DAIS-10 RESPONDS WHEN A CUSTOMER HAS DIED

DAIS-10 does **not** interpret events like "death" emotionally or medically. It interprets them **as changes in attribute meaning, tiering, and governance requirements**.

The death of a customer affects **three areas**:

1. MEANING ROLE CHANGES (MCM-10)

The event introduces or updates attributes such as:

- date_of_death
- deceased_flag
- status (e.g., Active → Deceased)

DAIS-10 Meaning Interpretation

- date_of_death becomes **Meaning-Defining** for the customer's *current state*
- deceased_flag becomes **Meaning-Enhancing**
- status becomes **Meaning-Enhancing**

Because these attributes now define the **interpretation** of all other customer data.

2. TIER CHANGES (TIERING SYSTEM)

Before death

- status = Contextual (C)
- date_of_death = Not applicable
- deceased_flag = Not applicable

After death

date_of_death →	Tier E (Essential) It defines the customer's state and is required for all downstream meaning.
deceased_flag →	Tier E-C (Semi-Essential) It is required to interpret the customer's lifecycle.
Status →	Tier C (Contextual) Still contextual, but now tied to essential meaning

3. CONTINUUM SCORING (SICM-10)

DAIS-10 assigns new scores:

Attribute	Score	Reason
date_of_death	95	Critical meaning for lifecycle state
deceased_flag	82	Required for interpretation
Status	60	Contextual but important

4. FADING LOGIC (DIFS-10)

DAIS-10 assigns subzones:

Attribute	Subzone
date_of_death	E1
deceased_flag	EC1
Status	C2

5. INTERPRETATION (QFIM-10)

Attribute	Interpretation
date_of_death	Critical Meaning
deceased_flag	High Meaning
Status	Moderate Meaning

6. GOVERNANCE RULES TRIGGERED

DAIS-10 triggers **governance actions**, not emotional ones.

Governance Requirements

- Essential attributes must be **complete**
- No NULLs allowed
- Must be validated
- Must be audit-logged
- Must be version-controlled

Operational Actions

- Customer marked as inactive
- Downstream systems notified
- Compliance rules applied (e.g., retention, privacy)
- Marketing suppression rules triggered

- Risk and legal workflows updated

DAIS-10 does **not** decide what the business should do — it ensures the **data meaning and governance** are correct.

7. AMD-10 DIAGNOSTICS

DAIS-10 runs diagnostics to ensure:

- Meaning roles updated correctly
- Tiering is consistent
- Scores reflect new meaning
- Governance rules applied
- Audit logs updated

If anything is missing, AMD-10 flags:

- **Critical** (if date_of_death missing)
- **Major** (if deceased_flag missing)
- **Minor** (if status not updated)

SUMMARY: DAIS-10'S RESPONSE TO A CUSTOMER DEATH

DAIS-10 does **not** react emotionally. It reacts **semantically and structurally**.

DAIS-10 Response

- Updates meaning roles
- Reassigns tiers
- Recalculates scores
- Applies governance rules
- Triggers diagnostics
- Ensures auditability

This is the exact behavior of how a standards driven data governance system works.

TEST CASE: EVENT OF FRAUD-- DAIS-10 RESPONDS TO A FRAUD EVENT

A fraud event is not emotional, moral, or legal in DAIS-10 terms — it is a **semantic shift** that changes the meaning of certain attributes and introduces new ones.

DAIS-10 reacts through:

- Meaning reclassification
- Tier elevation
- Score recalibration
- Governance intensification
- Diagnostic triggers

Below is the full pipeline.

1. MEANING ROLE CHANGES (MCM-10)

A fraud event introduces or updates attributes such as:

- fraud_flag
- fraud_score
- fraud_event_date
- fraud_type
- investigation_status

DAIS-10 Meaning Interpretation

- fraud_event_date → **Meaning-Defining** It defines the lifecycle state of the account or customer.
- fraud_flag → **Meaning-Enhancing** Required to interpret the customer/account status.
- fraud_score → **Meaning-Extending** Analytical, not definitional.
- investigation_status → **Meaning-Enhancing** Required for interpretation of the fraud lifecycle.

2. TIER ASSIGNMENT

Fraud-related attributes typically elevate in tier because they now define or influence meaning.

