

SPLUNK AND  
AMAZON WEB  
SERVICES:  
DELIVERING  
DATA-DRIVEN  
TRANSFORMATION  
IN THE PUBLIC  
SECTOR



# TRANSFORMING THROUGH DATA

We look at how Splunk and AWS are working together to help public sector customers implement cloud-based, data-driven strategies for the digital age

**T**he Covid-19 crisis fuelled the rapid development of digital systems across the public sector. With social distancing restrictions in place across Europe, citizens were often dependent on digital delivery for access to public services.

But many public sector agencies – whether in education, healthcare, local government, or other non-profit organisations – realise that it is no longer enough to just provide a service. Today they must meet changing citizen needs and expectations through digital engagement and exceptional customer service.

At the same time, remote working within government is set to continue, which each agency needs to enable and support. There is also a pressing need for enablement and education to attain the skills needed for the digital-first world.

Importantly too, there are changes in procurement. Most government departments are

looking to go on their digital journey with a range of integrated technology providers. No longer reliant on big IT outsourcing companies,

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**“Properly implemented cloud technology can improve speed of delivery, increase security and create opportunities for organisations to innovate. Government organisations and functions need to work together more effectively across functions to take full advantage of these benefits”**

UK government *Cloud guide for the public sector*

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they are placing real value on partnering with organisations that can deliver modern infrastructure platforms and solutions that offer

extended, integrated functionality. Splunk and Amazon Web Services (AWS) can help them successfully navigate their long-term, multi-year transformation journey with comprehensive platform solutions.

Here we look at how Splunk and AWS are together helping public sector customers implement cloud-based, data-driven strategies for the digital age.

## Harnessing data for digital transformation

Governments worldwide are reacting to the huge increase in the amount of data being generated. IDC forecasts 26% compound annual growth in data volumes through to 2024.

As such, the public sector overwhelmingly wants to find ways to harness data for digital transformation. For example, the UK government announced a National Data Strategy to support the use of data. This included a target for 500 analysts to be trained up in data and data science across the public sector by 2021 – a goal that was over-achieved, with nearly 700 civil servants trained by the middle of the year and more to come.

It also announced plans for a pan-government chief data officer to transform the use of data to drive efficiency and improve public services.

However, there are also specific parameters in which the public sector must operate when it comes to a multi-year digital evolution strategy.

## EU INVESTMENT IN PUBLIC SECTOR TRANSFORMATION

Recognising the importance of digital technologies to the pandemic recovery, a main focus of the EU's [€750bn stimulus package](#) is investment in digital services and infrastructure across multiple verticals, including the public sector.

Covid-19 recovery programmes offer European governments a once-in-a-generation opportunity to abandon their reliance on legacy technology and accelerate the transition to the cloud. This will be the lynchpin for delivering what [analyst IDC calls](#) “efficient, trusted, highly responsive, inclusive and convenient (ETHIC) public services”.

Citizens want governments to spend their taxes wisely, while acting with transparency and protecting their privacy – trust in how personal data is used is paramount. They want their requests resolved rapidly. They expect to access a high-quality service regardless of income, ethnicity, or physical and mental abilities. And they want to access those services, when, where and how they choose.

There are other operational hurdles that every government department must also first overcome on the path to becoming data driven. These include the continued reliance on legacy technologies that create operational visibility gaps, siloed data leading to a lack

## AWS COMMITMENT TO PUBLIC SECTOR

Using the UK as an example, AWS has demonstrated its commitment to the public sector by signing a One Government Value Agreement (OGVA) with the Crown Commercial Service purchasing agency. This offers greater cost savings for cloud deployments, similar to those available to large commercial customers. As part of the agreement, AWS is also establishing a new digital skills fund, which will train more than 6,000 civil servants in cloud computing at no cost to government.

of insight, and the threat of increasingly sophisticated cyber attacks.

