



# Infrastructure and Data Discovery – Service Description

Human Centric Innovation

## Driving a Trusted Future

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## Version Control

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## References

Referenced process or document	Source\Definition
HXD Insight Session	TBA
DDTS	Data Driven Transformation Strategy
Fujitsu Data Maturity model	TBA
Engagement Plan template	DDTS Discovery Plan template (TBA)
Final Report template	DDTS Discovery Report template (TBA)
The DataInspection Service	TBA
The SystemInspection Service	TBA

## 1. Introduction

### 1.1 The Importance of Data

Today, the acquisition and analysis of data lies at the core of virtually every business decision made. As a result, the ability to locate, maintain, secure, correlate and exploit data is a key business differentiator and, to support and grow their business, all organisations irrespective of size, location or sector must become data organisations.

These organisations are under severe business pressure to remain viable within a continually evolving and increasingly competitive marketplace. They must grow their business, increase profitability and secure a greater market share through the introduction of new processes and technologies, while managing rising costs, improving efficiencies and driving through digital transformations. All of which must be accomplished while developing the necessary agility and flexibility to meet the increasing security, compliance and risk obligations that are constantly being updated.

At the heart of all these activities lies an organisation's data. However, recognising that the data you have has significant business value is not the same as understanding the data itself. Organisations know that the data they possess has the power to transform their business, if they could only better understand and effectively exploit it. Nevertheless, to understand and capture the "right data" and then be in a position whereby it can be effectively capitalised on it is not a simple task. Many organisations know what they are trying to achieve as a business, but are still struggling to understand fully how their data and the physical and logical infrastructure that holds and protects it can help them to accomplish those goals.

Fujitsu understands the data problems organisations now face. Working together, Fujitsu and our ecosystem of technology and innovation partners can deliver the capabilities that organisations require in order to meet the significant data challenges that they now face. By taking advantage not only of our combined and extensive data knowledge and experience, but also our complementary technologies and services, organisations can be assured that they will be dealing with a partnership that not only completely understands their business objectives, but also has the combined expertise and integrated product portfolio necessary to meet their most demanding data requirements.

### 1.2 Purpose of this Document

This Service Description document provides a definition of the "Infrastructure and Data Discovery Service" delivered through the Fujitsu Product Business Line in conjunction with Fujitsu subject matter experts as well as our strategic technology partners. It will enable Fujitsu to describe this service to our customers and partners.

The aim is to document the key aspects of the Infrastructure and Data Discovery Service. These include:

- Service Objectives
- Detailed Description
- Delivery Models
- Delivery Mechanism
- Technologies
- Business Benefits
- Target Organisations

## 2. Service Objectives

The Infrastructure and Data discovery service will deliver a number of key business and data objectives. It is worth stating that even though much data may be generated by Fujitsu during this service, data ownership always resides with our customers. This service will:

- Provide a comprehensive architectural view of both the physical and logical data assets thereby enabling an organisation to fully understand those assets within the context of its business
- Enable the correct alignments between the data and the business strategies, requirements, resources, processes and procedures and the IT infrastructure that underpins them
- Provide guidance around the development and / or refining of enterprise data strategies, architectures and business processes / procedures to ensure that the optimum exploitation and monetisation of an organisations data is achievable
- Provide recommendations around the most appropriate technologies and business platform(s) that will allow for the correct management of the data throughout its lifecycle
- Provide input to the HXD Insight Session, and subsequent stages of the DDTS process, summarising the above.

These Service Objectives deliver three core benefits to our customers, our partners, and Fujitsu:

1. They establish Fujitsu's credentials as a trusted Data Transformation partner, establishing the credibility of the Data Driven Transformation Strategy.
2. Developing Fujitsu's client base through the delivery of business benefit and the socialisation of the HXD co-creation process, strengthening Fujitsu's relationship with existing customers and acquiring of new ones.
3. They provide a solid foundation for a DDTS within a customer, and a springboard for future product, service and consultancy sales within our customers and for our partners.

### 3. Detailed Description

This document assumes that initial sales and consultant engagements have taken place with the customer, as defined by the DDTS process, and that they have agreed to the undertaking and structure of the discovery engagement. This agreement will be documented in a Statement of Work, which will define the particular details relevant to each individual customer engagement – scope, duration, cost (and depending on sales preferences, price) and desired outcomes. Each individual statement of work will be constructed from a subset of the elements described in this service description, selecting one of the defined delivery models and noting any variation specific to an individual engagement. The initial sales and consultant engagement session should also seek to place the customer at the appropriate point on the Fujitsu Data Maturity Model, to inform both the contents of the Statement of Work and the delivery of this service.