Attribute	Tier	Reason
fraud_event_date	E	Defines a critical lifecycle event
fraud_flag	E-C	Required for interpretation
investigation_status	C	Contextual but important
fraud_score	N	Analytical enrichment

3. SICM-10 SCORING (0–100)

DAIS-10 assigns new scores based on meaning density:

Attribute	Score	Zone
fraud_event_date	92	Zone 1 (Essential)
fraud_flag	78	Zone 2 (Semi-Essential)
investigation_status	58	Zone 3 (Contextual)
fraud_score	15	Zone 5 (Enrichment)

4. DIFS-10 FADING SUBZONES

Attribute	Subzone	Explanation
fraud_event_date	E1	Highest meaning density
fraud_flag	EC1	Transitional essential
investigation_status	C2	Mid-contextual

5. QFIM-10 INTERPRETATION

Attribute	Interpretation
fraud_event_date	Critical Meaning
fraud_flag	High Meaning
investigation_status	Moderate Meaning
fraud_score	Minimal Meaning

6. GOVERNANCE RULES TRIGGERED

Fraud events trigger **high-intensity governance**.

Governance Requirements

- Essential attributes must be **complete**
- No NULLs allowed
- Must be validated
- Must be audit-logged
- Must be version-controlled
- Must be included in compliance workflows

Operational Actions

DAIS-10 does not decide business actions — it ensures **data meaning and governance** are correct.

Typical downstream actions:

- Freeze account
- Notify fraud team
- Trigger compliance workflows
- Update risk systems
- Suppress marketing
- Update customer lifecycle state

7. AMD-10 DIAGNOSTICS

Fraud events automatically trigger diagnostics.

Critical Tests

- Is fraud_event_date present?
- Is fraud_flag updated?
- Is investigation_status valid?

Major Tests

- Are governance rules applied?
- Are audit logs updated?

Minor Tests

- Is fraud_score within expected range?

SUMMARY: DAIS-10'S RESPONSE TO A FRAUD EVENT

DAIS-10 responds **semantically**, not emotionally.

DAIS-10 Response

- Updates meaning roles
- Elevates tiers
- Recalculates scores
- Applies governance rules
- Triggers diagnostics
- Ensures auditability
- Enforces lifecycle integrity

HOW DAIS-10 RESPONDS WHEN A RECORD'S COMPLIANCE DATE HAS EXPIRED

When a compliance date passes, DAIS-10 triggers **meaning shifts**, **tier changes**, and **governance escalations**.

This is one of the strongest use cases for DAIS-10 because compliance expiry directly affects:

- Attribute meaning
- Attribute importance
- Governance intensity
- Audit requirements
- Lifecycle state

Let's walk through the full DAIS-10 pipeline.

1. MEANING ROLE CHANGES (MCM-10)

A compliance expiry introduces or updates attributes such as:

- compliance_expiry_date
- compliance_status
- retention_status
- archival_flag

DAIS-10 Meaning Interpretation

- compliance_expiry_date → **Meaning-Defining** It defines the lifecycle state of the record.
- compliance_status → **Meaning-Enhancing** Required to interpret the record's regulatory posture.
- archival_flag → **Meaning-Enhancing** Required for lifecycle interpretation.
- retention_status → **Meaning-Extending** Analytical, not definitional.

2. TIER ASSIGNMENT

After compliance expiry, tiers **elevate** because the meaning becomes more critical.

Attribute	Tier	Reason
compliance_expiry_date	E	Defines lifecycle state
compliance_status	E-C	Required for interpretation
archival_flag	C	Contextual but important
retention_status	C-N	Semi-contextual

3. SICM-10 SCORING (0–100)

DAIS-10 assigns new scores:

Attribute	Score	Zone
compliance_expiry_date	94	Zone 1 (Essential)
compliance_status	80	Zone 2 (Semi-Essential)
archival_flag	52	Zone 3 (Contextual)
retention_status	28	Zone 4 (Semi-Contextual)

4. DIFS-10 FADING SUBZONES

Attribute	Subzone
compliance_expiry_date	E1
compliance_status	EC1
archival_flag	C2
retention_status	CN1

5. QFIM-10 INTERPRETATION

Attribute	Interpretation
compliance_expiry_date	Critical Meaning
compliance_status	High Meaning
archival_flag	Moderate Meaning
retention_status	Low Meaning

6. GOVERNANCE RULES TRIGGERED

Compliance expiry triggers **high-intensity governance**.

