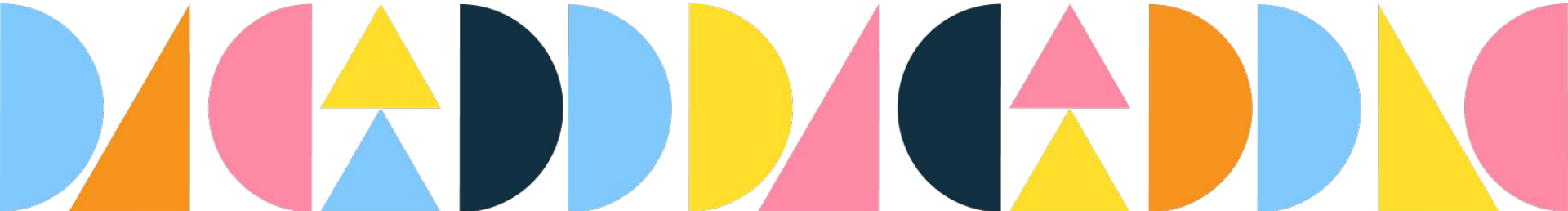
PUBLIC | G-CLOUD 14

Data Strategy

PUBLIC

About PUBLIC

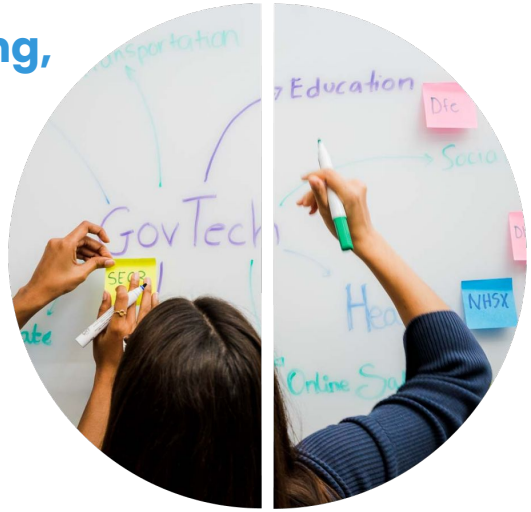


Our Mission | Why do we exist?

PUBLIC

PUBLIC is a **digital transformation partner committed to helping the public sector turn innovative ideas into practical solutions.**

Our mission is to **help the public sector deliver outstanding, digitally-enabled services for citizens.**



We exist to help build a public sector that:

- ➔ Leverages **new technology to deliver better societal outcomes**
- ➔ Activates an **empowered, digitally-equipped workforce**
- ➔ Thrives on its own as an **innovation powerhouse** in its own right

PUBLIC

Our Approach | The transformation life cycle

We categorise the **digital transformation life cycle** into four distinct stages and we work with our clients to provide them with the specialist support, expertise and solutions they need at each stage.

This allows us to get our clients from **'What problems do we have?'**...

...all the way to **'We have the technology, skills and organisational approach to solve existing and emerging problems in innovative ways'.**

PUBLIC

Our Expertise | Where do we focus our work?

Our 6 Areas of Expertise built by deep experience, proprietary methodologies and proven success

Local Government

- Digital & Data Strategies
- Training for Officers & Members
- Leadership & Technical Advisory
- Spend Analysis & Benchmarking

Security & Online Safety

- Digital Policy Advisory
- Regulatory Design & Implementation
- Digital Product Design
- National Security Solutions

Digital, Data & Technology

- DDaT Strategy & Transformation
- Application & Platform Development
- Data Science & Engineering
- Responsible AI Advisory

Commercial, Spend & Impact

- Procurement & Commercial
- Finance & FinTech
- Monitoring & Evaluation
- Sustainability & Social Value

Open Innovation Programmes

- Challenge Programmes
- Startup Accelerators & Boot Camps
- Innovation Grant Management
- Startup Events & Engagement

