing and creating experts along the way. Our approach ensures your team is not inheriting unfamiliar solutions but has been building and operating them alongside us from the start. However, if your plan is to have us "do it for you", we will generate documentation on the way, as part of any decision we make.

What We Do:

- **Continuous Knowledge Building (Throughout Engagement):** Your team works directly with our engineers from week one: pair programming, collaborative design, joint troubleshooting. So they understand not just what was built but why, developing expertise incrementally rather than through rushed final handover sessions.
- **Structured Transition Plan:** Formalise the knowledge transfer that's been happening continuously, identifying any remaining gaps in credentials, documentation, or procedures requiring explicit handover with clear ownership assignments.
- **Validated Competency Demonstrations:** Ensure your team independently executes key operational tasks (e.g. deploying changes, responding to incidents, onboarding new data sources, etc.) under our observation and coaching, proving they are genuinely ready for independent operations.
- **Production-Ready Documentation:** Deliver architectural decision records explaining design choices, operational runbooks covering daily operations, incident response procedures with real examples, and video walkthroughs of complex tasks for ongoing reference and future team onboarding.
- **Active Hypercare Period:** Proactively monitor for issues, conduct weekly check-ins reviewing operational metrics, and provide rapid response to problems during the critical transition to fully independent operations.
- **90-Day Post-Delivery Review:** Schedule a structured review assessing what is working, what needs adjustment, and what additional support might prevent future issues, ensuring long-term sustainability and addressing any emerging challenges.

Your success operating our deliverables determines whether we get repeat business and referrals. We have zero interest in building solutions that collapse after we leave. By training your staff throughout delivery rather than at the end, we ensure you're genuinely independent and confident, with deep expertise to maintain and evolve what we've built for years to come.

Access to Data

Following formal offboarding, all data, code, documentation, and intellectual property developed during the engagement transfers entirely to your ownership with appropriate licensing. We retain no copies of your production data, credentials, or proprietary information beyond what's legally required for contract compliance and professional indemnity purposes. Any sample data or anonymised examples used in training materials are sanitised to remove sensitive information. If you require our support post-engagement through separate maintenance contracts or ad-hoc consulting, we will request fresh access grants rather than assuming continued access rights. Your data sovereignty and security remain paramount. Our engagement ends cleanly with your full control over all assets and access.



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 transfer knowledge continuously throughout delivery because cramming everything into final handover sessions doesn't work and we refuse to set you up for failure. From week one, your team members work directly alongside our engineers (e.g. pair programming on pipeline code, collaborating on dashboard designs, participating in architecture decisions) so they understand not just what was built but why specific approaches were chosen and how to extend them. We run weekly "lunch and learn" sessions covering specific technical topics, tools, and patterns we're using, building your team's capability incrementally rather than overwhelming them at the end. Every two weeks, we conduct show-and-tell sessions where we demonstrate progress and your team asks questions, tries features, and provides feedback. We create role-specific training:

- Technical deep dives for your data engineers covering orchestration platforms, transformation logic, and infrastructure-as-code
- Operational training for support teams covering monitoring dashboards, alert response, and troubleshooting procedures
- User training for business analysts covering BI tools, report building, and data interpretation
- Executive briefings for leadership covering governance frameworks, strategic capabilities, and ROI realisation

All training includes hands-on exercises using your actual data and real use cases, not generic examples that do not translate to your context. We provide comprehensive documentation: architecture diagrams showing system components and interactions, code repositories with detailed README files and inline comments, video recordings of training sessions and complex procedures, searchable knowledge base answering common questions. Most critically, we validate knowledge transfer has worked. Your team must successfully complete practical assessments demonstrating they can maintain, troubleshoot, and extend solutions before we consider training complete. We measure success by your team's independence, not hours of training delivered.



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

We deliver exceptional results, but we cannot succeed alone. While we bring expertise, tools, and delivery capability, certain contributions from your organisation are essential to ensure we are building solutions that meet your needs and can be sustained after our engagement. However, we recognise that organisations often engage us precisely because some of these capabilities are missing and we will be there filling those gaps.

What we need from you:

- **Access and Environment Provisioning:** We need access to relevant systems, data sources, and environments to understand your landscape and build appropriate solutions. We understand access can take time due to security procedures and approvals. We will work with you to navigate these processes and can begin with limited access while fuller permissions are secured. If production-like environments don't exist, we can help you establish them as part of our engagement.
- **Stakeholder Identification and Availability:** Help us identify the right people to speak with: subject matter experts who understand your data, processes, and business needs. We know everyone is busy, so we will be flexible with scheduling and efficient with their time. If key knowledge exists only in people's heads rather than documentation, that's fine. We will capture and document it as part of our work.
- **Decision-Making and Governance:** We need someone with authority to make decisions on direction, scope, and trade-offs when choices arise. This doesn't require daily involvement. Typically, weekly or fortnightly governance meetings are sufficient. If decision-making processes are unclear or complex, we can help you establish appropriate governance structures as part of the engagement. Also, if authority figures are missing (C-levels, heads of department, technical leads) we can provide experienced leadership to fill those gaps in order to drive decision-making and maintain momentum until permanent appointments are made or internal capability is established.
- **Representative Data and Use Cases:** Access to realistic data and actual business scenarios helps us build solutions that work for your real-world needs, not theoretical examples. We understand data may be messy, incomplete, or sensitive. We will work within those constraints, help you improve quality where needed, and ensure appropriate security controls. If you are unsure what data to provide, we'll guide you through that discovery.
- **Engagement in Knowledge Transfer:** Your team's participation in training and knowledge building activities is crucial for sustainability after we leave. We understand competing priorities and will design training that's practical, relevant, and respectful of time constraints. If you lack technical staff to receive handover, we can discuss options including extended support arrangements, recruiting assistance, or phased capability building.
- **Honest Conversation About Constraints:** Tell us early about limitations, challenges, or concerns: technical constraints, budget pressures, political sensitivities, data quality issues everyone knows about. Early honesty allows us to plan appropriately and propose realistic solutions. Late surprises create problems, but we would rather know about difficulties upfront than discover them mid-delivery.

We're Here to Help: We recognise that many organisations engage consultants precisely because they lack some of these capabilities internally. Limited technical expertise, no spare capacity for project work,



unclear governance, poor documentation. That is completely normal and exactly why we exist. Where you have gaps, we will work with you to fill them, whether that's establishing governance frameworks, creating documentation that does not exist, building technical capability in your team, or providing extended support while you recruit permanent staff. Our goal is your success, and we will adapt our approach to your reality rather than expecting you to meet some idealised client profile. The key is open communication about what you can provide, what you need help with, and what constraints we are working within. Together, we will figure out how to make it work.



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