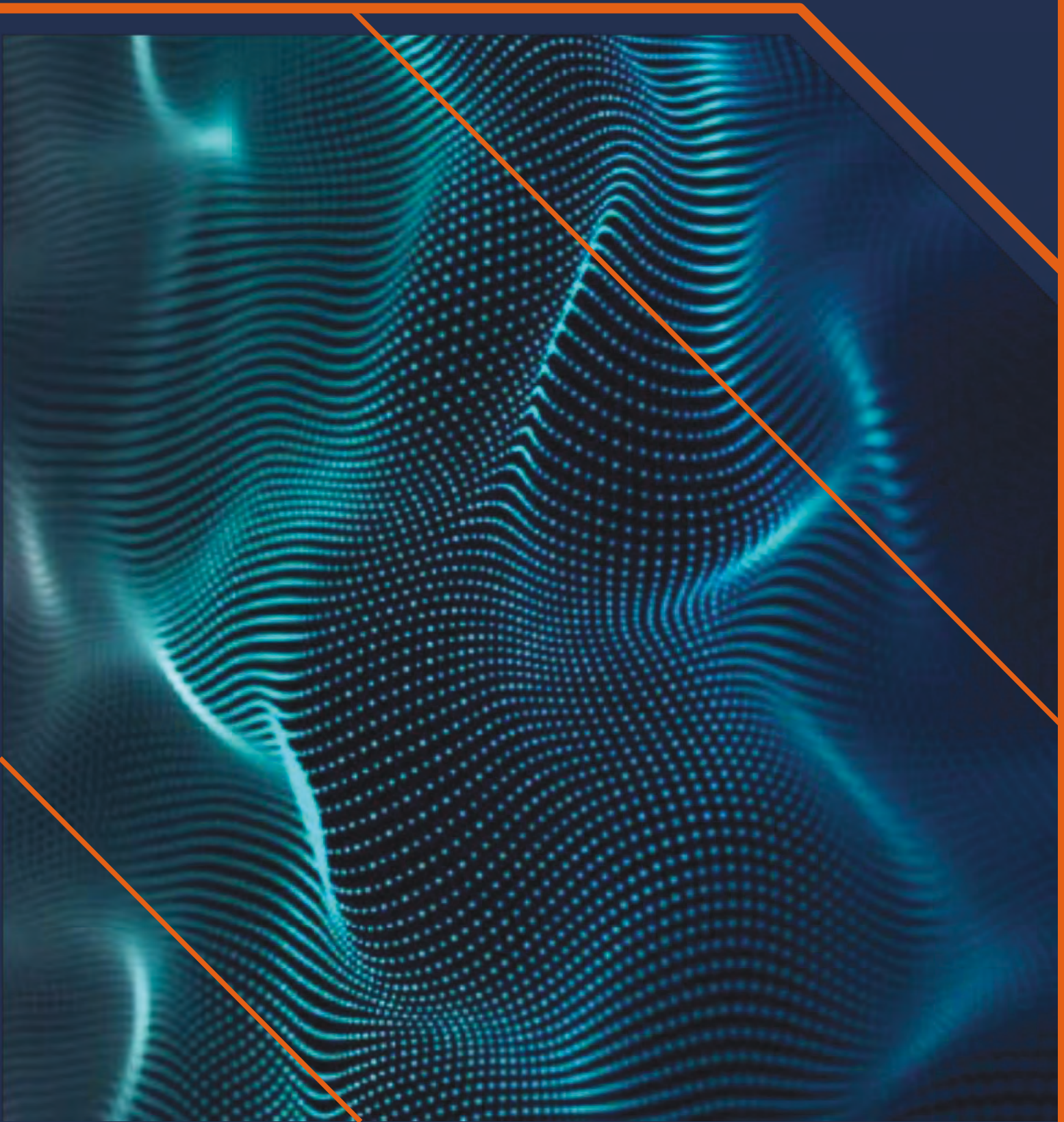




RedRock Consulting

Data, AI & Analytics
G-Cloud 15 Services





We are RedRock

We are RedRock - a trusted delivery partner for government digital, data and technology transformation.

For two decades, we've helped public sector organisations modernise legacy services, unlock the value of their data, and design digital products that meet the expectations of citizens and the standards set by GDS. Our teams work collaboratively with departments, agencies and ALBs to solve complex problems, accelerate delivery, and build enduring digital capability.

