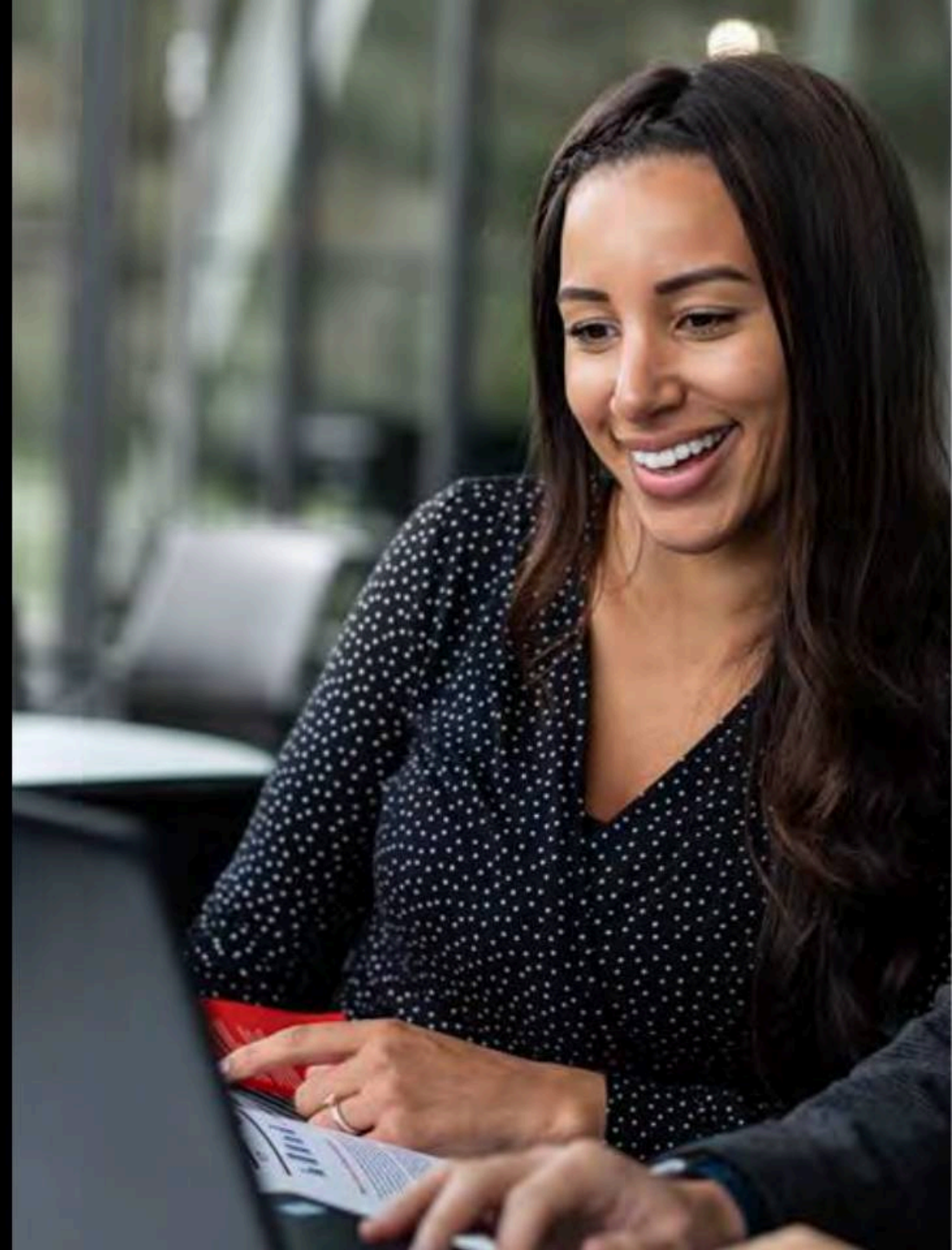




AWS Data and AI

Advise, Design, Deployment
and Managed Services

AWS



About ROCK

ROCK is a technology services group delivering cloud, cybersecurity and managed IT services to public sector, healthcare, education, housing and regulated organisations.

Headquartered in the UK, the ROCK Group supports clients globally across and beyond Europe and North America.

