

# Unlocking the transformational value of AWS

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Stay relevant. Delight users.  
Beat the competition.







**Technology is transforming business models. The pace of innovation is accelerating. For agile, forward-thinking organisations, this continuous disruption presents vast opportunities.**

Customer expectations are no longer defined by your industry. Instead, customers demand the same level of service they receive from technology-enabled consumer giants. By joining the top tier of digital leaders, your organisation can thrive in this new world of expectation transfer. With a clear cloud strategy, you can offer more innovative products and services to customers, improve IT service quality while cutting costs, take ingenious ideas to market faster, and increase productivity. But making this all-important move takes more than just the latest technology. You'll also need to:

- centre on your people, building and acquiring the right digital skills
- restructure your organisation to take full advantage of cloud capabilities
- migrate from legacy systems to unlock transformational value.

In a rapidly changing market, we work with you to create opportunities from complexity. Drawing on experience across sectors, our award-winning cloud, digital, and IT experts provide unique insights into every step of your cloud transformation to ensure a smooth migration.

# Our partnership with AWS

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As a Premier Tier Consulting Partner to Amazon Web Services (AWS) since 2019, we work closely with AWS to create innovative, responsive solutions that deliver results. We received a Regional and Global AWS Partner award in 2022 in recognition of our commitment to help clients build innovative solutions with AWS.

We combine our deep industry knowledge, AWS technical expertise, and extensive experience in large-scale, cloud-enabled IT transformations to support you throughout your cloud adoption journey. Working alongside your IT and customer experts, we'll help you to maximise the potential of AWS to seize opportunities and unlock untapped value.



- Govt. Services Competency
- DevOps Services Competency
- Migration Services Competency
- Public Safety/Disaster Response Services Competency

Our flexible, customer-centric approach is proven across both the private and public sectors, and is supported by:

1,300

→ data and digital engineers delivering projects in five countries

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200

→ certified AWS engineers

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21

→ AWS competencies, awards, and accreditations including  
AWS Data and Analytics and Migration Consulting Competencies

# Unlock the transformational value of AWS, at pace



Whether you're looking for ways to use cloud solutions to deliver innovation to customers or drive enterprise-level transformation, our experts are here to help. We've worked with leading retailers, banks, public sector bodies, and more, to unlock the value of cloud, often uncovering unexpected opportunities.





## Transformative GenAI

Transform your business with data-driven innovation.



## Modernising social care

Augment existing infrastructures with automated tools to quickly identify and respond to citizens' increasingly complex needs.



## AWS enabled transformation

Migrate your infrastructure to the cloud to improve the efficiency and agility of your organisation while supporting future growth.



## Innovation hub

Enable constant innovation through a clear methodology that enables flexibility, rapid testing, and iteration.



## Modernising tech estate

Modernise key elements of existing infrastructure, adopting cloud-based alternatives to reduce costs and inefficiencies, improve performance, and prepare for future large-scale migration.



## Securing and assuring the cloud

Secure and assure your cloud architecture to protect vital data, mitigate cyber threats, reassure customers, and build trust across your digital networks.



## Data intelligence platform

Expedite the collection, cleansing, and analysis of data basing business-critical decisions on relevant, real-world information to derive more value from data.



## Sustainable future

Future-proof your organisation through sustainable cloud solutions that achieve demonstrable carbon savings.

# Transformative GenAI

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## Transform your business with data-driven innovation

AI holds immense potential for organisations, but scaling AI initiatives effectively requires strategic implementation and the right cloud technologies. How can you harness the power of AI on AWS to make smarter decisions, boost efficiency, and uncover hidden insights across your organisation?

**A robust enterprise AI programme, built on AWS, empowers you to unlock the most cutting-edge AI technologies to solve complex business challenges and gain a competitive edge. Scaling AI on AWS enables significant improvements in performance, profitability, and adaptability.**



## Our approach

As AWS specialists, our team of AI, data, and business experts partner with you to deeply understand your strategic goals and operational bottlenecks. We'll assess your current AI capabilities and identify high-impact areas where AI, powered by AWS, can make a meaningful difference.