The Infrastructure and Discovery service uses a phased approach, which facilitates service delivery and maximises benefit for both Fujitsu and our customers.

In order to optimise the time and resources of both Fujitsu and the customer, the phases outlined below are categorised and delivered based upon the following general criteria:

- Organisation Size
  - Small – e.g. Limited data knowledge / usage, few IT Staff with modest skills, limited geographical boundaries (may have some remote working), technology considerations centre around ease of use and PAYG
  - Medium – e.g. Increased data knowledge / usage, small dedicated IT Team with generalist skills, possibility of multiple locations (with an increase in remote working), technology considerations include capabilities, functionality and reporting
  - Large – e.g. Specialist data knowledge / usage, large dedicated IT Team with a wide variety of broad and specific skills, technology considerations include guaranteed availability, advanced features, integration and interoperability
- Data Complexity
  - Simple – e.g. Single system or multiple systems across a single physical location that have no data interdependencies

- Composite – e.g. Single system or multiple systems that exist across / within multiple locations that have some data interdependencies
- Complex – e.g. Multiple systems that can be widely dispersed which have numerous data interdependencies

For example, larger and more complex engagements require multiple discreet phases, while smaller, less complex engagements may easily collapse phases into single workshops. The combination of these criteria, three levels of scale, and three levels of complexity, give nine possible service scopes: each of these could be listed as an individual “saleable order code”, but this document suggests that such an approach would result in unnecessary complexity. Given that such consultancy services are only costed by consultants’ time, and that any prediction of the time required for an individual service can only be an estimate, as each customer engagement is different, this document suggests that the Infrastructure and Data discovery service be offered in three variants. These are defined in section 4.0 below; each variant is specified as a saleable order code. The delivery of each customer service will be informed by the above structure, but defined by the relevant Statement of Work.

### 3.1 Phase 1 – Discovery Kick-off Meeting

This kick-off meeting assumes that initial sales and consultant engagements have taken place with the customer, as defined by the DDTS process, and that they have agreed to the undertaking and structure of the discovery engagement. This meeting builds on that to confirm that all necessary stakeholders are represented in these decisions, and that the phasing of the engagement and its deliveries are agreed, and follows this agenda:

- Introductions
- Roles & Responsibilities
- Overview of the engagement
- Confirmation of the scope, process, activities, timescales, deliverables and success criteria
- Gain an initial understanding of the customer's data environment and requirements
- Agree actions and next meeting
- Produce an Engagement Plan in the relevant template – this should be signed off before the engagement commences
- Stakeholder identification? This is often complex and can constrain discussions

### 3.2 Phase 2 – Understand the Business

Understanding a customer’s business and gathering their data requirements can be a complex undertaking. However, not ensuring that all data requirements and expectations are captured places an unacceptable level of risk not only upon the success of the initial engagement, but it also jeopardises Fujitsu’s relationship and any possible future opportunities Fujitsu may have with that customer. This phase will:

- Confirm the current business requirements around data
- Understand the strategic data view both at a business and technology level
- Understand the business processes and procedures around data
- Understand any current data initiatives, issues, constraints and pain points
- Agree the set of tools and methods to be used during the discovery

Depending on the size, complexity and scope of the engagement, meetings and possibly workshops are conducted to understand the business side of the customer’s data environment.

There are a number of ways to capture and display information. Those used during the delivery of a particular service are defined in this phase. Possible mechanisms range from Fujitsu’s Requirements Catalogue & Traceability Matrix (RCTM) and various forms of Conceptual Data Models (such as Entity Relationship models or Data Flow diagrams) through to specialist requirements

management toolsets such as Modern Requirements and ReQtest. In general, the service will use any information sources already in use and populated within customer practice, depending on the customer to provide necessary access and training.

The information so gathered complements the technical information, feeds into future phases and allows for the creation of a detailed view of the customers current (baseline) infrastructure. This, in turn will form the basis of any proposed future solution and recommendations.

**Note:** third-party tools that are not part of Fujitsu or partner portfolios will be considered for customer deployment only after a thorough functional and commercial evaluation has taken place.