The group is structured for scale and resilience, combining disciplined delivery with deep regulatory understanding. This enables ROCK to operate as a trusted partner in complex, high-assurance environments where reliability and security are critical.

The group operates through two focused service disciplines:

- As a Managed Service Provider (MSP), ROCK runs and optimises cloud platforms, infrastructure and modern workplace environments.
- As a Managed Security Service Provider (MSSP), ROCK delivers continuous cyber defence, risk management and compliance-led security operations.

These services can be consumed independently or combined into a unified operating model.

Clients partner with ROCK for clarity and confidence. From a client standpoint, every partnership is shaped by three principles.

Commitment – Through clear ownership and long-term partnership.

Proof – Through measurable outcomes, service metrics and transparent reporting.

Certainty – Through predictable delivery, resilient design and controlled change.

ROCK supports organisations to modernise securely and operate more effectively. We pair technical depth with practical guidance to support informed decisions and keep technology aligned to business priorities.

The group operates within a mature governance framework aligned to ISO 27001:2022, ISO 9001:2015 and Cyber Essentials Plus.

Engineering and service practices are consistent, repeatable and auditable, enabling scale while managing risk.

Ongoing investment in people, platforms and innovation strengthens capability and keeps services responsive to evolving needs. As a strategic partner, ROCK helps clients improve today while building the foundations for long-term change.

Responsible & Sustainable Delivery

ROCK is committed to delivering Social Value alongside high-quality technology services. Our approach is aligned to the UK Government Social Value Model and focuses on creating good jobs, developing skills, supporting inclusive employment, strengthening supply chains, protecting the environment, and promoting workforce wellbeing.

Social Value is embedded into how we operate as an organisation and how we deliver services, including through fair working practices, skills development and training, responsible supply chain management, environmental sustainability, and community engagement.

For each contract, commitments are tailored to customer needs and local context, and agreed during mobilisation and contract governance.



Our Services

ROCK's AWS Data & AI approach is designed to address the most common causes of poor outcomes in public sector data and analytics programmes.

These include fragmented data estates, unclear ownership, weak governance, technology-led decision making and solutions that are costly to operate or difficult to assure.

We treat data and AI delivery as a decision-led, outcomes-focused discipline, not a tooling exercise. Each stage of delivery produces defined artefacts that support approval, assurance and audit, while allowing incremental progress and early value realisation.

Our approach is grounded in three core principles:

Insight before technology

Data use cases are clearly defined, prioritised and justified before platform or tooling decisions are made, ensuring delivery effort is focused on measurable value.

Governance by design

Security, access control, lineage, cost visibility and operational ownership are embedded from the outset, rather than retrofitted after delivery.

Sustainable delivery

Platforms, processes and skills are designed so services can be operated confidently and economically beyond initial delivery.

Solutions are aligned to AWS best practices and reference architectures, supporting scalability, resilience, security and long-term operational sustainability.



“Data platforms and AI capabilities are delivered with scalability, security and cost control built in.”

Warren Walker, CTO at ROCK

Our Approach

Our approach to AWS Data and AI services is designed to help public sector organisations establish trusted, governed data foundations before adopting advanced analytics, machine learning or generative AI capabilities.

Delivery is evidence-based, risk-aware and aligned to public sector assurance, value for money and operational sustainability requirements.

Public Sector Aware Design

Public sector data estates typically comprise legacy platforms, shared services, varied data sensitivity and multiple suppliers. Our approach is explicitly designed to operate within these constraints.

Delivery prioritises:

- Incremental modernisation over wholesale replacement.
- Clear control of data movement, access and usage.
- Designs that remain operable within constrained skills and capacity environments.
- Explicit documentation to support audit and assurance.

Architecture & Platform Design

Data and AI platforms are designed in line with:

- The AWS Well Architected Framework.
- AWS Data Analytics and ML best practice guidance.
- Public sector security and assurance expectations.

Design decisions are documented, reviewed and traceable.

Architectures typically include:

- Purpose specific use of Aurora, RDS and DynamoDB based on workload characteristics.
- Decoupled data ingestion and transformation layers.
- Separation of analytical, operational and AI workloads.
- Secure integration with on premise and third party systems.

