

Oakland



# We are Oakland, and we're here to liberate and activate your data.

Our strategic, engineering, governance and analytics consultancy gives large, powerful enterprises the freedom to ignite transformative insight – empowering you to tap into unlimited growth at record speed.

We meet you wherever you are on your data journey, get under the skin of your challenge and stick right by your side as your hands-on, all-in partner at every stage of the life cycle.

Down to earth, hands-on and driven by a love of data-enabled transformation, our end-to-end blend of solutions have realised radical results for some of the UK's leading businesses.

- Our expert integration and analysis helped Network Rail save more than £25 million and slice lead times by 80%
- We tripled both the client base and staff team when we built a global data platform for property startup, Income Analytics
- Our data governance development helped Yorkshire Water unlock a £150 million business transformation ROI

# Why work with us?

Our tight-knit team of level-headed experts bring four decades of pure data experience. We've always specialised in data, and our history of accelerating process and operational excellence in this field gives us everything we need to make transformational change stick.

## We're fast

Our production speeds are second to none. We assemble rapidly and hit the ground running – every time.

## We don't mix our offer

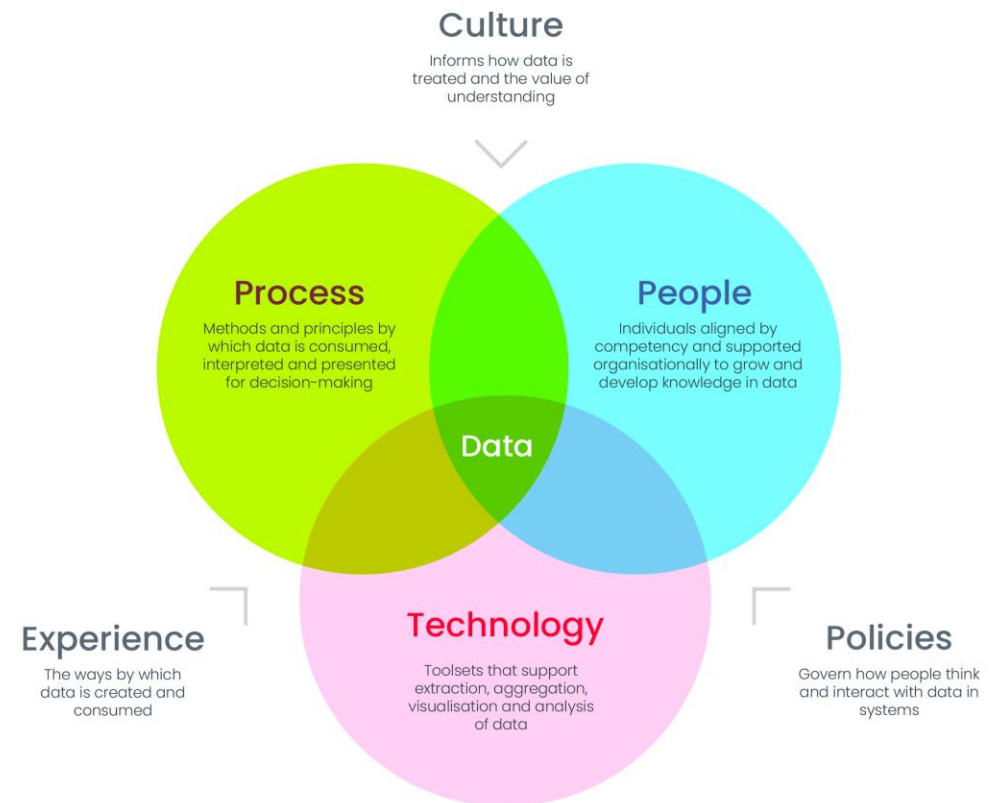
With us, it's data expertise through and through.

## We're tech agnostic

We can work with and implement any technology, so we're always best-placed to elevate your ecosystem.

## We're sustainable

We deliver early, sustainable value from complex tech programmes.



# How does Oakland free your data?

Everything is expanding in our fast-evolving data and tech world. We're here to free you from the challenges that come with navigating vendors, methods, expectations and more.