Governance Requirements

- Essential attributes must be complete
- No NULLs allowed
- Must be validated
- Must be audit-logged
- Must be version-controlled
- Must be included in compliance workflows

Operational Actions (DAIS-10 does not decide these — it enforces data meaning)

- Record may be locked
- Record may be archived

- Record may be restricted
- Retention workflows triggered
- Legal/compliance teams notified
- Downstream systems updated

DAIS-10 ensures **semantic correctness**, not business policy.

7. AMD-10 DIAGNOSTICS

Compliance expiry triggers diagnostics automatically.

Critical Tests

- Is compliance_expiry_date present?
- Is compliance_status updated?

Major Tests

- Are governance rules applied?
- Are audit logs updated?

Minor Tests

- Is archival_flag consistent?

SUMMARY: DAIS-10'S RESPONSE TO COMPLIANCE EXPIRY

DAIS-10 reacts **semantically**, not legally.

DAIS-10 Response

- Meaning roles change
- Tiers elevate
- Scores recalculated
- Governance intensifies
- Diagnostics triggered
- Auditability enforced

DATA OF CUSTOMER TO OLD CUSTOMER SHIFT, AND POTENTIAL TO CUSTOMER SHIFT

Here's the **DAIS-10 interpretation** of your scenario, written in the same enterprise grade, meaning centric style as the rest of the standard.

You're describing **two lifecycle transitions**:

1. **Customer → Old Customer**
2. **Potential Customer → Customer**

DAIS-10 treats both as **semantic state changes**, which means:

- Meaning roles change
- Tiers change
- Scores change
- Governance rules change
- Diagnostics are triggered

Below is the full DAIS-10 pipeline for both transitions.

SCENARIO 1 — Customer → Old Customer Shift

This usually happens when:

- Customer becomes inactive
- No transactions for X months
- Account closed
- Customer churned
- Customer lifecycle ended

DAIS-10 interprets this as a **meaning shift**, not an emotional or business decision.

1. Meaning Role Changes (MCM-10)

New or updated attributes:

- customer_status
- last_active_date
- churn_flag
- closure_date

Meaning Interpretation

Attribute	Meaning Role
closure_date	Meaning-Defining
churn_flag	Meaning-Enhancing
last_active_date	Meaning-Enhancing
customer_status	Meaning-Enhancing

Tier Changes

Attribute	Tier	Reason
closure_date	E	Defines lifecycle state
churn_flag	E-C	Required for interpretation
last_active_date	C	Contextual meaning
customer_status	C	Contextual meaning

SICM-10 Scoring

Attribute	Score
closure_date	92
churn_flag	78
last_active_date	55
customer_status	48

Governance Rules Triggered

- Customer marked as inactive
- Marketing suppression rules applied
- Retention/archival workflows triggered
- Compliance rules updated
- Audit logs updated

AMD-10 Diagnostics

Critical tests:

- Is closure_date present?
- Is churn_flag updated?
- Is customer_status updated?

SCENARIO 2 — Potential Customer → Customer Shift

This is a **promotion event** in the lifecycle.

A potential customer becomes a real customer when:

- They register
- They purchase
- They sign a contract
- They activate an account

DAIS-10 treats this as a **meaning elevation**.

1. Meaning Role Changes (MCM-10)

New or updated attributes:

- customer_id
- activation_date
- conversion_flag
- conversion_source

Meaning Interpretation

Attribute	Meaning Role
customer_id	Meaning-Defining
activation_date	Meaning-Defining
conversion_flag	Meaning-Enhancing
conversion_source	Meaning-Enhancing

2. Tier Changes

Attribute	Tier	Reason
customer_id	E	Identity-defining
activation_date	E	Defines lifecycle start
conversion_flag	E-C	Required for interpretation
conversion_source	C	Contextual

3. SICM-10 Scoring

Attribute	Score
customer_id	98
activation_date	95
conversion_flag	82
conversion_source	58

4. Governance Rules Triggered

- Essential attributes must be complete
- No NULLs allowed
- Identity must be validated
- Customer lifecycle must be initialized
- Audit logs must record conversion event

5. AMD-10 Diagnostics

Critical tests:

- Is customer_id present?
- Is activation_date present?
- Is conversion_flag updated?

DAIS-10 Summary of Both Transitions

Customer → Old Customer

- Meaning decreases
- Governance shifts to retention/archival
- Compliance rules intensify
- Diagnostics check lifecycle closure

Potential Customer → Customer

- Meaning increases
- Governance shifts to identity validation
- Essential attributes become mandatory
- Diagnostics check lifecycle initiation

DAIS-10 handles both transitions **semantically**, ensuring:

- Meaning roles update
- Tiers update
- Scores update
- Governance rules update
- Diagnostics validate correctness

DAIS-10: CROSS-DEPARTMENTAL INSIGHT

DAIS-10 handles this beautifully because it is **meaning centric**, not system centric.

