



Trust. Value. Velocity

G-Cloud 15

Salesforce Data Cloud Implementation and Support
Service



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1. About Mastek

Mastek has been delivering Critical National Infrastructure programmes in the UK Public Sector for over a decade now. We are trusted with multiple contracts for the UK Government across Central Government, Health, Local Government, Policing, Public Protection, and Defence. The majority of our national services are delivered in a context of high uncertainty and complexity while collaborating in multi-supplier environments.

While working for these large and complex public sector organisations, we have continuously refined our management, delivery and underlying processes to reflect key learnings from the sector:

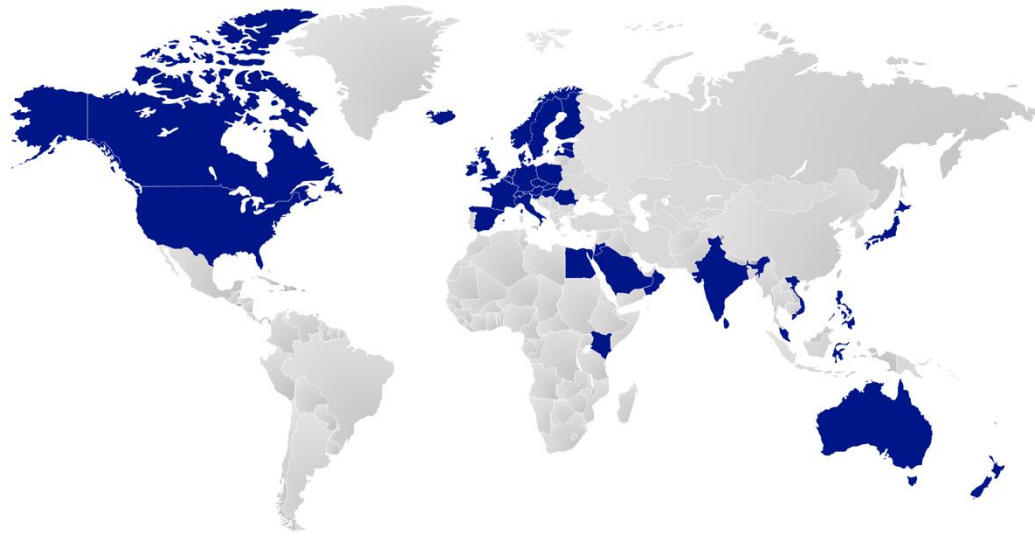
Working through a complex stakeholder landscape: We understand the importance of establishing effective communication channels, building trust, and fostering a collaborative working environment that empowers stakeholders to contribute meaningfully to the project's success. Our approach is based on a deep understanding of stakeholder needs and requirements. We leverage our experience and expertise to design governance structures that promote transparency and accountability and use data-driven reporting mechanisms to ensure stakeholders have real-time visibility into project status and progress. At the Home Office, GDS, Ministry of Defence and NHS, we have a proven track record of working seamlessly with large stakeholder groups, including civil servants.

Standards, compliances: We comply with >20 policies and standards, including Government Digital Standards and Government CDDO Service Toolkit covering service standards, service manuals, TCoP, API technical and data standards. Our stringent governance, methods, playbooks, and processes (manual and automated) span across service delivery phases, ensuring continuous compliance.

Policy-driven: Policies and procedures largely drive Public Sector organisations. We need to be Agile and flexible to meet demands for policy/regulatory changes, geopolitical events, and ministerial commitments.

Culture: We adhere to the Civil Service core values of integrity, honesty, objectivity, and impartiality. Key behaviours we promote stem from a combination of Civil Service and Mastek values. These include being passionate, accountable, sustaining predictable and repeatable outcomes, not transferring risk, transparent, leading to enable, acting with transparency, practising a no-blame culture, and being flexible.

Mastek's global presence



Australia

Austria

Bahrain

Belgium

Brunei

Canada

Denmark

Egypt

Estonia

Finland

France

Germany

Hungary

Iceland

India

Indonesia

Ireland

Italy

Japan

Jordan

Kenya

Kingdom of Saudi Arabia
(KSA)

Kuwait

Latvia

Luxembourg

Malaysia

Netherlands

New Zealand

Norway

Oman

Philippines

Poland

Romania

Singapore

Slovakia

Spain

Sri Lanka

Sweden

Switzerland

United Arab Emirates (UAE)

United Kingdom

USA

Did you know?