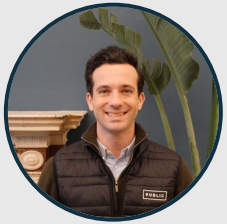
Learning & Workforce Transformation

- Learning-Oriented Discovery
- Transformation Learning Programmes
- Targeted Digital Upskilling
- Executive Coaching & Placements

Our Team | Leadership

PUBLIC

A team with unrivalled experience & expertise



Alexander de Carvalho

CEO & Co-Founder

- Venture investor & entrepreneur
- 10+ years in private equity, investment banking & Family Office
- Non-executive director of Heineken NV

Rona Harvey

COO

- Ex-Google; 16+ years working in tech
- Experience in global sales, strategy & operations, business development and sales consulting

Ryan Shea

Managing Director

- 10+ years of technology, strategy, and public sector expertise across both US and UK
- Ex- Monitor Deloitte, London Business School MBA.

Our Clients & Partners | Who do we work with?

PUBLIC

Central Government

- Ministry of Defence
- Ministry of Justice
- Crown Commercial Service
- Department for Energy Security & Net Zero
- Department for Business & Trade
- Cabinet Office
- NHS England
- Department for Science, Innovation, & Technology
- Department for Levelling Up, Housing & Communities

Local Authorities

- Cambridge City Council
- Greater Manchester Combined Authority
- Local Government Association
- Llywodraeth Cymru Welsh Government
- Hackney
- City of Westminster
- Teignbridge .gov.uk

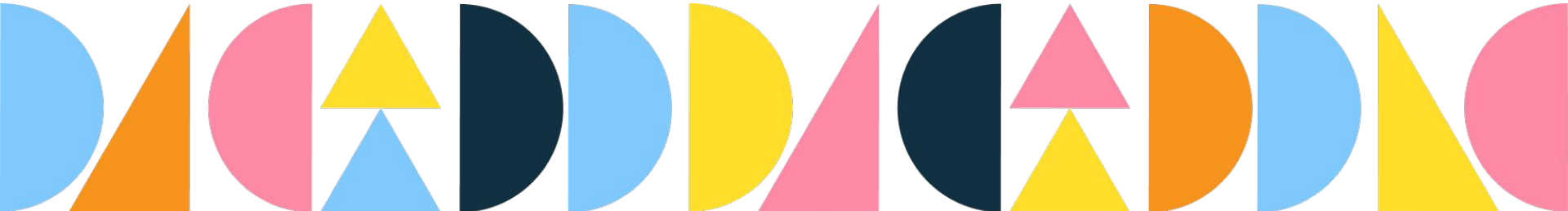
Public Agencies

- Ofcom
- European Commission
- Office for Product Safety & Standards
- ofgem
- NPCC National Police Chiefs' Council
- Geospatial Commission
- Health Innovation Manchester
- The Health Foundation
- Equality and Human Rights Commission

Private Sector

- nationalgridESO
- airbnb
- aws
- Google
- Heineken
- mastercard

Service Offering
- Data Strategy



Data Strategy

PUBLIC’s offering:

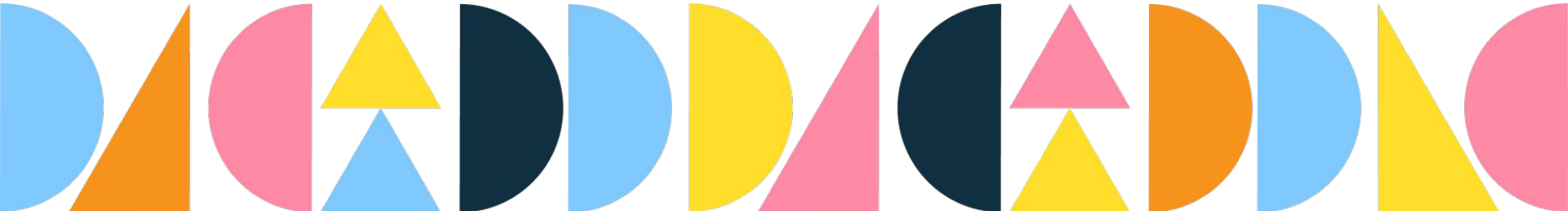
What: PUBLIC provides an end-to-end data strategy service designed to enhance the digital and data capabilities of government clients, focused on enabling cloud capability. This offering includes audits of data sources and IT systems, identification of core needs and gaps, development of customised cloud implementation roadmap, and support on delivery. By focusing on optimising data usage and management, PUBLIC aims to transform public sector organisations into data-driven and cloud-enabled entities that can effectively meet their operational and service delivery goals.