Whether you're building a large-scale data platform, looking to harness the value of generative AI, or keen to embed flawless governance – we've got your back.

## Purpose

Build a purposeful strategy for fast value generation:

- Data Strategy
- Target Operating Model
- Data Storytelling

## People

Drive positive people and behavioural change:

- Data Governance
- Data Quality
- Data Literacy & Culture

## Platform

Build an accessible data and insight platform:

- Data Architecture & Modelling
- Data Solution Architecture
- Data Platform Engineering
- Data Platform Support

## Products

Empower decisions with meaningful analytics:

- Dashboards & Reporting
- Analytics
- Data Science Enablement



# Delivering your data opportunity

With us, it's all about outcomes. We'll break down internal boundaries, devise comprehensive solutions for your most complex problems and leave you with the time, space and resources to focus on what matters.

By delivering rapid, 90-day data initiatives, we boost your capabilities and results quickly and in ways built to last.

We operate as a bespoke extension of your team – supporting cross-departmentally and providing an immediate boost of expert resources to your high performing teams.

**Our ways of working are all about getting leadership on board fast, simplifying decision-making, and taking every single person on the data transformation with us.**



# Ingenious solutions for...



## Data Integration, Analysis and Reporting

Integrated reporting and analytics for a central PMO.



## Design & Build of an Enterprise Data Platform

Reporting capabilities with a real-time view of attraction visitors footfall.



## Developing Data Mesh Strategy, Architecture, and Tooling

Enterprise data architecture, mesh strategy and platform tooling.



## Data Integration, Analysis, ML and Reporting

Analysed and developed a programme to support scaling of their business 4x across data, digital, process, and people.



## Data Integration and Analytics Reporting

Integrating enterprise financial data to power modern analytics as part of the Finance Programme to streamline and structure the spend of £Bn capital delivery.



## Data Architecture Design and Build

Scalable cloud architecture – seven-week design and delivery of a minimum viable product.



## Design and Build of an Enterprise Data Platform

Delivery of an analytics platform to support insights into customer propensity to buy, key client accounts, improving customer marketing.



## Global Data & Analytics Platform

Enable real estate professionals, investors and lenders to identify risk, tenant failure probability, financial health and portfolio level exposure.



## Data Strategy Development

Delivering a scalable, flexible and adaptable data strategy to develop required capability for value realisation from data within a high growth organisation and rapidly evolving market.



## Accelerating Customer Data Platform Implementation

Developing a customer data platform in three months and establishing an operating model for DataOps.

# Ingenious solutions for...



## *Design and Build of an Enterprise Data Platform*

Building a data analytics platform that would extract, store, and prepare data for reporting and insights, driving better management decisions and insights on profit and loss, stock, sales, and other operational priorities.



## *Improvement in Knowledge Management through AI*

Leveraging GenAI to improve the accessibility of lessons to be learned from a library of historical projects, delivering considerable time and efficiency savings.



## *Design and Build of an Enterprise Data Platform*

Solution architecture, Data ingestion, Data modelisation, Data transformation and Data quality controls, to power analytics and reporting with a modern stack. Enabling personalised and richer insights for clients and internal users.



## *Data Governance Framework and Implementation*

Creation of data governance and quality frameworks and policies. Data Ownership implementation in two key business domains. Ensuring more robust governance structures in a heavily regulated industry



## *Reporting and Analytics Platform*

Build and support of a Reporting and Analytics Platform via bespoke applications for 14,000+ global users enabling all areas of reporting and analysis. The platform provides signatories clarity of their investments, developing a more sustainable global financial system.



## *Multi-Year Strategic Partnership*

Delivering an enterprise-wide data and analytics transformation. Including data strategy and target operating model, data platform capabilities, and implementation of a company-wide Data Governance framework. Ensuring a data-driven YW that is ready for the complex challenges of the future



## *Data Strategy*

Data Maturity Assessment for Government (DMAG) and Enterprise Data Strategy development. As the UK's data regulator, it was essential to become a responsible innovator with data and an example to the industry.