We're platform agnostic and fiercely independent. That means our recommendations are driven entirely by your user needs, technical landscape and strategic priorities - not by vendor incentives or proprietary lockin. We focus on interoperability, open standards and longterm sustainability.

As a founder run SME, we offer exceptional value for money: flexible engagement models, transparent pricing, and experienced multidisciplinary teams who deliver at pace using proven agile, DevOps and productcentric ways of working.

Whether you need surge capacity, a delivery squad, specialist skills, or a partner to design and implement an entire capability, RedRock helps you strengthen your organisation, improve public services, and achieve measurable outcomes for citizens and society.



Ed Pikett - Chief Digital Officer and Public Sector Practice lead

Ed is a board member and RedRock's Public Sector Practice lead, having previously held senior Civil Servant positions in the Cabinet Office, 10 Downing Street, and as Digital Director at the Department for International Trade. He is a board trustee for Citizens Advice Lewisham

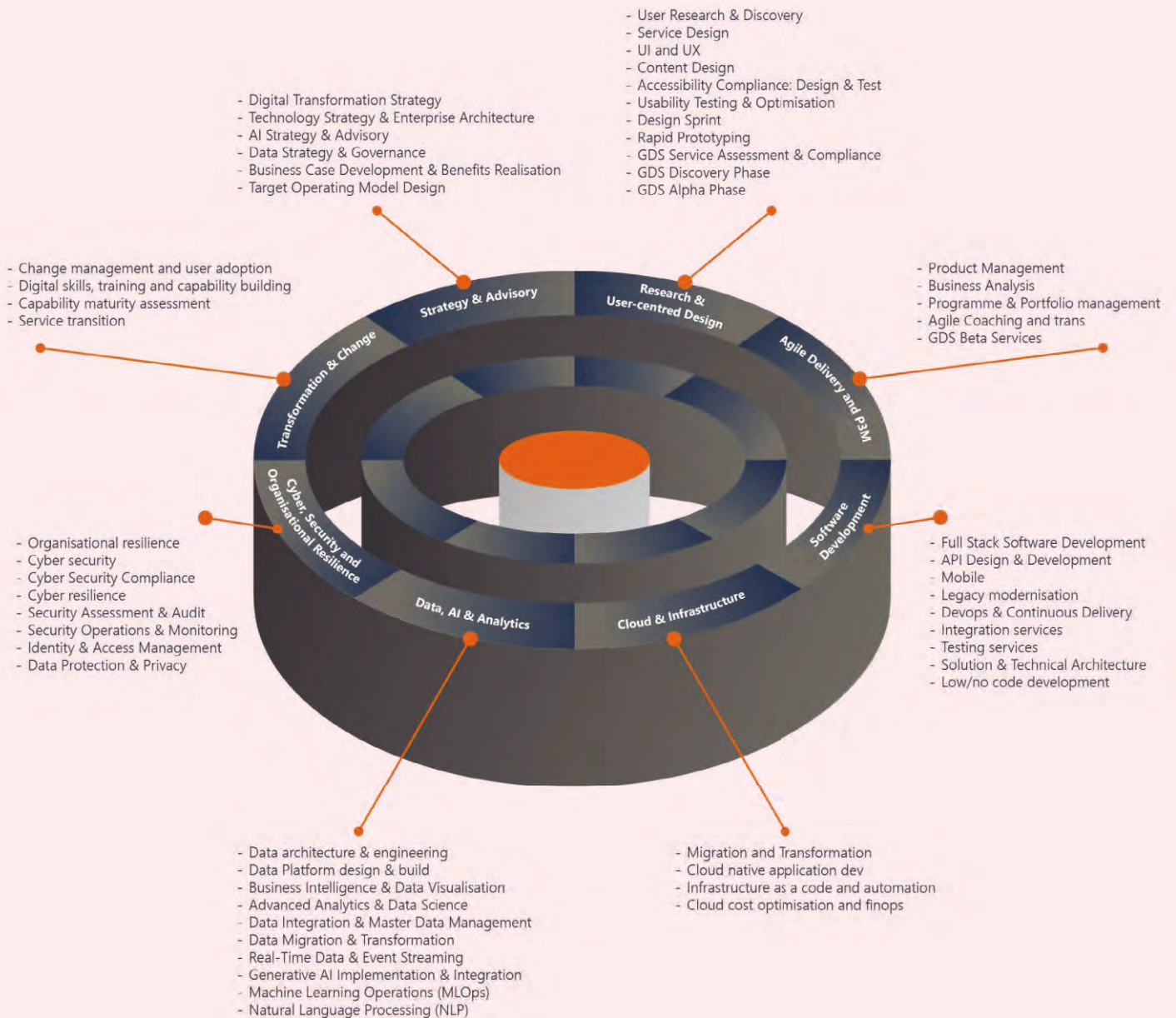
Edward Pikett Chief Digital Officer

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Our Capabilities





Data, AI and Analytics

We've been helping organisations unlock value from their data for over 20 years. We build modern data platforms, create actionable insights, and deploy AI that solves real problems – securely, compliantly, and at scale. Whether you're building a data platform from scratch, implementing generative AI, or automating complex processes – we deliver solutions aligned with NCSC guidance, GDS standards, and UK GDPR.

How we help

Build Data Foundations That Scale

We design and build cloud data platforms that provide trusted, governed access to data – enabling self-service analytics.

Deploy AI That Delivers Value

From generative AI to machine learning operations, we implement AI responsibly – with governance, audit trails, and alignment to the National AI Strategy.

Automate Intelligently

We combine AI, RPA, and process mining to automate complex workflows – significantly reducing manual effort while improving accuracy.

Our approach

Platform-Agnostic, Cloud-Native

We work across AWS, Azure, and Databricks – building lakehouse, warehouse, and data mesh architectures that avoid vendor lock-in.

Secure and Compliant by Design

We align with NCSC Cloud Security Principles, UK GDPR, and Technology Code of Practice – ensuring data governance and security from the outset.

Outcomes Over Algorithms

We focus on business value, not technical novelty – deploying AI and analytics that solve real problems with measurable ROI.



Data Architecture & Engineering

Data, AI and Analytics

Service Description