Based on your needs, we'll design and implement a tailored enterprise AI roadmap focused on the following purposeful areas:

- **Improve value creation and protection:** Leverage AWS AI services to identify new revenue streams, optimise costs, and mitigate risks.
- **Enable greater colleague and customer centricity:** Use AWS AI to enhance colleague experiences, drive better customer engagement, and create personalised offerings.
- **Reduce complexity and bottlenecks:** Streamline operations, automate processes, and gain actionable insights with AI on AWS.
- **Unlock new growth opportunities:** Securely deploy, scale, and integrate AI initiatives on AWS infrastructure for greater innovation and agility.
- **Catalyse ESG goals:** Create sustainable, socially responsible solutions with AWS AI services.





## Our expertise

Our team brings decades of experience in AI development, deployment, and scaling — specialising in the AWS ecosystem. We leverage proven methodologies and innovative AWS tools to fuel AI adoption and address your most complex challenges. We also provide deep expertise in a range of AWS AI technologies, including natural language processing (NLP), computer vision, machine learning (ML), and predictive analytics. Our solutions integrate seamlessly with your existing AWS stack, maximising value and accelerating outcomes.

Our work with AWS focuses on key industries including financial services and the public sector, as well as consumer and manufacturing. Our expertise in digital and data, along with business design and transformation, drives our diverse workforce to collaborate closely and deliver comprehensive AWS AI projects.



## Tools and technologies

To transform your business using GenAI, we leverage Amazon Bedrock, Amazon SageMaker, and AWS Trainium to collectively offer a comprehensive suite of tools and services to streamline and enhance the AI and ML development process.

**Amazon Bedrock** provides a robust foundation for building scalable and efficient AI infrastructure, ensuring reliable performance and cost optimisation.

**Amazon SageMaker** offers a fully managed environment for ML development, from data preparation and model training to deployment, simplifying the end-to-end ML workflow.

**AWS Trainium** is a custom ML chip that accelerates model training, enabling faster iteration and deployment of high-quality models at scale.

Together, these services empower developers and data scientists to innovate rapidly, leverage cutting-edge technologies, and derive actionable insights from data to drive business success



## We're here to help

We empower organisations to harness the potential of AI and cloud technologies, driving innovation and efficiency. Our expertise spans a wide range of industries, enabling us to deliver tailored solutions that address your unique challenges. Whether it's streamlining operations, enhancing

customer experiences, or unlocking new growth opportunities, we're here to help you achieve your business goals with AWS.

**To discover how we can support your journey towards digital transformation, contact our experts.**

# AWS enabled transformation

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## Transform your IT infrastructure with the power of AWS cloud

Many organisations are keen to embark on digital transformation, shedding their outdated legacy systems to unlock the value of streamlined product and service development at a fraction of the cost. This often requires a complete shift from their current IT infrastructure to a cloud-based solution where data is sharable and secure.

**Migrating your current IT infrastructure to the cloud will supercharge organisational agility, enabling you to rapidly develop and commercialise products and services to meet evolving market demands. Maximising the efficiency of your day-to-day operations will magnify resource potential while driving down the costs of outdated IT infrastructure.**



## Our approach

Working closely with your teams, our experts assess the as-is state of your on-premises technology to understand your current challenges and aspirations. We use Well Architected Framework Reviews (WAFRs) to survey your current architecture, identify gaps, and provide a blueprint for IT infrastructure development.

This includes flagging and addressing existing issues before migration to avoid transferring them to the cloud environment. From here, we recommend the best course of action and applicable products and services, co-developing a solution that meets your goals – often uncovering unexpected opportunities along the way.

When implemented carefully, with the help of an experienced partner, moving your infrastructure to the cloud can improve the efficiency and flexibility of your organisation and support future growth.



## Our expertise

Our team of AWS-certified experts brings together leading software development companies from the AWS partner ecosystem. We design, prototype, deploy, and scale AWS technologies to bring greater business efficiencies and accelerate commercial outcomes. We're fully authorised to deliver all 220 AWS cloud services including data migration tools, data engineering, analytics, and dashboards.



## Tools and technologies

To support your AWS enabled transformation, we provide the following tools and technologies:

- Well architected review framework (WARF) methodology
- AWS Migration Competency partners that build full lifecycle management to the cloud, supported by the MAP funding programme to offset the cost of moving
- Transformative service development methodologies such as DevOps and Continuous Integration and Continuous Delivery (CI/CD).