### 3.3 Phase 3 – Understand the Technology

Here, Fujitsu starts to build up the technical picture of the customers' infrastructure. In order to gain a complete understanding, any issues, constraints and pain points are investigated, as these are not always the same for the Business and the Technology teams. This phase will:

- Clarify any outstanding points or unknowns
- Understand all stakeholders' views of their data architecture
- Understand the reasons for existing infrastructure deployment. What requirements did it address? Was it successful?
- Was it a strategic or tactical deployment?
- When will it be replaced (and with what?)
- How is it managed and supported?
- Utilise customer's knowledge, documentation and existing toolsets to capture existing infrastructure
- Where there are gaps, omissions or insufficient detail, deploy Fujitsu expertise and technologies, as referenced in ([Section 6](#)), to generate a complete discovery data set.
- Establish an accurate physical and logical architecture of the current data infrastructure

### 3.4 Phase 4 – Build the Picture

Where relevant, Fujitsu will perform a RAG analysis against the current architecture and the business requirements, initiatives and strategy in order to highlight areas where an immediate benefit to the business can be achieved – this may be cost reduction, improving the service to their customers, or reducing exposure to risk.

Similarly, Fujitsu will perform a Gap analysis against the current architecture and the business requirements, initiatives and strategy in order to highlight any areas of disparity.

Once the analysis of business requirements, current architecture is complete, Fujitsu, Partner and Industry Best Practices, Standards and Guidelines provide the framework for the development of the Infrastructure and Data Discovery Services' input to the HXD Insight Session. This phase will:

- Write up the current physical and logical data architecture
- Review architecture against business requirements as well as Best Practices, Standards and Guidelines
- The service will determine:
  1. Is the estate meeting the current business and technology requirements?
  2. Does the estate have the capability to meet any future business and technology requirements, as identified during the engagement?
  3. Identify specific issues with the estate's support of identified business requirement

Fujitsu should now be in a position to put together the Final Report document showing a complete picture of the customers' current physical and logical data architecture. This document will not only contain a view of the architecture but all of the business and technical requirements / information gathered to date as well as the mappings between the respective parts and the highlighting of any issues that need consideration during the HXD Insight Session.

The report will include any relevant Fujitsu guidance on how the customer's existing estate might support their short-term business objectives with minimal effort.

The format of the Final Report (docx, pdf, pptx, etc.) is specified in the Engagement Plan, but will conform to the relevant DDTS template.

### 3.5 Phase 5 – Present back to the Customer

For completeness and ease of reference the Final Report should include all of the information that has been provided by the customer (i.e. strategy, goals, initiatives, etc. as well as the pain points, issues, constraints and success criteria) and all of the relevant business and technical information that has been gathered during the engagement.

The Final Report is presented to the customer in the format agreed in the Engagement plan, who retain all document masters. The Fujitsu account team, with permission of the customer, may hold copies to facilitate cooperation in later stages of DDTS engagement.

By utilising the newly found and established customer knowledge and relationship the DDTS consultant who delivered the engagement should now work very closely with the Fujitsu account team to assist with the closure of any generated recommendations. This phase will:

- Present the Final Report back to the customer
- Highlight findings and if applicable the results of any additional analysis
- Present our recommendations and how these can be achieved
- Agree next steps and timescales

### 3.6 Phase 6 – Post Engagement Activities

As an engagement is concluding, it is very important to ensure that the closing and post-engagement activities are tied up neatly and in a professional manner. This activity can easily be overlooked but ensuring that this is done in a professional manner helps to cement the relationship that has been built up with the customer over the lifecycle of the engagement, establishes Fujitsu as a trusted business and data partner, and assures smooth transition into the HXD Insight session.

One area that the service focuses on is talking to the decision makers within the customer and understanding their business problems when it comes to data and what solutions they would like to see in the future in order to reduce the challenges of understanding, managing and exploiting their data environment.

Therefore, the information gathered during the service engagements should be analysed and used not only to improve the service but also to develop and align existing and future Fujitsu products, services and offerings. Taking this approach will mean that any future capabilities will have stronger unique selling points thereby not only allowing for the quicker recouping of development costs but also increasing Fujitsu's data profile and overall profitability.

## 4. Delivery Models

The ability of an organisation to understand their data and its locations, the means of managing that data, the relationships between that data and their business and the potential in their data for business transformation can be summarised by placing that organisation on the Fujitsu Data Maturity Model (*add reference when available*). This quantification of a customer's organisational maturity will help with all stages of the Infrastructure and Data Discovery Service, and is particularly useful here to

determine the relevant service delivery model to be relevant to a particular customer. The Infrastructure and Data discovery service has three different delivery models available to account for these different stages of organisational growth.

