Business Definition Management

The content layer for semantic layers and data catalogues — ready to white-label and integrate today

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The Content Layer for Semantic Layers & Data Catalogues

234 production-ready definitions plus 1,000 relationship mappings — ready to white-label and integrate into your platform immediately

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For platform vendors: dbt Labs, Databricks, Collibra, Snowflake, Monte Carlo, Atlan

Your Customers Are Stuck Between Data and Decisions

"What Should We Define?"

"We bought [Platform], but it's empty. What KPIs do we need? What data quality dimensions matter? Which standards should we implement?"

— *VP Analytics, Fortune 500 Retailer*

"How Do Definitions Relate?"

"We have 47 KPIs defined, but which data quality issues break each one? What's the dependency graph? How do they interconnect?"

— *CDO, Global Manufacturer*

"What Do We DO With Definitions?"

"OK, we've catalogued our metrics. Now what? How do we turn this theoretical framework into actionable insights and implementation?"

— *Data Lead, Financial Services*

🗋 **The Gap:** Platforms provide tools for execution (semantic layers) and organisation (catalogues), but customers desperately need help with definition management itself

Introducing Business Definition Management

A new category for data governance that completes your platform stack

Just as semantic layers revolutionised metric execution and data catalogues organised metadata, **Business Definition Management (BDM)** completes the stack by managing the critical content layer your customers need.

KPIs & Metrics

What to measure, how to calculate it, complete business context and industry benchmarks

Data Quality Dimensions

What quality truly means, how to assess it systematically across your data estate

Data Standards

Validation rules, reference data, formatting requirements, governance policies

Business Processes

Lifecycle stages, process dependencies, contextual mapping across operations

Semantic Layers

Execute queries consistently (dbt, Cube, AtScale)

Data Catalogues

Organise metadata (Collibra, Alation, Atlan)

BDM ⇐ NEW

Manage business definitions and their intelligent relationships

Made with GAMMA

Why BDM Matters: The Proof Point

Without BDM

Customers pay consultants £200K+ for implementation guidance

Customer: "I want to track Inventory Turnover"

Platform: "Here's the formula"

Customer: "Great... but what data quality issues will break it? Which standards do I implement first? What processes are affected? What's the implementation roadmap?"

Platform: "🤷 Hire McKinsey for £200K"

With BDM

Auto-generated implementation charters in 5 minutes

Customer: "I want to track Inventory Turnover"

Platform: "Here's your complete project charter"

- **Business case & ROI analysis**

- **Critical data quality requirements**

  (Accuracy 85%, Completeness 75%, Timeliness 60%)

- **Required standards implementation**

  (SKU format, transaction validation, location master data)

- **Process dependencies mapped**

  (P2P stages 3-4, O2C stages 4-5, R2R stage 4)

- **90-day implementation roadmap**

  With clear milestones and deliverables

🗒 **Live Demo:** chartr.quirkyswirl.com — This is ONE application enabled by BDM's relationship intelligence. Platform vendors can build many more on top of this foundation.

Made with GAMMA

What We've Built: Complete BDM Platform

Layer 1: BDM Core Platform

- 22-table PostgreSQL schema with full referential integrity
- REST APIs — fully documented with OpenAPI specification
- Multi-tenant architecture with row-level security
- Governance workflows: change requests, approvals, complete audit trail
- **Live at:** definitions.quirkyswirl.com

Layer 2: Foundation Content

234 production-ready definitions across four critical types:

- 68 KPIs (Financial, Operations, HR, IT, Logistics, Manufacturing, Energy, Supply Chain)
- 60 Data Quality Dimensions (DAMA-aligned framework)
- 50 Data Standards (Reference data, validation rules, formatting)
- 7 Business Lifecycles (O2C, P2P, H2R, R2R, etc.) with 49 stages

~1,000 intelligent relationship mappings showing how everything interconnects

Layer 3: Reference Applications

- **Charter Generation:** Auto-generate implementation charters (chartr.quirkyswirl.com, clavis.iyer.dev)
- **Network Visualisation:** Interactive relationship graphs
- **Impact Analysis:** Show how changes propagate through your definitions
- **Maturity Assessment:** Gauge data governance readiness

Platform vendors can build additional applications on top of this foundation

Integration & Value Delivery

From integration to customer value in 90 days

For Platform Vendors

01

Integrate BDM Core (4-6 weeks)

- White-label the BDM platform
- Configure with YOUR definitions (or start with our 234)
- Map YOUR relationships (or use our 1,000 as templates)
- Brand it as part of your product offering

02

Enable Applications (2-4 weeks)

- Deploy charter generation or other reference apps
- Configure for your customers' specific workflows
- Integrate seamlessly into your existing UI
- Train your customer success team thoroughly

03

Deliver Value (Immediate)

- Customers define KPIs, quality dimensions, standards in YOUR platform
- Intelligent relationship mappings guide their decisions
- Auto-generated charters show clear implementation roadmaps
- Expensive consultants replaced by built-in intelligence

For Your Customers

Before BDM

Empty platform → Hire expensive consultants → 18-month project timeline → £500K total cost → Delayed value realisation

With BDM

Guided definition creation → Intelligent relationship mapping → Auto-generated implementation plans → Start delivering value in weeks

Your New Sales Pitch: "Our platform includes Business Definition Management — manage all your KPIs, data quality dimensions, and standards in one unified place, with auto-generated implementation charters for every single metric you need."