## We're here to help

We've helped multiple clients successfully achieve an AWS enabled digital transformation. Working with the UK Home Office, we migrated the infrastructure underpinning digital immigration services to a new cloud platform in one of the largest and most complex UK public sector projects of its kind to date.

The new platform improves the speed and reliability of digital systems, benefitting both the public and the staff handling cases. The robust infrastructure

empowers the Home Office's technology team to build and release new capabilities in six minutes instead of a day

**To find out how we can help your organisation unlock the benefits of an AWS enabled transformation, get in touch with our experts.**

# Modernising tech estate

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## Deliver targeted improvements with new cloud solutions

Rather than overhauling an entire system, modernising tech estate replaces an element, or elements, of current legacy infrastructure with a cloud service equivalent. This improves the efficiency of a product, service, or piece of infrastructure by making it more nimble, agile, and cost-effective.

**By modernising elements of an existing legacy infrastructure to a cloud-based alternative, organisations can reduce the costs and inefficiencies associated with outdated components, improve performance, and prepare for future large-scale migration.**



## Our approach

Working closely with your teams, our experts assess your current restrictions and costs using our well architected framework review (WAFR) methodology. We identify inefficiencies and understand the root causes, also, assessing the current impact on your organisation. From here, we co-develop a roadmap with your IT and operational leads to improve performance by replacing an element of the infrastructure with a new cloud service.

An example of modernising tech estate is shifting from a traditional call centre to a cloud-based alternative. Current call centres, with physical offices and hardware, can be expensive and inefficient. Moving to a cloud equivalent such as Amazon Connect reduces overheads by bringing greater flexibility to working processes and enabling location-agnostic delivery. Amazon Connect can be accessed via laptop, providing improved functionality while negating the need for physical premises and hardware support contracts. Amazon Connect also opens up opportunities to offer an omni-channel experience through chatbot utilisation.



## Our expertise

Our team of AWS-certified experts brings together leading software development companies from the AWS partner ecosystem. We design, prototype, deploy, and scale AWS technologies to bring greater business efficiencies and accelerate commercial outcomes.

We're fully authorised to deliver all 220 AWS cloud services including the Internet of Things, call centre transformation, and smart supply chain optimisation, ensuring the successful transformation of key aspects of your infrastructure.



## Tools and technologies

To support your journey towards a modernised tech estate, we're experienced in delivering:

- Call centre transformation with Amazon Connect
- Digital Twins for infrastructure management with AWS IoT services
- AI to help model your business behaviours.



## We're here to help

We're working with our clients across the private and public sector to modernise their tech estates and boost operational efficiency.

In Hampshire in UK, 50,000 vulnerable adults shielded during COVID-19, all of whom needed to be contacted as part of welfare checks. We co-designed our Wellbeing Automated Call Service (WACS) with Hampshire County Council, creating a chatbot that contacts vulnerable people to ask whether support is needed and note specific requirements. If the person answers yes, a system notification assigns a qualified care navigator to call the person and assess their needs in detail.

WACS sent a total of 200,000 automated calls to vulnerable adults in the county (2,500 per day), achieving a 98 percent reduction on contact centre demand and a 75 percent reduction in cost. WACS was 47 times faster than the manual system, which would have taken 280 days to make the required number of calls. WACS has since been adopted by Barnet London Borough as part of their Extreme Temperature Service and Mental Health Service, streamlining support for those in need.

**Let's discuss how modernising your tech estate with cloud solutions can drive efficiency and innovation, connect with our experts today.**

# Data intelligence platform

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## Derive maximum value from data in the cloud

Data is the new measurement of value. An organisation's success is measured by the quality, accuracy, and application of its data. But with so much rich data available, many organisations struggle to understand what information is available to them, and how they can put it to best use.

**By expediting the collection, cleansing, and analysis of data through a cloud-based data intelligence platform, you can make decisions using relevant, real-world information, ultimately deriving more value from your data.**



## Our approach

Our digital, cloud, and technology specialists work closely with your teams, helping you to understand the true value of your data.

We conduct a well architected framework review (WAFR) of your infrastructure to identify where your data comes from, and analyse how it is currently stored and used. We drill down into the data, using AI and machine learning to identify opportunities and solve business-critical problems.