## *Data Governance*


Data Governance assessment and full Data Strategy development tailored to the UK business needs. Production of a multi-year roll-out plan targeting the high value initiative of Data Ownership at a business function level. Overall goal of driving Vodafone UK towards being a data driven organisation unlocking the full potential of their data.

# Oakland people have the freedom to grow

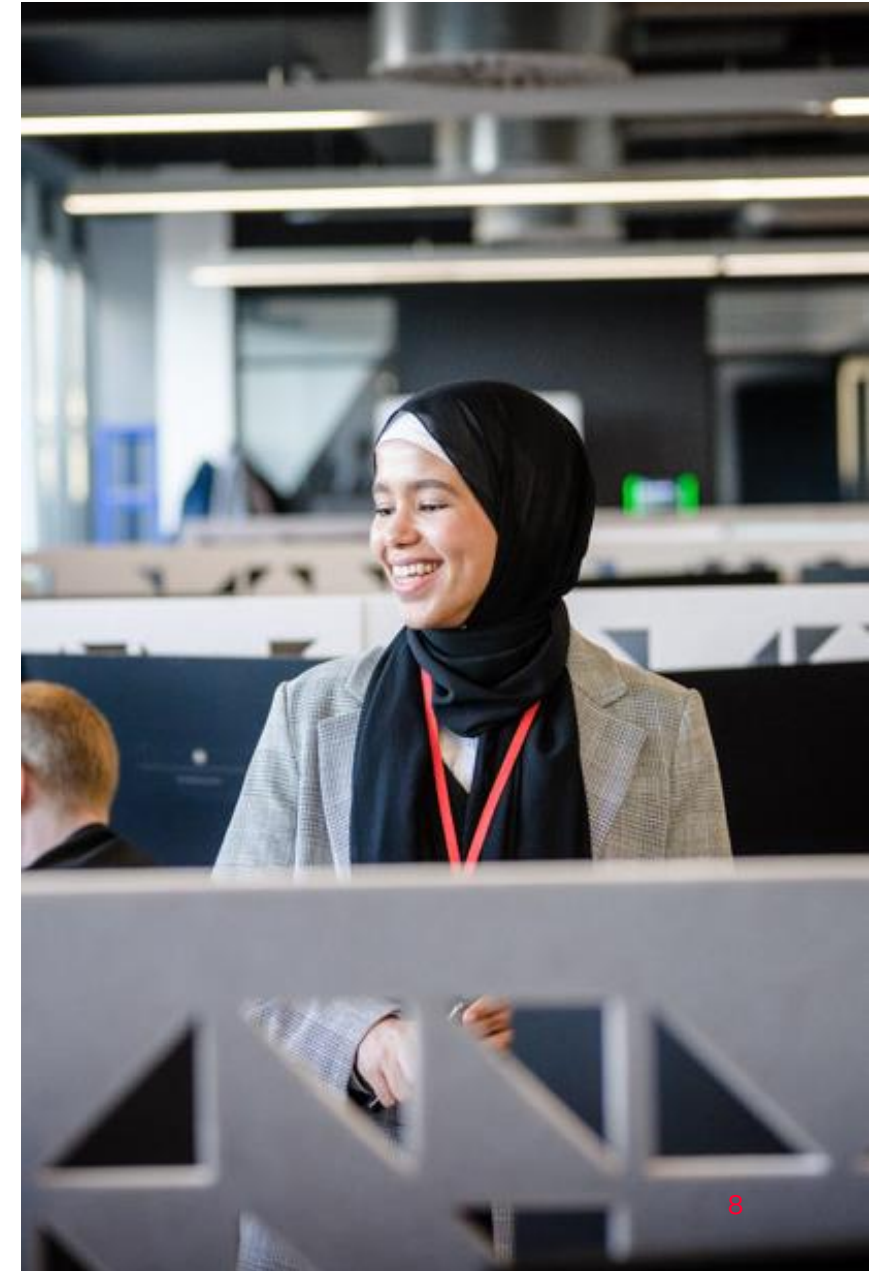
Working here is more than just an awesome job. It's about finding your place, meeting your people and exploring your full potential.

Our team is big enough to thrive in, small enough to feel at home in, and full of all the opportunities we need to be at our best – every day.