ML & GenAI Implementation

ML platforms using Amazon SageMaker are implemented with full lifecycle controls including:

- Model development and testing.
- Deployment and version control.
- Performance and drift monitoring.
- Retirement and replacement.

GenAI services using Amazon Bedrock and Bedrock AgentCore are implemented with:

- Explicit approved use cases.
- Controls on training data sources.
- Prompt and response handling constraints.
- Access logging and usage monitoring.
- Clear ownership and accountability.

This ensures AI adoption remains controlled, ethical and auditable.

Governance & Guardrails

Governance is embedded through automation rather than manual oversight.

Key controls include:

- Policy as code enforcing encryption, logging, network and identity controls.
- Role based access control aligned to least privilege principles.
- Data classification and access segregation.
- AI usage guardrails and service level constraints.
- Cost controls and consumption limits.

This model enables delivery velocity while maintaining assurance.

Key Features

Discover & Assess

The discovery stage establishes a clear understanding of the existing data estate, current usage and realistic opportunities for value.

Key features include:

- Data source discovery and end-to-end data flow mapping
- Assessment of data quality, ownership, sensitivity and criticality
- Identification and prioritisation of analytics, reporting and AI use cases
- Assessment of governance, skills and operating model readiness
- Value, cost and risk assessment to support informed prioritisation

Typical outputs include a data and analytics strategy, prioritised use cases, target governance model and a delivery roadmap suitable for executive approval and assurance.

Design & Prepare

This stage establishes the technical, security and governance foundations required for repeatable and controlled delivery.

Key features include:

- Secure AWS data platform architecture design
- Data lake, warehouse or lakehouse design using AWS-native services
- Identity, access control, encryption, logging and monitoring design
- Data governance, cataloguing and lineage patterns
- Infrastructure-as-Code using AWS-native tooling where appropriate
- Cost allocation, tagging standards and FinOps alignment

Design decisions are documented to support audit, assurance and operational handover.

Build, Enable & Optimise

Delivery is executed incrementally to protect service continuity and enable early value while controlling risk.

Key features include:

- Data ingestion and transformation pipelines
- Data modelling for analytics, reporting and AI workloads
- Dashboarding, analytics and insight enablement
- Machine learning and AI capabilities where justified by approved use cases
- Validation of security posture, performance and cost alignment
- Documentation, runbooks and structured knowledge transfer

Where required, services transition into a managed or co-managed operating model aligned to buyer capability and assurance requirements.

Key Benefits

Value for Money & Investment Confidence

AWS Data & AI initiatives are delivered using a value-led approach that ensures investment decisions are evidence-based, transparent and defensible.

Use cases are clearly defined, prioritised and justified before delivery begins, with cost, benefit and risk considerations documented throughout. This supports value-for-money obligations and withstands financial and audit scrutiny.

Reduced Delivery & Operational Risk

Incremental delivery, clear stage boundaries and embedded governance reduce the risk commonly associated with large-scale data and analytics programmes. Standardised patterns, documented decisions and controlled enablement ensure delivery remains predictable while protecting live services and critical data.

Improved Insight & Visibility

Organisations gain timely, reliable and trusted insight from their data, supporting operational management, policy development and performance improvement. Analytics and reporting are designed around real business needs, ensuring insight is actionable and relevant rather than theoretical or unused.

Governance, Assurance & Transparency

Data access, usage and lineage are controlled and auditable by design. Governance frameworks, security controls and evidence capture support compliance with public sector assurance, transparency and accountability requirements, reducing the risk of unmanaged data use or regulatory exposure.

Alignment to Organisational Strategy

Data and AI platforms are designed to support wider organisational objectives rather than becoming isolated technical solutions. Clear prioritisation and roadmap planning ensure data capabilities evolve in line with service priorities, transformation programmes and policy drivers.

Sustainable Data and Analytics Capability

Platforms, processes and skills are designed for long-term operation rather than one-off delivery. Operating models, documentation and knowledge transfer ensure that data and analytics capabilities can be supported, evolved and governed confidently as organisational needs change.