Below is the **full DAIS-10 classification pipeline** for:

- **Production Department Product Data**
- **Quality Department Product Data**
- **Safety Department Product Data**

This will show you exactly how DAIS-10 behaves when the *same product* is viewed through *three different departmental meanings*.

1. PRODUCTION DEPARTMENT — Product Data

Meaning Driver: Manufacturing, throughput, process control

Primary Question:

"What defines the product as it moves through production?"

MCM-10 Meaning Roles

Attribute	Meaning Role	Reason
product_id	Meaning-Defining	Identity in production
batch_number	Meaning-Defining	Defines production run
production_date	Meaning-Enhancing	Required to interpret batch
machine_id	Meaning-Enhancing	Required for traceability
operator_id	Meaning-Enhancing	Required for accountability
cycle_time	Meaning-Extending	Analytical
downtime_minutes	Meaning-Extending	Analytical

Tiering

Attribute	Tier
product_id	E
batch_number	E
production_date	E-C
machine_id	C
operator_id	C
cycle_time	C-N
downtime_minutes	N

SICM-10 Scoring

Attribute	Score
product_id	98
batch_number	95
production_date	82
machine_id	60
operator_id	58
cycle_time	32
downtime_minutes	15

2. QUALITY DEPARTMENT — Product Data

Meaning Driver: Conformance, defects, inspection, compliance

Primary Question:

"What defines the product's quality state?"

2.1 MCM-10 Meaning Roles

Attribute	Meaning Role	Reason
product_id	Meaning-Defining	Identity for quality record
inspection_date	Meaning-Defining	Defines quality lifecycle
defect_code	Meaning-Enhancing	Required for interpretation
defect_severity	Meaning-Enhancing	Required for risk
inspector_id	Meaning-Enhancing	Required for audit
test_results	Meaning-Extending	Analytical
rework_required	Meaning-Enhancing	Required for disposition

2.2 Tiering

Attribute	Tier
product_id	E
inspection_date	E
defect_code	E-C
defect_severity	E-C
inspector_id	C
rework_required	C
test_results	N

2.3 SICM-10 Scoring

Attribute	Score
product_id	98
inspection_date	94
defect_code	88
defect_severity	82
inspector_id	55
rework_required	52
test_results	18

3. SAFETY DEPARTMENT — Product Data

Meaning Driver: Hazard control, compliance, incident prevention

Primary Question:

"What defines the product's safety risk?"

3.1 MCM-10 Meaning Roles

Attribute	Meaning Role	Reason
product_id	Meaning-Defining	Identity for safety record
hazard_classification	Meaning-Defining	Defines safety meaning
safety_data_sheet_version	Meaning-Enhancing	Required for interpretation
incident_flag	Meaning-Enhancing	Required for risk
incident_severity	Meaning-Enhancing	Required for compliance
ppe_required	Meaning-Enhancing	Required for safe handling
storage_temperature	Meaning-Extending	Analytical
handling_instructions	Meaning-Extending	Analytical

3.2 Tiering

Attribute	Tier
product_id	E
hazard_classification	E
safety_data_sheet_version	E-C
incident_flag	E-C
incident_severity	C
ppe_required	C
storage_temperature	C-N
handling_instructions	N

3.3 SICM-10 Scoring

Attribute	Score
product_id	98
hazard_classification	96
safety_data_sheet_version	84
incident_flag	80
incident_severity	62
ppe_required	58
storage_temperature	35
handling_instructions	12

DAIS-10 CROSS-DEPARTMENTAL INSIGHT

This is where DAIS-10 shines.

The same product has different meaning depending on the department.

Attribute	Production Meaning	Quality Meaning	Safety Meaning
product_id	Identity	Identity	Identity
batch_number	Essential	Not relevant	Not relevant
defect_code	Not relevant	Essential	Not relevant
hazard_classification	Not relevant	Not relevant	Essential
inspection_date	Not relevant	Essential	Not relevant
safety_data_sheet_version	Not relevant	Not relevant	Semi-Essential

DAIS-10 handles this perfectly because:

- Meaning is **contextual**
- Importance is **department-specific**
- Governance is **tier-driven**
- Scoring is **semantic**
- Diagnostics are **attribute-level**