RedRock design and build modern data platforms that enable analytics, reporting, and AI capabilities. Our data engineers create scalable data architectures, implement data pipelines, and establish data lakes and warehouses that provide reliable, high-quality data to support decision-making and service delivery

Service Features

- Data architecture design (lakehouse, data mesh)
- Data warehouse implementation (Snowflake, Redshift, BigQuery)
- Data lake design and implementation (S3, ADLS, GCS)
- ETL/ELT pipeline development (Airflow, dbt, Glue)
- Real-time streaming data pipelines (Kafka, Kinesis)
- Data modelling (dimensional, data vault)
- Data quality framework implementation
- Metadata management and data cataloguing

Service Benefits

- Enable self-service analytics across organisation
- Improve data quality and reliability
- Reduce time to insight from weeks to hours
- Scale data processing to handle volume growth
- Support advanced analytics and AI initiatives
- Reduce data engineering bottlenecks
- Lower total cost of data infrastructure
- Enable data-driven decision making



Data Platform design and build

Data, AI and Analytics

Service Description

RedRock designs and delivers scalable cloud data platforms that unify ingestion, storage, governance and analytics across Azure, AWS and Databricks. Our platform-agnostic approach enables trusted data access and advanced analytics, aligned with NCSC principles, GDPR and the Technology Code of Practice. Services include discovery, architecture, build, migration, governance and support.

Service Features

- Platform-agnostic architecture design across Azure, AWS and Databricks
- Build secure batch and streaming pipelines with Lakeflow/Delta Live Tables
- Conceptual, logical and physical data modelling
- Data lake, warehouse and lakehouse storage patterns
- Governance and lineage via Unity Catalog or Purview
- Integrate BI and analytics tools like Power BI
- Legacy platform migration with parallel-run and safe cutover
- Training and capability uplift for data teams
- Managed support with monitoring, alerts and SLAs

Service Benefits

- Trusted, governed data with unified access control and lineage.
- Faster insights through modern lakehouse and serverless analytics.
- Open, interoperable architecture avoiding vendor lock-in.
- Compliance and security aligned to NCSC and UK GDPR.
- Cost optimisation via legacy decommissioning and efficient cloud services.
- Capability uplift enabling teams to own and evolve the platform.
- Scalability and resilience for future growth and operational continuity.



Business Intelligence & Data Visualisation

Data, AI and Analytics

Service Description

RedRock create interactive dashboards and reports that transform data into actionable insights. Our Power BI, Tableau and Looker specialists design semantic data models, build visualisations using modern BI tools, and establish self-service analytics capabilities that enable users across the organisation to explore data and make informed decisions.