Responsible Adoption of Analytics & AI

Advanced analytics and machine learning capabilities are adopted selectively and responsibly, where justified by approved use cases. This ensures innovation is enabled without introducing unmanaged ethical, security or operational risk, supporting public trust and organisational confidence.

Improved Audit & Assurance Readiness

Decisions, controls and outcomes are documented throughout the service lifecycle. This provides a clear audit trail that supports internal governance, external assurance and regulatory review without retrospective evidence gathering.

Management & Governance

ROCK's AWS Data and AI services are operated using a cloud optimised service management model combining ITIL, automation and Site Reliability Engineering (SRE) practices. Governance enables delivery rather than introducing unnecessary overhead.

Service Desk and Specialist Support

A single point of contact is provided via ROCK's ITIL aligned service desk, backed by AWS certified data, ML and platform engineers. Support covers:

- Data platforms and databases.
- Data pipelines and integrations.
- ML and AI platforms.
- Platform reliability, security and cost management.

Monitoring & Observability

Continuous monitoring is implemented across:

- Data availability and pipeline health.
- Database performance and capacity.
- ML model behaviour and performance.
- GenAI service usage and cost.
- Security events and configuration drift.

Observability enables early detection and proactive remediation.

Incident, Problem & Change Management

Incidents prioritise data integrity and service restoration.

Problems focus on root cause elimination.

Change is risk based, with low risk changes automated and higher risk changes governed proportionately.

Cost Management

Cost management is integral to the service. Controls include:

- Consistent tagging and cost attribution.
- FinOps practices aligned to service outcomes.
- Rightsizing and optimisation of data and AI services.
- Ongoing validation of spend against business case assumptions.

This supports transparency, predictability and value for money.

Reporting & Assurance

Regular reporting provides visibility of:

- Platform health and availability.
- Data pipeline reliability.
- AI usage and performance.
- Cost trends and optimisation actions.
- Security posture and control effectiveness.

Reporting supports senior oversight and audit requirements without additional manual effort.

Security & Data Protection

Security and data protection are embedded throughout delivery and operation of our AWS Data & AI service.

Frameworks, controls & Data

Controls include:

- Alignment to the AWS shared responsibility model
- Least-privilege identity and access management with multi-factor authentication
- Encryption of data at rest and in transit
- Monitoring, logging and threat detection using AWS-native services
- All data handling complies with UK GDPR and Cyber Essentials Plus.
- Secure retention and disposal of project artefacts at contract end



Values & Outcomes

Our AWS Data and AI services are designed to help public sector organisations realise measurable value from data investment while avoiding common causes of under delivery.

Commercial Value

Data platforms that deliver usable outcomes, not unused capability

Platforms are designed around clearly defined service needs, data consumers and operational processes. This avoids the creation of technically capable but under-utilised platforms that fail to deliver return on investment.

Reduced complexity through appropriate service selection

Workloads are matched to the most suitable AWS managed services, including Aurora, RDS or DynamoDB, based on data structure, access patterns and performance requirements. This avoids unnecessary complexity and improves operational reliability.

Operational readiness before advanced AI adoption

Automation, data quality controls and reliable pipelines are prioritised to ensure platforms are stable and trusted before introducing ML or GenAI services.

Financial Value

Clear linkage between spend and service

Data and AI investment decisions are grounded in service objectives, measurable benefits and total cost of ownership. This addresses common public sector challenges where platforms are deployed without clear benefit realisation.

Avoidance of premature GenAI adoption

GenAI is only introduced where there is a clear, evidence based use case and where data quality, governance and process maturity support it. In many cases, automation or targeted ML solutions deliver greater and faster returns.

Cost efficiency through right sized solutions

Selecting the right AWS service for each workload reduces long term cost and avoids over engineered platforms that are expensive to operate and difficult to exit.

Improved financial predictability

Consistent cost attribution, forecasting and FinOps practices provide early visibility of cost drivers, supporting budget management and value for money obligations.

Security & Compliance Value

Clear data ownership and accountability

Data ownership, stewardship and platform responsibilities are explicitly defined, addressing common governance gaps that undermine data quality and trust.

Embedded data governance by design

Data classification, access controls, lineage and retention are built into platform design and automation, reducing reliance on manual governance processes.