75%

Around three quarters of Local Authorities in the UK who run Oracle have worked with Mastek on their digital transformation journey.

300,000 Users

Supported managing up to 750,000 logins per month to MOD through Identity and Access Management

Crime reduction

We designed, built and manage the UK's Strategic National DNA Database that helps Forensics and Law Enforcement Authorities investigate & stop crime

90% faster

We enabled the National Health Service (NHS) to drive 90% faster response times with a billion pharmacy prescriptions a year.

Technical Service Desk

We provide level 2 and ITSM support for the One Login service at Government Digital Service

22k

Our systems enable 22,000 schools to function efficiently every day of the year.

Healthcare and manufacturing

We delivered Finance, HCM & Supply Chain transformations for clients across health and manufacturing globally powered by Oracle Cloud

Transformation of trade

Transforming UK's trade with the EU and rest of the World by supporting Customs Declarations Services and its trade users.

99.99% Availability

We support the Home Office Biometrics (HOB) Platform, Having migrated it to an AWS platform.

Our digital and cloud services portfolio

Powered by Glide 4.0 and value-based delivery

Industry-aligned approach with business outcomes

Digital engineering and experience	• Cloud engineering & migration • Legacy modernisation • Low code / no code App Dev • DevSecOps • Enterprise integration	• MACH • Digital commerce • UX & CX • Platform engineering • Gen AI software development.
Oracle Cloud and enterprise apps	• Oracle Cloud applications • Oracle consulting • Oracle Cloud infrastructure	• Value-based delivery • Glide 4.0.
Data, automation and AI	• Cloud data modernisation • Business Intelligence & Analytics	• Data management • Intelligent automation • Data Governance.
Salesforce	• Sales Cloud • Service Cloud • Marketing Cloud • Industry Cloud	• Experience Cloud • Mulesoft
Innovation labs and platforms	• Enterprise workforce scheduler • Connected enterprise • icx-Pro – intelligent part assistant	• iLeaseFinPro.
Cloud enhancement managed services	• Oracle managed services • Digital managed services • Commerce managed services	• Salesforce managed services.

Home Office Biometrics (HOB)

Public sector platform modelled 24x7 with 99.99% availability

Problem

- Transition business-critical Platform services from incumbent supplier with minimal risk
- Migration from private cloud to AWS Cloud.

Solution

- Migrated the infrastructure from private cloud to AWS
- Embedding Kubernetes Containerisation
- Introduced Docker and fully-baked AMIs
- Supporting the platform's self-service functionality using Jenkins Jobs
- Applying security updates to the OS base images through pipelines
- Instituting automated patching and testing for infrastructure images
- Support of configuration, test, and releasable artefacts through the pipeline.

Outcome

- **Zero impact** on live service
- **80% automation** of SIT
- Environment Provision **2 days to 1 hour**
- **5x scalability** in handling student BRPs
- Cost saving the authority circa **£9.5m/year.**
- Won the '**Best Use of Cloud Services**' award
- **35%** Incident Volume Reduction.



Government Digital Service

Problem

GDS initiated the One Login programme to create a single front door for identity verification and authentication, which could be adopted and scaled across all government departments. This would improve the user experience by providing the public with a single identification and verification service for the government, reduce costs as each department no longer required its own identity service, and reduce identity fraud and identity-enabled crime.

GDS released a tender in June 2023 to provide a Technical Service Desk (TSD) managed service for the One Login service. This service would provide a single point of contact for level 1 and 2 service support as part of the wider support ecosystem. It would be provided in the UK and replace the incumbent's scaled-down non-ITIL-aligned break-fix service.

Solution

In September 2023, Mastek were successfully awarded the TSD contract to deliver TSD on behalf of GDS. GDS had an extremely aggressive programme driven by the onboarding of HMRC as a user, which was a major milestone planned for February 2024, migrating new and existing HMRC users to the One Login platform. The TSD service was expected to go live in November 2023. This was an extremely complex programme which, within this timescale, would deliver:

- The contact centre provider for level 0 directly facing the public
- The TSD supplier in place directly facing all government departments
- The TSD supplier in place providing L1 and L2 engineering support and monitoring
- Continued delivery on the One Login backlog of features
- Continued migration of smaller government departments to the platform.
- Delivery of a new ITSM toolset to be configured for use by GDS and the One Login programme, integrating level 0 to level 3 support
- Working as one team, Mastek quickly integrated into the programme, appointing the leadership team early in the engagement. We collaborated with GDS from the outset, ensuring we tailored the service to their expectations rather than delivering what was written in the contract.