Service Features

- BI platform implementation (Power BI, Tableau, Looker)
- Interactive dashboard design and development
- Semantic data model design
- Self-service analytics enablement
- Embedded analytics integration
- Mobile BI application development
- Automated report generation
- BI governance and security implementation

Service Benefits

- Enable data-driven decision making across organisation
- Reduce time spent on manual reporting by 80%
- Improve accessibility of insights to all users
- Identify trends and patterns quickly
- Support performance monitoring and KPIs
- Reduce dependency on IT and data teams
- Improve data literacy across organisation
- Enable proactive rather than reactive decisions



Service Description

RedRock apply statistical analysis, machine learning, and predictive modelling to extract insights and create predictive capabilities from data. Our data scientists build models that forecast demand, identify patterns, segment populations, and optimise operations, enabling evidence-based policy making and service optimisation.

Service Features

- Predictive modelling and forecasting
- Classification and clustering analysis
- Statistical analysis and hypothesis testing
- Customer segmentation and propensity modelling
- Time series analysis and forecasting
- optimisation modelling
- Causal inference and impact analysis
- Model deployment and monitoring (MLOps)

Service Benefits

- Predict future trends and behaviours accurately
- Identify hidden patterns and opportunities
- Optimise resource allocation and planning
- Personalise services based on user segments
- Improve forecasting accuracy by 40%+
- Support evidence-based policy decisions
- Reduce costs through optimisation
- Enable proactive intervention strategies



Data Integration & Master Data Management

Data, AI and Analytics

Service Description

RedRock create unified views of critical data entities across systems, implementing master data management solutions that ensure data consistency, quality, and governance. Our data specialists design data integration architectures, implement MDM platforms, and establish data governance processes that provide single sources of truth.

Service Features

- Master Data Management platform implementation
- Reference data management
- Data integration and synchronisation
- Data quality rules and monitoring
- Data matching and deduplication
- Data governance workflow implementation
- Data stewardship tools and processes
- API development for master data access

Service Benefits

- Eliminate data inconsistencies and duplication
- Improve data quality across the organisation
- Enable trusted, single sources of truth
- Reduce data management effort by 50%
- Support regulatory compliance and reporting
- Improve operational efficiency
- Enable better customer/citizen experience
- Reduce costs of data maintenance



Data Migration & Transformation

Data, AI and Analytics

Service Description

RedRock migrate data between systems, platforms, and formats while ensuring data quality, integrity, and minimal disruption. Our data engineers design migration strategies, build transformation pipelines, implement data validation, and execute migrations that move data safely from legacy systems to modern platforms.

Service Features

- Data migration strategy and planning
- Data profiling and quality assessment
- ETL/ELT development for migration
- Data transformation and cleansing
- Data validation and reconciliation
- Incremental and big-bang migration approaches
- Roll-back and recovery planning
- Post-migration validation and support

Service Benefits

- Migrate data with zero loss or corruption
- Minimise business disruption during migration
- Improve data quality through cleansing
- Reduce migration risk through validation
- Accelerate system decommissioning
- Enable smooth cutover to new systems
- Reduce migration costs through automation
- Ensure compliance and audit trail



Real-Time Data & Event Streaming

Data, AI and Analytics

Service Description

RedRock build real-time data pipelines and event-driven architectures that enable immediate insights and rapid response to business events. Our data engineers implement streaming platforms, design event processing logic, and create real-time analytics capabilities that support operational decision-making and time-sensitive applications.

Service Features

- Event streaming platform implementation (Kafka, Kinesis, Event Hubs)
- Real-time data pipeline development
- Stream processing (Spark Streaming, Flink, Kafka Streams)
- Event-driven microservices architecture
- Real-time analytics and dashboards
- Complex event processing (CEP)
- Data quality monitoring in streaming pipelines
- Real-time data integration with data lakes/warehouses

Service Benefits

- Enable real-time operational insights
- Respond to events within seconds rather than hours
- Improve customer experience through immediacy
- Detect issues and anomalies instantly
- Support time-sensitive decision making
- Enable real-time personalisation
- Reduce latency in data availability
- Support IoT and sensor data processing



Generative AI Implementation & Integration

Data, AI and Analytics

Service Description

RedRock helps UK public sector organisations adopt frontier generative AI securely and effectively. Our approach aligns with National AI Strategy, NCSC guidance, GDS standards, and UK GDPR, ensuring compliance. Our rapid, user centred SHIFT methodology accelerates service innovation.