In compliance with all applicable data handling and security standards, we co-develop and optimise processes to extract, cleanse, and analyse data, enabling you to unlock critical insights for optimal decision-making. This supports organisational growth, unlocking the power of data to build more meaningful relationships with customers and allocate resources more effectively.



## Our expertise

Our team of AWS-certified experts brings together leading software development companies from the AWS partner ecosystem. We design, prototype, deploy, and scale AWS technologies to bring greater business efficiencies and accelerate commercial outcomes.

We're fully authorised to deliver all 220 AWS cloud services including data migration tools, data engineering, analytics, and dashboards.



## Tools and technologies

To help you build and unlock value from your data intelligence platform, we provide the following tools and technologies:

- Real-time surfacing of data using QuickSight dashboards
- Well architected framework review (WAFR) methodology
- Data pipeline optimisation using AWS's data extraction and transport tools such as Glue and Kinesis
- A full working knowledge of AWS data storage solutions for every need
- Data and analytics experts trained in AI and machine learning services.



## We're here to help

We've helped multiple organisations to build and improve data intelligence platforms, gathering and analysing information for a range of projects in some of the most sensitive and secure institutions in the UK. In our work with one client, we created a centralised database for the whole of the UK. We brought together key information from several

siloeed sources, creating a single source of truth for data which can be used by various service industries to provide a nationwide rather than regional view.

**Learn how to maximise the value of your data with a cloud-hosted data intelligence platform, reach out to our experts today.**

# Modernising social care

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## Streamline social care to protect the most vulnerable in society

All local authorities are under immense pressure to meet a higher volume of complex care needs while managing tight budgets and resourcing challenges. Cloud solutions have the potential to reduce the burden on local authorities by providing new, technology-enabled ways to connect with vulnerable adults.

**Rather than replacing human contact centres and services, automated social care solutions augment existing infrastructures, empowering local authorities to quickly identify and respond to citizens' needs. Automating manual tasks improves both speed and efficiency, providing support to those who need it through cloud-powered solutions.**



## Our approach

Our approach starts with having the right conversations with key stakeholders to ensure we co-design a solution that meets all parties' needs. Our technical and cloud specialists, supported by our in-house public sector experts, conduct a well architected framework review (WAFR) to understand the as-is infrastructure, identifying opportunities to improve efficiency and performance.

Based on the review, our multi-disciplinary teams will recommend solutions. This includes options for omni-channel development, such as communicating with vulnerable adults via email, SMS, and phone to suit the needs and preferences of different individuals. All solutions are fully GDPR compliant and encrypted to the highest security levels.

Once developed, iterated, and tested with user groups, we carefully embed our solution and provide light-touch training to council staff. There is no training required for call recipients, who simply interact with the system as they would with a human.





## Our expertise

Our team of AWS-certified experts brings together leading software development companies from the AWS partner ecosystem. We design, prototype, deploy, and scale AWS technologies to bring greater business efficiencies and accelerate commercial outcomes.

We're fully authorised to deliver all 220 AWS cloud services, building industry-specific solutions using the most effective cloud solutions.



## Tools and technologies

To support local authorities in modernising social care, we provide the following tools and technologies:

- Automated call-out capabilities using Amazon Connect
- Embedding chatbot technology into backend CRM systems, reducing call centre traffic
- Integration into wider adult social care packages using edge devices such as Alexa.



## We're here to help

We help councils in the UK to maximise their efficiency with available resources, using cloud services to bridge the gap. To reduce the burden on local authorities and provide crucial support at pace, we created our Wellbeing Automated Call Service (WACS).

In Hampshire in the UK, 50,000 vulnerable adults shielded during COVID-19, all of whom needed to be contacted as part of welfare checks. We co-designed WACS with Hampshire County Council, creating a chatbot that contacts vulnerable people to ask if support is needed, notes requirements, and assigns a qualified care navigator to assess their needs in detail.

WACS sent a total of 200,000 automated calls (2,500 per day), achieving a 98 percent reduction on contact centre demand and a 75 percent reduction in cost. WACS was 47 times faster than the previous manual system alone, which would have taken 280 days to make the required calls. WACS has since been adopted by Barnet London Borough as part of their Extreme Temperature Service and Mental Health Service, streamlining support for those in need.