How: The delivery of PUBLIC's data strategy service begins with a detailed assessment of the client's current data capabilities and cloud infrastructure. PUBLIC employs a mix of workshops, stakeholder interviews, and data ecosystem analyses to identify areas of improvement and develop a customised implementation roadmap. This roadmap typically includes steps for technology integration, skill development, and process optimisation, all supported by ongoing consultancy and support services to ensure successful adoption and adaptation.

Why: Government organisations collect data from a wide array of sources and often store them in disparate IT and data systems that cannot communicate with each other. This lack of integration creates a barrier to improved public services, more efficient operations, and informed policy-making. PUBLIC's data strategy offering equips government bodies with the tools and knowledge necessary to make informed decisions, improve operational efficiency, and enhance service delivery to the public.

Potential Customers: PUBLIC engages a wide range of customers within the public sector, including local and national government agencies, healthcare organizations, and educational institutions. These clients often face unique challenges such as budget constraints, legacy systems, and complex regulatory environments. PUBLIC's data strategy services are designed to be flexible and scalable, making them suitable for a variety of public sector entities looking to leverage digital transformation to meet their specific needs and objectives.

Data Strategy
How does it work?

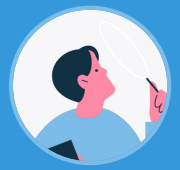


We help you drive operational efficiencies, unlock new insights, and improve citizen services through integrated data in the cloud

The challenge

Government organisations collect data from a wide array of sources and often store them in **disparate IT and data systems that cannot communicate with each other.** This lack of integration creates a **barrier to improved public services, more efficient operations, and informed policy-making.**

What we do



Our Data Strategy offering is designed to address this challenge, offering a strategic solution that helps you **determine where data integration can create the most value for you;** consolidate relevant data sources; and outline a **clear, actionable cloud capability roadmap** so that unified data can improve services and innovation.

The value we deliver

The following slides describe **what problems** we've encountered in organisations like yours; **the methodologies, solutions, and technologies we use to solve them**; what we deliver; and the **positive outcomes** that result from this work.

£15 million

Average cost to business of poor data quality[1]

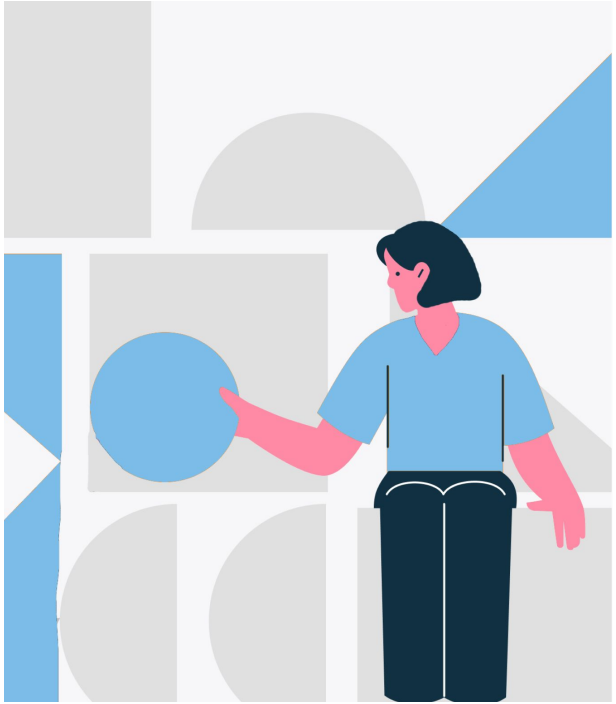
-30%

Average reduction in business revenue due to poor data quality[2]

1. Gartner 2. Infocleanse

“How can we make sense of all the data in our organisation?”