Service Features

- Prioritise high-value, low-risk use cases
- Secure integration with governance, audit trails and oversight
- Evaluate use cases and select best-fit LLM
- Chat and API integration with frontier or open-source models
- Prompt engineering, optimisation and bias-mitigation techniques
- Usage monitoring, reporting and cost control
- Training, adoption and capability support
- User-centred, iterative approach ensures outcome focused approach

Service Benefits

- Faster service transformation and automation
- Compliance with NCSC, GDS, and procurement standards
- Reduced operational costs through optimisation
- Transparent, explainable AI for accountability
- Scalable patterns for cross-department adoption
- Measurable benefits focused on real outcomes and efficiencies



Machine Learning Operations (MLOps)

Data, AI and Analytics

Service Description

RedRock establish MLOps practices that enable reliable, scalable deployment and management of machine learning models in production. Our ML engineers build automated pipelines for model training, testing, deployment, and monitoring, ensuring models remain accurate, performant, and compliant throughout their lifecycle.

Service Features

- ML pipeline automation (training, testing, deployment)
- Model versioning and registry implementation
- Automated model retraining and updates
- Model monitoring and drift detection
- A/B testing and experimentation frameworks
- Feature store implementation
- Model governance and compliance tracking
- ML infrastructure management (Kubeflow, SageMaker, Azure ML)

Service Benefits

- Reduce model deployment time from months to days
- Ensure model accuracy through continuous monitoring
- Scale ML operations across the organisation
- Reduce manual effort in model management
- Improve model reliability and uptime
- Enable rapid experimentation and iteration
- Ensure compliance and auditability
- Reduce costs through automation



Natural Language Processing (NLP)

Data, AI and Analytics

Service Description

RedRock extract meaning, sentiment, and insights from text data using advanced NLP techniques. Our ML specialists build solutions for text classification, entity extraction, sentiment analysis, and language translation that automate document processing, analyse citizen feedback, and enable intelligent search capabilities.

Service Features

- Text classification and categorisation
- Named Entity Recognition (NER) and extraction
- Sentiment analysis and opinion mining
- Text summarisation and generation
- Language translation and multilingual support
- Intent recognition and dialogue systems
- Semantic search and question answering
- Topic modelling and trend analysis

Service Benefits

- Automate processing of unstructured text at scale
- Understand citizen sentiment and feedback
- Extract key information from documents automatically
- Enable multilingual service delivery
- Improve search and information retrieval
- Reduce manual document review time by 90%
- Generate insights from text data
- Support better decision making with text analytics



Intelligent Process Automation (IPA)

Data, AI and Analytics

Service Description

RedRock streamlines operations by combining AI, RPA, automation platforms and analytics. Our IPA services automate complex, end-to-end workflows handling documents, decisions and exceptions while adapting over time. This reduces manual effort, strengthens compliance and delivers faster, smarter processes that scale across organisational needs.

Service Features

- Cognitive automation for AI-driven document parsing and decisions
- RPA bots handling repetitive, rule-based tasks
- NLP and computer vision interpreting text, speech and images
- Low-code automation platforms enabling end-to-end processes
- Process mining and analytics to identify and optimise bottlenecks
- Adaptive exception handling as AI learns from unusual cases
- Governance and audit trails ensuring compliance, lineage and control

Service Benefits

- Reduce cycle times with smarter automation and measurable benefits
- Cut manual processing costs and error-handling overhead
- Automate processes with reduced human input
- Minimise errors and embed auditability for compliance
- Free teams from repetition and streamline service delivery
- Systems learn continuously, becoming more reliable over time



Specialist team develops business register to support all government departments

The Challenge

BEIS needed a centralised business register to consolidate data across Government departments, but conflicting stakeholder views created uncertainty over the service's scope. The challenge was to define a consensus-driven scope and deliver a flexible data architecture that could support expansion as additional departments adopted the service.

Our Approach

RedRock's team, including an Enterprise Data Architect and Senior Interaction Designer, led a Discovery phase to consolidate requirements and develop a strategic roadmap. Workshops and user research informed an Enterprise Governmental Business Data Model, aligning multiple departmental perspectives and guiding technical design decisions.

Our Solution

We created a canonical data model merging existing Government and NRF Arts models, developed a cloud-based data demonstrator in Azure, and proposed improved data integration via APIs, MFT, and ESB methods. Data structures, conceptual models, and definitions were negotiated with senior stakeholders, ensuring the register could support all departments while remaining adaptable for future use.

The Outcome

BEIS now has the data models, structures, and recommendations needed to implement a fully integrated business register. Departments retain autonomy over integration, with the Office for National Statistics being the first adopter, and a demonstrator validated the approach and clarified API-based data support.