**Learn more about how we're modernising social care through cloud technologies by getting in touch with our experts.**

# Innovation hub

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## Boost your innovative potential

To be successful, consumer brands and services must constantly innovate. Gradual iteration and improvement can only go so far in meeting consumers' high expectations. To delight customers, a new approach is required – fail fast, recover at speed, and apply learnings to achieve bigger, better things.

**With a clear methodology that enables flexibility, rapid testing, and iteration, you can join the breakthrough innovators powered by the cloud.**



## Our approach

Developed by our consumer and manufacturing experts, our innovation hub methodology is tailored to help global consumer organisations and retail brands use cloud solutions to solve business-critical dilemmas.

We work backwards, starting with the problem and aspiration to find the right solution. We co-develop a process with you to understand your business problems, identify potential solutions, and curate a list of relevant applications and services. If the aspiration is to attract younger customers, which new digital channels can be introduced to connect with target demographics? What does a successful omni-channel strategy look like for your organisation, and which cloud-based technologies will make it happen?

From here, our technical and design experts provide a methodology to help your teams rapidly prototype and test applications in the market.



## Our expertise

Our team of AWS-certified experts brings together leading software development companies from the AWS partner ecosystem. We design, prototype, deploy, and scale AWS technologies to bring greater business efficiencies and accelerate commercial outcomes.

We're fully authorised to deliver all 220 AWS cloud services including data migration tools, data engineering, analytics, and dashboards.



## Tools and technologies

To support your cloud-powered innovation journey, we provide:

- In-person workshops to fast track your ideas
- Industry experts that guide brand development, omni-channel strategies, and customer acquisition
- Prototyping teams to turn ideas into reality, and test them at pace
- Smart supply chain experts that help to identify and reduce unnecessary expenditure.



## We're here to help

We're working with clients across the public and private sectors to help them innovate at pace in fast-moving operational environments and ever-shifting markets.

Our long-standing partnership with a high-street chain started with simple alerts for empty shelves, utilising the Internet of Things to feed a positive customer experience. Now, we're working holistically with the client to reimagine wider

services and company structure, exploring new omni-channel platforms including loyalty schemes and engagement apps, and the smart supply of goods.

**Explore how cloud-based solutions can support your innovation journey, reach out to our experts.**

# Securing and assuring the cloud

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## Optimal security for your cloud architecture

Cyber security is a major concern for all organisations with a digital presence. The expansion of data protection regulations, and consumer wariness around data sharing, have made watertight security an organisational imperative.

In multi-stakeholder cloud environments, security is even more important. Creating a secure cloud environment is a shared responsibility that lies with both cloud providers and organisations that move their IT infrastructures to the cloud.

**Embedding good security principles into the fabric of your cloud architecture will protect vital data, mitigate cyber threats, reassure your customers, and build trust across your digital networks.**



## Our approach

As trusted partners to AWS and experts in cloud security, our digital specialists will ensure your cloud architecture is fully protected from cyber harms and supports safe data exchange with other parties.

Working closely with your digital and IT teams, we build a complete understanding of your organisation's structure, people, and processes. We then identify the best solutions and methodologies to meet your unique requirements, and co-develop appropriate mechanisms and training to encourage best practice.

Rather than simply selling cloud solutions, we work as an active partner, helping you to navigate complex stakeholder dynamics based on the core principles of strong cyber security.



## Our expertise

Our team of AWS-certified experts brings together leading software development companies from the AWS partner ecosystem. We design, prototype, deploy, and scale AWS technologies to bring greater business efficiencies and accelerate commercial outcomes.

We're fully authorised to deliver all 220 AWS cloud services, ensuring that your architecture is fully secure and fit for the future.



## Tools and technologies

In addition to the latest AWS services, we provide advanced edge technology that secures data in the cloud.

Oakdoor – our proprietary cloud security solution ensures secure data storage and transmission in the cloud. Manufactured in Cambridge, UK, Oakdoor is based on a hardware data diode platform approved by the UK National Cyber Security Centre (NCSC) CAPS programme and is suitable for use in the most secure systems. Oakdoor diodes sit at the heart of a wide range of Cross Domain Security (CDS) solutions and offer a cheaper, more effective alternative to firewalls.