Integration is Trivial

We've made this remarkably easy for your engineering teams

REST APIs (Fully Documented)

GET /api/kpis
List all KPIs with metadata

GET /api/kpis/{slug}
Get KPI details including formula, examples, DQ dependencies

GET /api/dq-dimensions
List all data quality dimensions

GET /api/standards
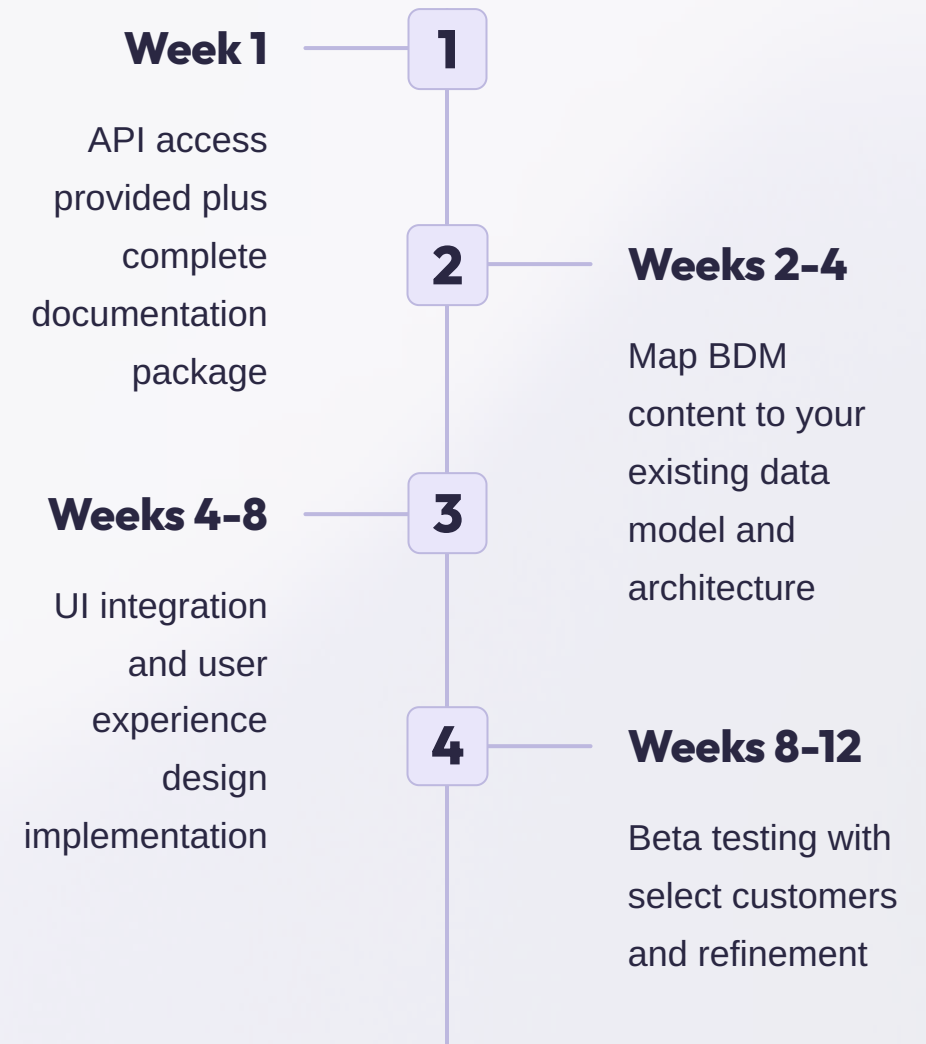List all data standards

GET /api/interconnections/graph
Get complete relationship mappings

White-Label Ready

- Rebrand as your proprietary content
- Embed seamlessly in your UI/UX
- Serve via your existing APIs
- Fully customisable to your needs

Integration Timeline

Week 1 — **1**

API access provided plus complete documentation package

2 — **Weeks 2-4**

Map BDM content to your existing data model and architecture

Weeks 4-8 — **3**

UI integration and user experience design implementation

4 — **Weeks 8-12**

Beta testing with select customers and refinement

90 days

From signed deal to customer-facing feature in production

Business Model Options

Flexible deal structures to match your strategic priorities

Option A: Annual Licence (Non-Exclusive)

Terms:

- £500K per year licence fee
- Access to all 234 definitions plus relationship mappings
- Full white-label rights for your brand
- Quarterly content updates included
- Ongoing support and integration assistance

Best For: Multiple platforms want access to the content foundation

Option B: Exclusive Licence

Terms:

- £750K-1M per year
- Exclusive rights in your market category
- Priority feature development aligned to your roadmap
- Co-marketing opportunities and joint GTM
- 5-year term with renewal options

Best For: You want to own BDM as a key competitive differentiator

Option C: Acquisition

Terms:

- £3-5M total purchase price
- Complete transfer of all IP plus codebase
- Founder transition support (6-12 months)
- Ongoing development and enhancement support

Best For: Make BDM a permanent core platform feature under your full control

Why Now & Why Us

Perfect Market Timing

MARKET TIMING OPPORTUNITY GROWTH

Semantic layers are hot

dbt, Cube, AtScale seeing massive adoption

Data catalogues are hot

Collibra, Alation, Atlan experiencing rapid growth

But BOTH face the "empty catalogue" problem

Customers don't know what to define or how to start

Transform acquisition proves content has real value

The market validates content-as-differentiator strategy

Our Proven Advantage

Already Built

70% platform complete, all definitions production-ready and field-tested

Empirical Validation

25 years Fortune 500 experience: £4B port operator, aviation IT, global manufacturing

Proven Methodology

System counting plus rigorous definition management research foundation

Fast Integration

90 days to customer-facing — start delivering value immediately

Founder Background

- MDM Product Manager, Global Port Operator (£4B revenue)
- Senior Technical Project Manager, Aviation IT (400+ airlines)
- 25 years data management experience at Fortune 500 companies

Timeline: Available for integration Q2 2025. Decision needed by end Q1 2025 — other platform buyers are actively interested.