The Discovery kick-off meeting agrees the applicable delivery model for any particular engagement, and specifies it within the Engagement Plan. It can change during delivery, once started, but only at incremental cost.

Due to the differing sizes and complexities within customers' data infrastructures as well as the flexibility inherent within the Infrastructure and Data Discovery service, the service sizes specified in this section are averages, expressed in chargeable "man days" rather than elapsed time, on which the orderable "productised" services are based. The Engagement plan defines expected elapsed times for an individual discovery service.

It is true that the actual times, activities and deliverables for each engagement will vary, and the durations defined below can only be estimates that will differ from the actuals for any individual service. However, experience suggests that they will be about right in the great majority of customer engagements, and these service sizes should form the pool of agreed consultant time that may be "called off" to deliver an individual discovery service. These three "productised" service delivery models are estimates derived from the typical subsets of the nine more detailed scale and complexity permutations described in section 3, above. Fujitsu should reserve the right to individually assess and price particularly large or complex discovery engagements, but these will be a minority.

### 4.1 Light

This is the shortest engagement type, taking no longer than 10 consultant days to deliver.

Example deliverables are:

- A fully validated architectural view of their physical and logical data infrastructure
- High-level mapping of the data infrastructure to their business requirements
- Fujitsu business and technology recommendations

### 4.2 Detailed

This is the mid-level engagement type, taking no longer than 20 consultant days to deliver.

Example deliverables are:

- A fully validated architectural view of their physical and logical data infrastructure
- High-level mapping of the data infrastructure to their business requirements
- Identification of data areas which offer an immediate benefit to the business, e.g. identification of waste and cost reduction, improvement of data processes, reducing exposure to risk, etc.
- Results of any additional analysis
- Fujitsu business and technology recommendations

### 4.3 Comprehensive

This is the most detailed engagement type, looking at all aspects of an organisation's enterprise data ecosystem. It is the most difficult service size to estimate, but should take no longer than 40 consultant days to deliver: change control is the key to successfully managing the delivery of comprehensive discovery services.

Example deliverables are:

- A fully validated architectural view of their physical and logical data infrastructure
- A detailed mapping of the data infrastructure to their business requirements
- Identification of data areas where an immediate benefit to the business can be achieved, e.g. identification of waste and cost reduction, improvement of data processes, reducing exposure to risk, etc.



- Results of any additional analysis
- Work closely with the customer to develop or refine an enterprise data strategy – this is the comprehensive vision and road map that all organisations need if they are to fully understand, correctly manage and successfully exploit and monetise their data to its full potential
- Work closely with the customer to develop or refine an enterprise data architecture – this is the set of fundamental data principles and master designs that supports the enterprise data strategy in delivering an organisations business requirements and strategic goals
- Fujitsu business and technology recommendations

## 5. Delivery Mechanism

In order to maximise efficiency and provide the optimal service to customers, the Infrastructure and Data discovery service will be delivered through a combination of both on-site (meetings, workshops (if applicable), discovery exercise) and remote activities (telephone calls, WebEx, e-mail). The delivery may take longer if no site visits are possible, because of transient issues such as the Covid-19 pandemic, or constraining security restrictions.

The detailed schedule of these activities is an agreed output of the discovery kick-off meeting ([Section 3.1](#)); all parties must approve the schedule to permit the discovery service to proceed successfully.

## 6. Technologies

In order to gather all of the necessary information for analysis and so ensure that the discovery service achieves optimal recommendations for the customer Fujitsu will utilise the information that is available through a customer's existing data management capabilities. However, it may well be that these do not give a complete view of the customer's estate; in which case Fujitsu will deploy our own techniques, including services from our own catalogue of assessment and installation services utilising industry leading technologies from our exceptional range of technology partners.

This document does not describe those services in detail. They operate at a different, more specific, level of technical engagement than the consultancy discovery service described here, and may be delivered as a subset of this service in the circumstances described here, or independently as part of a customer engagement with a "narrower" focus. This document lists references to such services, so that they may be modified or new ones added without significant modification to this document.

Two such services exist currently, and may be used within the scope of an Infrastructure and Data Discovery service: the DataInspection Service and the SystemInspection Service.

There are several potential issues during the deployment of external tools within a customer's infrastructure. Network and data security is often a concern, along with the achieving complete coverage of customers' often complex network topologies. The introduction of new tools into a customer estate can also be a time consuming process as customer change control processes can be exhaustive and lengthy. To mitigate these issues, Fujitsu will only deploy tools conforming to industry security standards for a "light deployment" – which is to say, tools are agentless and monitored from a single point. Both the referenced services conform to this principle.