AWS Greengrass software can be preloaded into smart devices to connect them intelligently and securely to the cloud, allowing functionality to continue even if the cloud connection is temporarily unavailable. Greengrass enables data collection and analysis closer to source, supporting robust cloud infrastructures.



## We're here to help

We developed our Oakdoor range to help a major nuclear client transfer data securely from its on-premise solution to the cloud. Our team developed a one-way data diode – essentially a black box for data transfer – to protect highly sensitive data in transit and in storage. Oakdoor is now used widely across

both the private and public sectors to secure critical data in complex cloud environments.

**Speak with our experts to learn how we can help secure your cloud architecture and support your digital transformation.**

# Sustainable future

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## Future-proof your organisation through sustainable cloud solutions

Every successful organisation recognises the importance of sustainability and is setting ambitious carbon reduction targets in line with increasing regulations. Improving your green credentials future-proofs your organisation and attracts more customers for whom sustainability is non-negotiable.

**Sustainability isn't simply about protecting our world – it's about making processes, products, and services more efficient, agile, and adaptable. Improving your current IT infrastructure efficiency will achieve a demonstrable carbon saving while ensuring your organisation remains fit for the future.**



## Our approach

We're experts in digital sustainability, helping you to reach your specific goals through appropriate cloud solutions and on-going support. Our multi-disciplinary team combines deep expertise in digital, cloud, and technology with sustainability specialisms at degree-level and beyond. We're committed to finding solutions that are most impactful for your goals and least impactful for the planet.

We take a holistic approach, working with you to complete an in-depth review as part of our well architected framework review (WAFR) methodology. We deliver software carbon emissions reports with partners such as GoCodeGreen, focusing on the impact of your current IT systems on the environment.

Based on this root and branch understanding, we explore ways to reduce your carbon footprint. This might include migrating to the cloud and then re-architecting the migrated infrastructure with new, more efficient cloud services. Our experts can support with all.



## Our expertise

Our team of AWS-certified experts brings together leading software development companies from the AWS partner ecosystem. We design, prototype, deploy, and scale AWS technologies to bring greater business efficiencies and accelerate commercial outcomes.

We're fully authorised to deliver 220 AWS cloud services as part of our transformational approach to helping your organisation to become not only greener, but more efficient too.



## Tools and technologies

- AWS carbon footprint calculation tool
- Well architected framework review (WAFR) methodology, with dedicated sustainability pillar
- Wholesale transformation programmes to move your estates to the cloud and modernise them
- Partnerships with sustainability specialists.



## We're here to help

We're supporting multiple clients to unlock opportunities through sustainable, digital transformation. We helped a circular economy start-up to transform second-hand clothing into value through a reselling platform, keeping wearable clothing in use, reducing landfill, and responding to environmentally conscious consumer demands.

We provided a scalable, flexible IT infrastructure able to:

- Manage APIs used by primary clothing brands
- Optimise their quality triage and warehouse process
- Automate reselling on downstream ecommerce platforms.

Working with an existing client, we were able to demonstrate how their daily carbon footprint decreased from 47 kilograms to 20 kilograms by moving their infrastructure to the cloud. Once migration was complete, our experts re-architected the infrastructure with serverless code. This reduced unnecessary computing and energy usage by shifting from an always on, 24-hour model to use only the exact computing power required. Through this measure alone, we drastically reduced our client's carbon footprint further to just 36 grams.

**To find out how we can help your organisation create a sustainable future through cloud technology, contact our experts.**



CASE STORY →

## Home Office Delivering faster, more reliable visa and immigration services with a new cloud platform

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We helped the UK's Home Office migrate the infrastructure underpinning digital immigration services to a new cloud platform – one of the largest and most complex UK public sector projects of its kind to date. We collaborated with the Home Office and key suppliers throughout, from initial feasibility assessments to early-life support.

The new platform improves the speed and reliability of digital systems, benefiting both the public and the staff handling cases. The robust infrastructure empowers the Home Office's technology team to build and release new capabilities in six minutes instead of a day.

As a result of our work, the Home Office Immigration Technology Cloud Transformation won the 2017 UK IT Industry Award for Best Use of Cloud Services, and Cloud Excellence Award for Best Overall Use of Cloud.