From local authorities to central government, we have heard our clients say that they need help properly understanding the value that AI is going to bring them before they go and buy it.



Specifically, we help our clients:

- **Prioritise** which parts of their IT and data ecosystem to integrate first, based on customer need
- **Access data:** Gain access to the data they need to execute on their mandate as an organisation
- **Efficiently and securely integrate** those IT and data systems in the cloud
- **Creating a long-term, organisation-wide plan** for improved data interoperability

Our methodology

We offer three tiers of support, ranging from foundational (short and sharp) to complex (ongoing over time)

	Foundational			Dynamic	Complex
	1. Align Understand the organisation's mandate & strategic priorities	**2. Assess** Audit organisational functions, workflows, technology, and data	**3. Progress** Identify opportunities	**4. Synthesise:** Develop roadmaps to integrate data and solve high-priority use cases	**5. Deliver:** Deliver full data transformation
Key considerations to address	- What are your organisational goals and objectives? - What are the key functions and activities that require data, and what are the specific data needs?	- What data do you have, and in what systems is it stored? - What is the content and quality of the data? - What are the core challenges to address across the IT infrastructure?	What are the key opportunity areas? What will make the most difference for your organisation, staff, and users?	- How do we allocate time and resources to get data unification done?	- Implementation of roadmaps, running strategy, mentoring leadership, owning certain outcomes, embedded in teams
Methodologies	- Interviews and workshops with key stakeholders to understand key functions, and identify and prioritise data needs	- Assessment of all client documents related to data and IT systems, governance and security protocols, and workflows - Interviews with key stakeholders to address knowledge gaps	- Prioritisation of opportunity areas based on impact and feasibility - Dependency mapping	- RACI matrix with responsibilities - Stakeholder engagement to socialise plans with decision makers	- Agile delivery management practices including sprint planning, retros, reviews
Solutions	- Prioritised set of data needs	- Data and technology infrastructure map - Identification of barriers and enablers to data	- Data unification prioritisation framework and staged implementation plan	- Project roadmap gantt charts - Business case - Risk register - Transformation map	- Agile ceremony supporting materials such as sprint planning and retro boards

The value we deliver to you

As a result of working with us, you can expect:

- **Strategic Data Integration:** Identifies and prioritises key IT and data systems integration, aligning with your organisational goals and user needs for maximal impact.
- **Clear Cloud Implementation Roadmap:** Offers a detailed, actionable roadmap for data unification, guiding your organisation through each step of integration with prioritised use cases and strategic planning.

We unlock your ability to:

- **Enable operational efficiencies**
- **Enhance decision making with data**
- **Improve public services**

Deliverables: We will hand over the following at the end of our engagement

Foundational

- Comprehensive data and IT systems inventory of your organisation - what data you hold and where it is
- Prioritised list of data use cases to focus data unification efforts