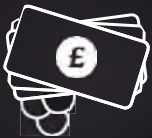
We are RedRock
Why Partner with RedRock?

Our values are rooted in excellence



Quality of Delivery

RedRock is fully aligned with the GDS Service Standard (14 points) across discovery, alpha, beta, and live phases. Our approach to delivery adheres to the Technology Code of Practice for secure, cloud-first, and standards-based delivery.



Value for Money

RedRock operates through transparent pricing models and cost controls aligned with Cabinet Office spend controls. We use HM Treasury Green Book Five-Case Model to evidence benefits and ROI.



Service Excellence

RedRock provides proactive governance, risk management, and stakeholder engagement throughout delivery. We maintain Cyber Essentials Plus certification for secure operations and supply chain assurance. We have never lost a client due to service.



Innovation

RedRock has a proven track record of embracing emerging technologies such as AI, automation, and low-code platforms to accelerate transformation. Promotes open standards and interoperability for future-proof solutions.



End-user Centric

RedRock designs services around user needs, supported by research and iterative testing. Our solutions are delivered with WCAG 2.2 AA accessibility standards in mind to ensure an inclusive digital experience.



Collaborative

RedRock fosters collaborative environments where teams share insight, expertise, and are accountable. We break down silos through co-design, joint planning, and transparent agile delivery to ensure smoother delivery, greater alignment, and achieve positive outcomes.



Partnership Charter

On every engagement we develop a partnership charter, demonstrating our commitment to ways of working. This is a co-created document setting out shared values and goals.

By agreeing these principles upfront, we create a shared foundation for transparent communication, joint decision-making and collective accountability. The charter clarifies how we work together day-to-day, including expectations around governance, cadence, roles and ways of collaborating across blended teams.

It also ensures both organisations remain aligned throughout delivery, providing a reference point to navigate challenges, maintain trust and keep focus on shared outcomes. This approach fosters stronger relationships, supports smoother delivery, and embeds a genuinely collaborative culture that endures beyond the life of the engagement.





We are RedRock

We Champion Fresh Ideas And New Technologies,

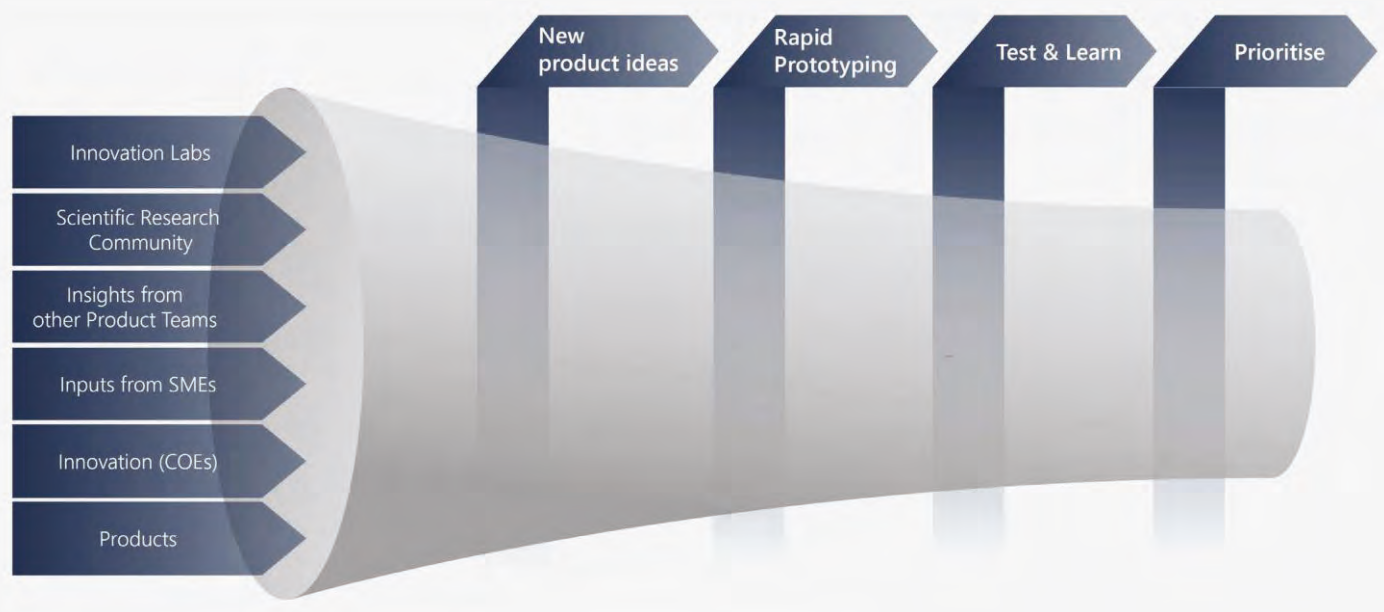
Innovation is at our core

The Government defines innovation as **'the creation and application of new knowledge to improve the world'**

We go beyond pilots, projects and labs. We build the skills and culture that help organisations to innovate because good ideas cannot flourish in a hostile environment.