Audit ready data and AI platforms

Logging, monitoring and evidence generation are enabled by default, supporting assurance, regulatory review and internal audit with minimal additional effort.

Strategic & Organisational Value

Sustainable capability rather than dependency

Platforms, processes and governance are designed to build internal capability and confidence over time, reducing reliance on specialist intervention.

Improved decision making

Clear reporting on cost, usage, data quality and AI outcomes enables leaders to make informed decisions on further investment.

Reduced risk of stalled initiatives

By prioritising foundations, governance and ROI, the service reduces the likelihood of data and AI initiatives failing to progress beyond pilot stages.

Future ready platforms aligned to policy

AWS Data and AI platforms are designed to adapt to future policy change, service reform and emerging technology.

Accreditations & Certifications

ROCK maintains a proven, independently assessed way of working that underpins every service, helping us provide the best IT solutions to our clients. Our certifications and partnerships show that we take security, governance and quality seriously, strengthening our credibility through best-practice services, recognised standards, and ongoing accreditation.

Security Clearances

BS7858:2019 Screening

All staff undergo background screening aligned to BS7858:2019 for roles with access to client systems or sensitive information.

Security Check

Staff can hold UK Government Security Check clearance where required by the service scope, buyer requirements or contractual obligations.

Enhanced DBS Checks

Enhanced DBS checks are performed for staff supporting regulated or sensitive environments where required by client contracts or service scope.

Strategic Partnerships

ROCK works with a range of leading cloud and technology providers to deliver secure, resilient and well-governed services.



Microsoft Partner

Cloud, identity, security and productivity services across Azure, Microsoft 365, Microsoft Entra ID and Microsoft Defender.



AWS Partner

Infrastructure and platform services including compute, storage, networking and security.



Cisco and Meraki

Cloud-managed networking, SD-WAN and secure connectivity solutions.



Cloud Security & SASE

Secure access, firewalling, SD-WAN and ZTNA capabilities, including cloud security.



Backup & Recovery | N-Able & Cove

Cloud-based backup, replication and disaster recovery solutions supporting cloud, hybrid and endpoint environments.



Endpoint & Device Management

Endpoint security, configuration, monitoring and lifecycle management tooling across user devices and servers.



SonicWall

Network security, firewalling, secure remote access and SD-WAN capabilities for on-premise and cloud-connected environments.

Certifications & Compliance



ISO 27001:2022

Certified information security management system demonstrating effective controls for data protection, access management and operational security.



ISO 9001:2015

Certified quality management system supporting consistent service delivery, continuous improvement and effective governance.



Cyber Essentials Plus

Independently verified assurance of strong baseline cybersecurity controls across all operational systems.



ICO registration

Fully registered with the Information Commissioner's Office for data processing compliance.

How To Buy

This service can be procured quickly and compliantly through the Crown Commercial Service (CCS) G-Cloud 15 Framework under the Cloud Support lot.

This provides a streamlined route for public-sector organisations to access high-quality managed support without needing to run a full tender.

What Buyers Can Expect

- Fast mobilisation, with service commencement scheduled quickly after award.
- No contract negotiation, as all terms follow the standard G-Cloud framework.
- Transparent pricing, published and fixed in accordance with the G-Cloud catalogue.
- Clear onboarding processes, including asset discovery, documentation intake and communication setup.

Purchasing Steps

1. Search for ROCK on the Digital Marketplace under: Managed IT Services - Cloud Support
2. Review the Service Definition, pricing document and terms.
3. Shortlist ROCK based on your technical, operational and commercial criteria.
4. Evaluate shortlisted suppliers following CCS guidance.
5. Award a Call-Off Contract directly to ROCK through G-Cloud 15.
6. Agree service scope and onboarding timelines with our mobilisation team.

Support with Procurement

ROCK can support buyers with:

- Responding to clarification questions
- Helping shape scope within the boundaries of G-Cloud
- Providing guidance on service levels, onboarding and shared responsibilities
- Supporting internal approvals or business case preparation

We remain fully compliant with CCS rules - no pre-award customisation of terms.





Your Cloud and AI provider to
accelerate business transformation.

rock.co.uk