We're privately owned, constantly growing and endlessly ambitious. Our sights are set On delivering groundbreaking solutions for some of the biggest companies in the world – Solving high-impact problems completely with our feet firmly on the ground.

 It's our people that make the business what it is, and Oakland works hard to help develop them on their journey.

– Richard Corderoy, Mg Director





# Proud to B Corp

We've always been big believers that building a positive, sustainable future is on us. That's why we're committed to changing our global economy in ways that benefit people, communities and our planet.

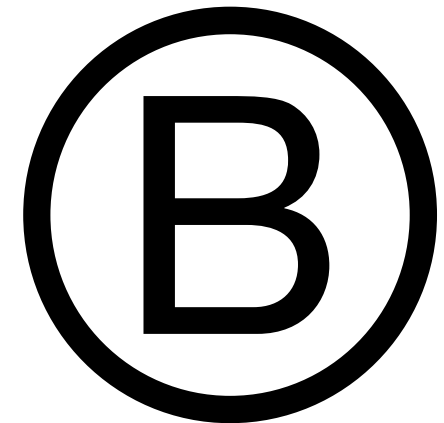
In 2023, we became officially B Corp Certified. Having our efforts recognised was a proud moment for us – testament to all the ways we've been hitting high standards of social and environmental performance, transparency and accountability over the years.

B Corp status is proof of our commitment to going the extra mile – from making big decisions with social and environmental considerations in mind, to making sure we offer our customers the best possible value.

We give our people freedom to find their best selves with great healthcare, wellbeing resources and training opportunities – and we're big on community and environmental initiatives too.

**But B Corp isn't the endgame. We'll never stop trying to make our world that little bit better. If we can do good, you can bet we'll do it.**

## Certified



®

## Corporation

# Our Values

We shaped our values together, and we're pretty proud of what they have to say. These words keep us tight-knit, on track and true to what we believe in. They help us own our growth, show ultimate respect and make strong choices for our clients and our future.



## Love

Love and respect are the driving forces behind how we interact, do our jobs and relate to the people we meet.



## Integrity

We care about our impact, always asking ourselves the important questions and standing up for what we believe in.



## Expertise

We're true experts in our field – constantly striving for technical excellence and always, *always* learning.



## Curiosity

Our minds are lively, and we can't help delving deeper and discovering newer, better ways of doing things.



## Drive

We're driven to solve problems and get the job done brilliantly – the way we motivate each other leaves us and our clients buzzing.

# Our People

Say hello to some of the people at the heart of Oakland.



# Don't just take our word for it...

Read what some of our fantastic clients have to say, and decide for yourself.



**Thomas West,**  
Technology Director  
GMI Construction

*"This felt like a team effort, which is unusual with some of the consultancies I have worked with in the past. The best description I'd have is Oakland felt that they became an extension of our team. The team that was put on this project was really, really good, and I couldn't have asked for any more from the process."*



**David Green,**  
Head of Innovation  
Blenheim

*"From the first conversation with Oakland they completely understood the problems we were facing and very very quickly talked about the solutions. Oakland have been an absolute joy to work with not only are they fun and energetic they delivered a solution that will future proof our business for many years to come."*



**Lee Harris,**  
Head of Innovation  
Yorkshire Water

*Data has become increasingly important to how we operate as an organisation. It's at the heart of everything we do, but there's more than we can achieve with it, so we are taking a more strategic approach to how it's captured, managed, shared, and used to help everyone do things better.*

*The partnership with Oakland will develop and improve data across all aspects, including architecture, governance, and management, ahead of anticipated greater expectations from OFWAT in the near future.*



**Jenni Halliday,**  
Contract Operations  
Director,  
COMPASS, Serco

*Oakland's approach to delivering transformational change has been a breath of fresh air. They helped us see the value of combining the improvement of our processes and the use of technology. They were able to cut through the noise and look to apply pragmatic solutions without the complexity. This included helping us to make better use of our data for driving business decisions and highlighting key insights. Their collaborative and iterative approach enabled us to achieve value quickly, whilst maintaining an eye on our future aims.*

# Oakland

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