Our leadership team consisted of:

- Service Management Vice President
- Programme Director
- Chief Technology Officer
- Programme Management office lead.

Outcome

At its height, the programme team was circa 15 strong, covering programme/project delivery, PMO, architecture, fraud, security, support, omni channel and quality assurance. The service team is currently in place providing circa 21 resources now covering end-to-end service management, service delivery and L1 and 2 engineering roles.

As the One Login migrations continue, Mastek is supporting Government departments onboarding to the platform as they transition into the new service and provide One Login a secure Technical Service Desk managed service with:

- Omni channel access for other government departments via telephony, email and web form
- Provision of L1 and L2 engineering support
- 24x7, 365 days a week cover
- 24x7x365 eyes on monitoring service
- Fraud detection and security, GDPR compliant
- End-to-end (L0-3) incident and problem management
- End-to-end 24x7 Major incident management (MIM)
- On-call/call-out engineering support, incident and MI management
- Adherence to stringent SLAs on incident response, call handling and fix times
- End-to-end monthly service reporting alongside TSD KPI and SLA reporting.
- A shift left culture and mindset, reducing the impact of service on product teams (L3)
- Support with service maturity in the programme, preparing GDS to run critical national infrastructure.



Internet-facing platform & applications for Army Digital Services

Developed mobile app & web app
with 24*7 high availability

Problem

- New Defence Gateway Portal
- Combine all internet-facing applications into one
- Easy to use
- Enable easier access to the MySeries portfolio of products.

Solution

Designed and developed the following easy-use Progressive Web Apps:

- Defence Gateway Landing Page
- My Leave App
- My Expenses App
- My Health App
- My Details App
- My Appraisal App
- My Admin App
- COVID-19 Reporting Tool
- Commanders' COVID-19 Tool.

Outcome

- Delivered 20+ successful projects
- Deployment Automation
- £7.5m in savings annually
- Zero Downtime
- Environment creation in hours.



TOOLS



Delivered a platform for the Department for Health and Social Care

Delivered capability supporting 200k+ tests in a day,
traced millions of COVID-19 infections

Problem

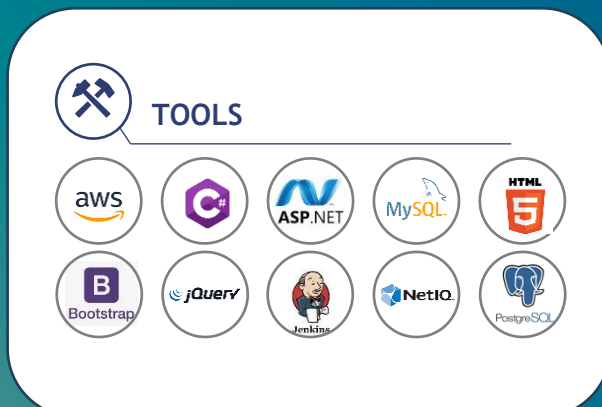
- Leveraging DevOps platform based on reusable GitHub, AWS, and Azure DevOps Pipelines
- Introduce more flexible, scalable, and reusable IaC capabilities
- Implement CI/CD pipelines.

Solution

- Uplifted from Cloud Formation into Terraform (IaC)
- Pre-built the AMIs using Packer, with automated security checks
- Immutable infrastructure, thus eliminating the risks of partial upgrades and patches
- Continual Cost Optimisation processes and other service functions, such as Change and Risk management
- Migrated into an organisation-wide collaboration toolset. This included Jira, Confluence, Trello, Miro, Teams, SharePoint, O365, Slack, etc.

Outcome

- 75% reduction in lead time due to pre-built AMIs
- Zero Downtime Deployments
- Delivered a Platform - Secured, multi-tenanted hosted on Azure and AWS in 5 weeks
- Cost reduction achieved through close monitoring of resource utilisation.