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PA partnered with us to deliver one of the largest and most complex cloud transformation projects in government. They worked alongside us to plan, manage, and execute a five-day switchover to AWS, without disrupting any of our critical public services. With PA's support, the Home Office is now well-equipped to deliver innovative digital services more quickly, more reliably and at a much lower cost.

**Ian Phoenix**

Immigration Technologies Platform (IPT)  
Programme Delivery Lead, UK Home Office





CASE STORY →

## Hampshire County Council Providing critical support to vulnerable adults

In Hampshire, 50,000 vulnerable adults shielded during COVID-19, all of whom needed to be contacted as part of welfare checks. The existing process pulled in social care staff to complete manual calls, draining crucial resources and time. Hampshire County Council needed a fast, technology-enabled solution to support those in need.

We co-designed our Wellbeing Automated Call Service (WACS) with the Council, creating a chatbot that contacts vulnerable people to ask whether support is needed and note specific requirements. If the person answers yes, a system notification assigns a qualified care navigator to call the person and assess their needs in detail.

WACS sent a total of 200,000 automated calls (2,500 per day), achieving a 98 percent reduction on contact centre demand and a 75 percent reduction in cost. WACS was 47 times faster than the previous manual system alone, which would have taken 280 days to make the required calls.

WACS has since been adopted by Barnet London Borough as part of their Extreme Temperature Service and Mental Health Service, streamlining support for those in need.

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Without WACS, we would have struggled with the volume of shielded list updates. The new automated call service means we can reach more residents more quickly, and help get them through isolation safely. We are already looking at how we can deploy the solution to improve efficiency and enhance services in other areas.

**Graham Allen**

Director of Adults' Health and Care,  
Hampshire County Council



CASE STORY →

## National Institute for Health and Care Research (NIHR) Using digital technology to revolutionise recruitment for clinical trials

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National Institute for Health and Care Research (NIHR) asked us to transform the existing UK Clinical Trials Gateway from a site where people could find information about clinical trials to one where they could register as potential participants.

Following research with members of the public, patients, and researchers, our digital experts developed a new portal for the NIHR. The portal now attracts 1,000 registrations a month, creating an extensive pool of candidates for researchers.

This revolution in clinical trials recruitment cuts the cost and time required to start clinical trials, bringing potentially life-saving treatments to patients much faster.

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Our partners, PA, have helped us transform the UK Clinical Trials Gateway into a patient-centric mechanism by which people can find out about, and take part in, health research that may benefit them and their family. PA challenged us with innovative thinking and developed a solution that takes us much further forward than we ever would have expected.

**Simon Denegri**

NIHR National Director for Patients and the Public in Research and Chair, INVOLVE

# Contact us

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With decades of experience delivering successful cloud transformations, combined with our deep specialist knowledge of the AWS platform, we're on hand to provide curated support – every step of the way.

To find out more, contact our expert.



**Rahul Gupta**  
PA cloud transformation expert

[Rahul.Gupta@paconsulting.com](mailto:Rahul.Gupta@paconsulting.com)



**Christopher Hinitt**  
PA digital operations & GenAI expert

[Christopher.Hinitt@paconsulting.com](mailto:Christopher.Hinitt@paconsulting.com)



For more information, visit [PA and Amazon Web Services \(AWS\) at PA Consulting.](#)



## About PA

We believe in the power of ingenuity to build a positive human future.

As strategies, technologies, and innovation collide, we create opportunity from complexity.

Our diverse teams of experts combine innovative thinking and breakthrough technologies to progress further, faster, together. Our clients adapt and transform, and together we achieve enduring results.

We are over 4,000 strategists, innovators, designers, consultants, digital experts, scientists, engineers, and technologists. And we have deep expertise in consumer and manufacturing, defence and security, energy and utilities, financial services, government and public services, health and life sciences, and transport.

Our teams operate globally from offices across the UK, Ireland, US, Nordics, and Netherlands.

Discover more at [paconsulting.com](https://paconsulting.com) and connect with PA on [LinkedIn](#) and [Twitter](#).

**PA. Bringing Ingenuity to Life.**

## Corporate Headquarters

PA Consulting  
10 Bressenden Place  
London SW1E 5DN  
United Kingdom

+44 20 7730 9000

[paconsulting.com](https://paconsulting.com)

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