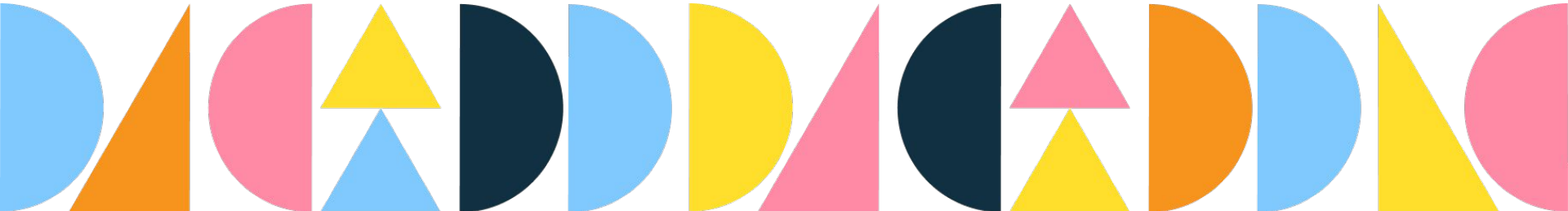
Dynamic

- Data unification roadmap for high-priority use cases

Complex

- Full implementation and operationalisation of data unification use cases

Data Strategy
Case Studies



Delivering better outcomes through linked data with BOLD

PUBLIC

What was the challenge?

Citizens falling within different vulnerability domains have their data dispersed among different Government agencies, making it difficult to understand the experience of these individuals when they receive treatment or support from any single body. By linking together datasets about vulnerable adults, BOLD aims to improve the support provided to citizens at the most vulnerable and critical moments of their lives.It was necessary to create a technology framework to link the data held on them across Government and PUBLIC supported the BOLD team within the MOJ to shape this framework.

Ministry of Justice

How did we solve the problem?

PUBLIC led the identification of data linking use cases that would improve policy and operational decision making in four vulnerability domains: homelessness, substance misuse, reducing reoffending and victim pathways. We engaged over 100 domain experts in data needs and developed a long list of over 300 linked data use cases structured as user stories. In parallel, PUBLIC developed a standard and replicable approach to Data Discovery and developed a roadmap for how to access data with expert and operational insight, including a tailored approach to develop DPIAs and DSAs, staffing considerations, and operating frameworks for efficient access to data.

What did we deliver?

1. Mapping data demand

Identified 300+ data linking use cases that would improve policy and operational decision making in four vulnerability domains

2. Mapping data supply

Developed a standard and replicable approach to Data Discovery and developed a roadmap for how to access data

3. Technology & analytics design

Mapped and detailed the complex technical challenges associated with linking datasets across government.

4. Wider impact projects

Develop a series of wider impact projects in parallel to Examples include developing a master data-sharing approach; or creating a forward-looking data sandbox; developing a shared data dictionary

5. Strategy & evaluation

Developed a robust approach to evaluation, in collaboration with evaluation experts within Government to clearly measure value

Email **ryan@public.io** to learn more

Enhancing Product Safety & Policy with OPSS

PUBLIC

What was the challenge?

The Office for Product Safety & Standards (OPSS) currently relies on a limited number of lower-quality, internal and external datasets complemented with open source intelligence to fulfil its critical functions of across product safety market surveillance, enforcement, and policy formation, severely undercutting its ability to proactively identify and rigorously assess product safety risks, as well as substantiate larger-scale policy and regulatory transformation.

Office for Product Safety & Standards

How did we solve the problem?

PUBLIC worked with the Office for Product Safety and Standards (OPSS) to advance its data maturity across core data-reliant functions by defining priority needs and identifying, researching, and prioritising new data sources for acquisition. Our work will help OPSS mitigate public safety risks and support policy and regulatory change to keep citizens safe.

What did we deliver?

1. Inventoried data landscape

We meticulously cataloged over 100 vital data sources crucial for product safety. This inventory detailed content, quality, accessibility, value, and pricing.

2. Mapped the product safety regulatory regime

We mapped the entire product safety regulatory framework across the UK. We identified key stakeholders responsible for enforcement and documented their product safety initiatives.

3. Defined users' data needs

We delved into user needs, uncovering more than 50 user stories from over 10 OPSS teams. These stories provided essential insights into diverse data requirements.

4. Collected best practices from market

We sourced best practice insights from international product safety bodies regarding use of data for proactive identification and assessments of product safety risks.

5. Developed data acquisition roadmap

We developed a strategic roadmap for data acquisition aligned with OPSS's digital development plans. This roadmap enables the expansion and diversification of data sources, supporting timely risk analysis.

Email **ryan@public.io** to learn more