Mastek and Technology in the Public Sector

Technical Capabilities	Relevant Technology Capability	Mastek Scale
Software Development Continuous Integration, Platform - Other Products, Cloud Collaboration Tools		Software Engineering 2354 FTE
QA and Test: API, Automated Functional and Compatibility, Accessibility & Performance		QA and Testing 774 FTE
Cloud Platforms Amazon Web Services AWS Microsoft Azure		Cloud Platforms 1046 FTE
Data BI/MI Components, Integration		BI and Visualisation 725 FTE
User-Centered Design		UCD 25 FTE
Office Automation Tools		Collaboration 4565 FTE

2. Summary

As a Summit-level Salesforce systems integration partner, Mastek focuses on customers looking to leverage Salesforce CRM, Agentforce A.I. and Industry cloud solutions to unify data and processes across their entire enterprise. We specialise in simplifying digital solutions for customers to reduce complex integrations and unify multiple cloud platforms.

We are customer-led service experts who take service to a whole new level, partnering to deliver excellence for all our customers.

With our proven Roadmap to Results process, our team adds their expertise to your team to craft innovative solutions that answer your organisation's operational challenges today and grow as you grow.

Our Digital Application & Engineering services help our clients achieve their digital journey at speed and with scale. We provide industry-specific, omnichannel, multi-cloud Salesforce expertise and system integration expertise across all Salesforce capabilities from Sales Cloud to Agentforce, MuleSoft to Informatica.

We provide services to build API ecosystems, modernise legacy systems with new-age digital technology platforms using micro-services, migrate to cloud platforms, and ensure quality delivery with Agile service methodologies and an integrated DevSecOps approach.

3. Mastek's Service

Mastek provides a complete delivery and support service to help public sector organisations adopt Salesforce Data Cloud safely and effectively. Our consultants design the target data model, connect and ingest data from key enterprise systems, establish identity resolution and consent-aware audience segmentation, activate data into Salesforce and external channels, and set up governance, security, and operational processes.

The service covers discovery through to live operation, including:

- Data Cloud solution architecture and environment setup
- Data modelling and mapping to standard and custom objects/entities
- Data ingestion (batch/near-real-time) from CRM, ERP, case management, data warehouses, and APIs
- Identity resolution strategy and configuration
- Calculated insights and metric layer setup
- Segment and activation configuration for operational and analytics use cases
- Automated testing, performance tuning, monitoring, and handover
- Managed support, enhancements, and continuous optimisation

We work in line with government delivery expectations, supporting agile delivery, clear artefacts, and strong risk/assurance controls (including DPIA support and security-by-design).

Implementation approach (phased)

Phase 0 - Mobilisation

- Confirm scope, environments, access, governance, delivery cadence
- Establish backlog, RAID, and assurance approach

Phase 1 - Discovery & design

- Use case prioritisation and value mapping
- Source system analysis and data profiling
- Target data model and identity resolution design
- Integration design and non-functional requirements (NFRs)

Phase 2 - Build & configure

- Configure Data Cloud entities, mappings, and ingestion pipelines
- Implement transformations and calculated insights
- Configure identity resolution and survivorship
- Configure segments and activation targets
- Establish monitoring and operational controls

Phase 3 - Test & assure

- System/integration testing, data reconciliation and quality checks
- Security and access control verification
- UAT support and defect remediation
- Performance tuning and readiness review

Phase 4 - Go-live & hypercare

- Cutover execution and early-life support
- Stabilisation and optimisation
- Handover to BAU support with clear SLAs and runbooks

Phase 5 - Continuous improvement (ongoing)

- Enhancements, additional sources/use cases
- Regular data quality reviews and performance optimisation
- Release management aligned to your change processes

4. Key Features

1) Unified customer/citizen profile

- Ingest and harmonise data from multiple systems into a single profile
- Support for structured data and event/interaction data
- Standardisation through consistent entity definitions and mappings

2) Data ingestion and connectivity

- Connection patterns we implement:
 - API-based ingestion (REST/streaming patterns where applicable)
 - File-based/batch ingestion
 - Connector-led ingestion (where available in your Salesforce estate)
- Incremental loads, schedules, and operational monitoring

3) Identity resolution

- Matching and reconciliation rules to link records across sources
- Deterministic/probabilistic strategies (as appropriate to your data and policy constraints)
- Survivorship rules and confidence controls
- Transparent audit approach to support explainability and assurance