Our clients value RedRock for our willingness to:

- Disrupt and challenge the status quo, while being humble and integrative
- Make decisions in the face of uncertainty, legitimised through a process of test of learn
- Provide and follow a clear plan of action, while adapting to and improvising for the unexpected
- Explore new possible futures, while focusing on outcomes and committing to real-world effects
- Keep the big picture in mind while also considering citizens' needs at an individual level; being reflective and critical while having a strong bias towards action





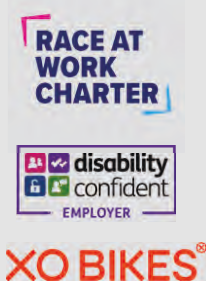
What we care about

We care deeply about our home city and hire accordingly to ensure that we are a true representation of Bristol and its diverse communities. At the core of our values is delivering positive change holistically. We embed Corporate Social Responsibility into how we operate, ensuring we deliver commercially while creating positive societal impact.

Through our Triple Bottom Line approach, we measure performance across economic, social and environmental factors. We promote an inclusive culture, respect for the environment, and a strong, supportive community.

Equality

RedRock believes diversity is a strength. We are signatories of the Race at Work Charter, Women in Tech, and the Armed Forces Covenant. We are committed to equality in employment, skills, and pay, and we support disabled people, women, LGBTQ+ communities, ethnic minorities, ex-offenders, people facing homelessness, and those from diverse socio-economic backgrounds.



Well-being

Our team are our identity and their wellbeing is paramount. We are always working towards improving how we support them. Since winning the Best Companies Small Business award in 2021, we have increased the wellness fund available to all our staff and now have five mental health first-aiders.



Sustainability

Since first reporting our carbon emissions in 2019, RedRock has taken a holistic approach to achieving our ambitions of being carbon neutral by 2026. In this time, we have reduced our emissions by 87.5% and are confident of hitting our goal.



Community

Our local community matters to RedRock. We've built strong partnerships with Bristol-based charities, including funding 16 places for young people facing socioeconomic disadvantage on the Empire Fighting Chance programme. We also prioritise buying and hiring locally: 24% of our suppliers are within three miles of our office, and 78% of our team live within ten miles.





G-Cloud 15 Services Overview

Our services taxonomy is designed to deliver maximum value

Strategy & Advisory

- Digital Transformation Strategy
- Technology Strategy & Enterprise Architecture
- AI Strategy & Advisory
- Data Strategy & Governance
- Business Case Dev & Benefits Realisation
- Target Operating Model Design
- Capability as a Service

Research & UCD

- User Research & Discovery
- Service Design
- User Experience (UX) Design
- Content Design
- Accessibility Compliance: Design & Test
- Usability Testing & Optimisation
- Design Sprint
- Rapid Prototyping
- GDS Service Assessment & Compliance
- GDS Discovery Phase
- GDS Alpha Phase

Agile Delivery

- Product Management
- Business Analysis
- Programme & Portfolio Management
- Agile Coaching & Transformation
- GDS Beta Phase

Software Dev & Engineering

- Full-Stack Software Development
- API Design & Development
- Mobile Application Development
- Legacy Modernisation & Re-engineering
- DevOps & Continuous Delivery
- Integration Services
- Testing Services
- Solution & Technical Architecture
- Low/No Code Development

Cloud & Infrastructure

- Cloud Migration & Transformation
- Cloud-Native Application Development
- Infrastructure as Code & Automation
- Container Orchestration & Kubernetes
- Cloud Cost Optimisation & FinOps