## 7. Business Benefits

The benefits that an organisation can derive from a correct understanding of its physical and logical data architecture and the alignment of that architecture against its business strategy and requirements are profound, and as discussed above, are individual to each customer. This process will identify particular business problems to address, but examples can include:

- Early classification of data against standard attributes, to assure optimal technological fit of data to platform.
- Early identification of 'quick wins' to reduce cost, mitigate risk and improve service levels within the estate
- Optimal use of money, skills and knowledge to effectively structure the data budget and capabilities over time and against demonstrable business outcomes

- Elimination of wastage within the data estate, by the removal of replicated storage and data, orphaned data, inappropriate technology solutions and inadequate management process
- The ability to effectively exploit innovation through the rapid and timely production of credible and viable data solutions that meet business requirements
- Developing the foundation of an Enterprise Data Strategy and an Enterprise Data Architecture, imperatives for any organisation looking to successfully exploit and monetise its data or embark on a digital transformation journey, and providing a sound beginning for a journey through the Fujitsu Digital Driven Transformation Strategy!

## 8. Target Organisations

As discussed above, all organisations (irrespective of size, location or sector) are now data organisations, and must consider themselves so to provide the capability to deliver successfully against their business objectives. Therefore, the Infrastructure and Data discovery service is applicable to any organisation who is looking gain a greater understand of their data in order to:

- Deliver digital transformation
- Develop an enterprise data strategy and architecture
- Exploit and monetise their data to its maximum potential
- Apply emerging scientific disciplines, such as Data Science, Machine Learning and Neural Networks, to their business
- Grow their business, in terms of market share, profit margin or geographical reach
- Improve and enhance their customer intimacy
- Introduce new business processes and offerings
- Introduce new technologies, in infrastructure, automation, software or operational services
- Manage costs and improve efficiencies
- Increase business agility and flexibility and merge or demerge any new enterprises
- Assure and demonstrate appropriate security process and function
- Maintain auditable compliance to regulation and legislation
- Manage business, project and technology risk

In terms of the Fujitsu Data Maturity model, ideal target organisations are those customers assessed as falling within levels 2 and 3; that is, customers who aware of the need to improve their utilisation of data but not at the end of their journey. Fujitsu's DDTS approach will maximally benefit such organisations. Organisations falling within level 1 will be difficult to persuade that an issue exists, and probably too expensive to transform. Organisations falling within level 4 are already delivering value from their data and unlikely to need our help!

Very highly secure customers, often in the defence or central government sectors, are also suboptimal targets for DDTS. Such customers, particularly those who need high levels of security clearance to permit access and manipulation of their data, can be expensive to deliver services to, and should not be prioritised for DDTS unless a strategic target.

## 9. Summary

In recent years there has been an emerging consensus about the potential of data exploitation; "data is the new oil". While this is an oversimplified statement, there can be no doubt that data volumes are growing at vast rates, and that the business awareness of the criticality of data and its management is growing at an accelerating rate. Most, if not all, organisations of any size and in all sectors hold significant volumes of data. That data and the information it embodies are now one of all organisations' most vital and valuable business assets.

## Infrastructure and Data Discovery – Service Description

As an organisation's data landscape continues to evolve and grow, that data will need to be stored, protected, secured, analysed, shared, aligned, managed and exploited in volumes and through mechanisms that were inconceivable a decade ago, such as Artificial Intelligence. However, many organisations are attempting to undertake these activities within the confines of current business processes and technology capabilities which in many cases are not capable even of enumerating and managing all their data repositories, let alone delivering the data benefits demanded by the business.

Therefore, the purpose of the Infrastructure and Data Discovery service is to help organisations gain a better understanding of their enterprise data ecosystem not only from a physical and logical architectural perspective, but also from a strategic business perspective, providing them with a solid platform for their digital transformation journey.

The Infrastructure and Data discovery service utilises both industry proven data discovery and management technologies ([Section 6](#)) and Fujitsu's extensive data experience to ensure that an organisations' physical and logical data assets are captured, understood and correctly aligned across all areas of their business. The application of both technology and business perspectives allows management, exploitation and monetisation of data across its full lifecycle and to its maximum potential.

The Infrastructure and Data Discovery service is an essential early step in the Fujitsu Data Driven Transformation Strategy. It acquires the baseline information without which any transformation is impracticable: you cannot plan a route to get where you want to be, if you do not know where you are.