4) Calculated insights and metric layer

- Computation of derived attributes (e.g., service usage frequency, risk flags, eligibility indicators)
- Aggregations and time-window metrics to support operational and analytical use cases
- Repeatable definitions to avoid metric drift across teams

5) Segmentation and audiences

- Segments built from profile + event + calculated insights
- Reusable segment frameworks for common public sector scenarios:
 - Vulnerability/priority cohorts
 - Service eligibility and outreach groups
 - Journey and drop-off cohorts
 - Compliance and communications preferences

6) Activation and orchestration

- Activate segments into Salesforce applications and approved downstream channels
- Operational use cases:
 - Case routing enrichment
 - Next-best action inputs
 - Personalised service experiences (within agreed policy)
- Controls to ensure consent and lawful basis are respected

7) Governance, privacy, and compliance enablement

- Data minimisation patterns and purpose limitation controls
- Consent/communication preference alignment (as applicable in your Salesforce stack)
- Retention and deletion patterns (aligned to organisational policies)
- Audit-friendly documentation and traceability of data flows

8) Performance, reliability, and operations

- Monitoring dashboards and runbooks
- Data quality checks and reconciliation routines
- Capacity planning and performance tuning
- Incident, problem, and change management aligned to ITIL where required

5. Business Benefits

- **Single, trusted source of truth:** Consolidates fragmented data into a governed, unified customer or citizen profile, reducing inconsistency and improving organisational confidence in decision-making.
- **Improved strategic decision-making: Enables** leadership to make evidence-based decisions using consistent metrics, calculated insights, and cross-service visibility.
- **Faster delivery of data-led initiatives:** Provides a scalable data foundation that accelerates future analytics, personalisation, and AI initiatives without repeated re-engineering.
- **Better alignment between policy, operations, and delivery:** Connects policy intent to real-world service usage and outcomes through integrated data and shared insight.
- **Reduced dependency on siloed data teams:** Enables self-service insight and segmentation for authorised users, lowering bottlenecks and increasing organisational agility.
- **Improved service user experience:** Enables more responsive, consistent, and personalised services based on real-time context and historical interactions.
- **More effective case handling and triage:** Enriches frontline systems with unified data and calculated indicators, improving prioritisation and response accuracy.
- **Faster response to changing needs:** Supports near real-time data ingestion and segmentation, allowing services to adapt quickly to emerging trends or risks.
- **Reduced duplication and manual effort:** Minimises repeated data entry, reconciliation, and spreadsheet-based work through automated data integration.
- **Increased operational efficiency:** Streamlines data flows and reduces overhead associated with maintaining multiple disconnected data solutions.
- **Higher data quality and consistency:** Identity resolution and survivorship rules reduce duplicate records and conflicting information across systems.
- **Clear and consistent metrics:** Establishes a shared metric layer, eliminating discrepancies between reports and teams.
- **Deeper insight into journeys and outcomes:** Enables end-to-end visibility across service interactions, touchpoints, and channels.
- **Improved forecasting and trend analysis: Supports** better demand planning and resource allocation through aggregated, historical, and behavioural insights.
- **Improved confidence in reporting and analytics:** Ensures insight is derived from governed, traceable, and auditable data sources.
- **Maximised value from Salesforce investment:** Extends the value of existing Salesforce products by enabling richer data, insight, and activation.

- **Reduced integration complexity over time:** Centralises data integration patterns, lowering long-term maintenance and change costs.
- **Future-proofed data architecture:** Provides a scalable, extensible platform ready for new systems, services, and data sources.
- **Faster onboarding of new services and data sources**
Repeatable patterns and templates reduce time and risk for future expansion.
- **Improved return on digital transformation spend**
Ensures data capabilities deliver measurable outcomes rather than isolated technical improvements.
- **AI-ready data foundation**
High-quality, unified, and governed data supports responsible AI and advanced analytics initiatives.

6. Technologies, Languages, Methodologies and Vendor Support

#	Technologies	Languages	Methodologies	Vendor Support
1	Salesforce Data Cloud			
2	Mulesoft			
3				
4				
5				
6				

Table 1: Technologies, Languages, Methodologies and Vendor Support

Mastek UK Ltd.
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Reading, Berkshire
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