Data, AI & Analytics

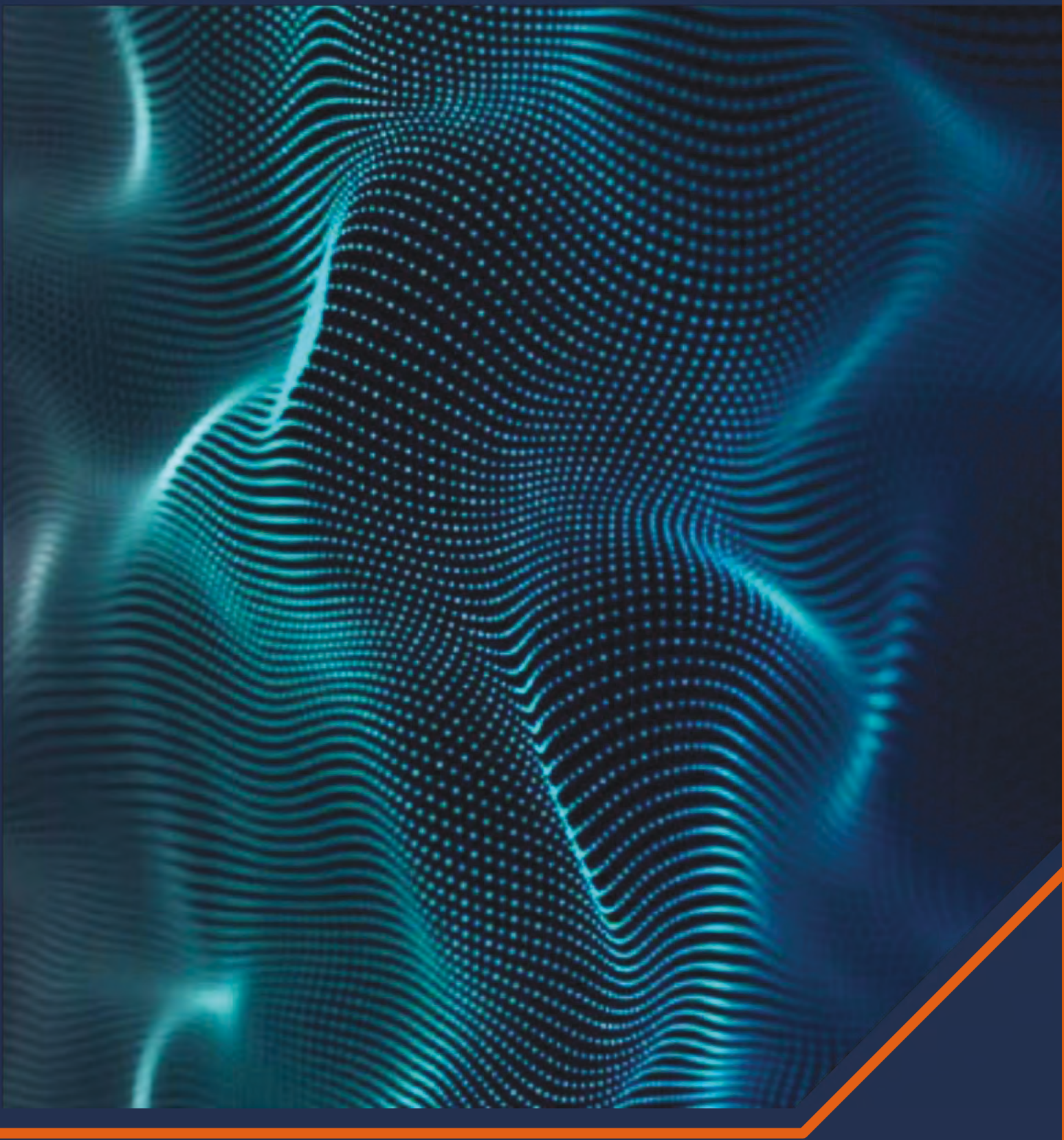
- Data Architecture & Engineering
- Data Platform design and build
- Business Intelligence & Data Visualisation
- Advanced Analytics & Data Science
- Data Integration & Master Data Management
- Data Migration & Transformation
- Real-Time Data & Event Streaming
- Generative AI Implementation & Integration
- Machine Learning Operations (MLOps)
- Natural Language Processing (NLP)
- Intelligent Process Automation (IPA)

Cyber, Security & Organisational Resilience

- Cyber, Security & Organisational Resilience
- Organisational Resilience
- Cyber Security
- Cyber Security Compliance
- Cyber Resilience
- Security Assessment & Audit
- Security Operations & Monitoring
- Identity & Access Management (IAM)
- Data Governance & Privacy

Transformation & Change

- Change Management & User Adoption
- Digital Skills, Training & Capability Building
- Benefits Realisation & Value Management
- Service Transition



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RedRock