Another important aspect within government today is making IT more efficient and better leveraging existing investments in technology. Whether a government department or local council, the IT team doesn't want to spend their time on infrastructure, feeding and watering their technology estate. They want to focus on innovation or delivering applications and services to citizens. A cloud-based approach frees up limited government resources to improve services to employees and citizens alike.

### Splunk and AWS: better together

As the core of any data-driven strategy, Splunk and AWS together make data accessible and usable, providing greater visibility into virtually any government use case. With industry-leading cloud infrastructure from AWS, combined with Splunk's Data-to-Everything platform, public sector bodies can innovate with confidence, migrate and modernise existing environments, and scale without limits, with data at the centre of every business outcome.

Splunk makes it easy for any public sector customer to gain end-to-end visibility across their AWS and hybrid environments and provide a single source of truth for data.

This means users can search, monitor and analyse data from any source, including data from websites, applications, sensors and devices. This provides valuable intelligence

and insights from which they can make data-driven decisions.

AWS is architected to be the most flexible and secure cloud computing environment available.

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## “The public sector has the world’s most interesting datasets and the world’s most interesting workloads to deal with”

John Davies, head of local government, healthcare, education and not for profit, AWS

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The Splunk Security Portfolio helps modernise security operations, strengthen cyber defences and reduce exposure to risk. Data is at the forefront of any cloud journey, and Splunk offers a scalable, analytics-based security platform where data from AWS security services can be ingested, searched and analysed.

With governments making the transition to cloud, Splunk can deliver solutions at every step of the AWS cloud journey – from pre-migration planning to providing full visibility of applications and systems during the process, all the way through to application and cloud optimisation.

### Exploiting existing data

A data-driven approach to government sits on two pillars. There is first a need to ensure

## SPLUNK ENABLING INSIGHT IN DUTCH COURT SYSTEM

In the Netherlands, Splunk is enabling the Dutch Court System to gain 80% more insight into IT components, which has helped slash the time it takes to resolve issues and outages by 50%. The team has been able to quickly pivot to online court cases, keeping society moving during the pandemic. The judiciary has also democratised data across its organisation, giving 92% more people access to vital business metrics and Splunk dashboards that help influence key decisions.





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the right culture among users to understand how it works. This is why customers partnering with Splunk and AWS have valuable and ongoing conversations to steer that approach most effectively.

Second is the establishment of a data-driven service. Splunk’s “data fabric” approach exploits current data repositories and sources that already exist, working with new, existing and legacy systems that generate or manipulate data. Splunk makes the data available for users to ask questions of it – and can take that data and share it across government departments if needed, with the right controls and processes in place.

Put simply, Splunk offers public sector organisations the ability to easily harness their data from any source and in any format to gain real-time, enterprise-wide visibility so they can make fast decisions and drive decisive actions at speed.

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**“The ability to use a technology for structured and unstructured data from completely different datasets has always been a significant challenge. Splunk is able to do that in real time. That is a massive change to the capability around data analytics. It means you can access lots more datasets, sometimes called ‘dark data’, that you’ve never used before and never understood how you could use it. That’s changed the whole playing field”**

Alan Hill, director strategic solutions – public sector, Splunk

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## Conclusion

From using analytics to glean life-saving information from test-and-trace programmes, to monitoring traffic using data from sensors, to deploying artificial intelligence to detect errors, fraud or mismanagement of funds in the public purse – data is at the heart of government today.

Indeed, data plays a vital role in governments' post-Covid recovery plans. This includes delivering an omnichannel citizen experience, implementing data-driven policymaking and operations, and laying the ground for the future of work.

Whether examining footfall or retailers closing their doors, to the number of furloughed people in a local area – having access to real-time, actionable data will form the basis of a successful recovery and pave the way for a data-driven public sector of the future.

To deliver these digital innovations, the public sector must embrace agile, scalable and adaptable infrastructure.

Splunk and AWS are together laying the foundation for a data-driven future for the public sector, to deliver the services and outcomes demanded in the digital era.

## CASE STUDY: NHS BUSINESS SERVICES AUTHORITY

The NHS Business Services Authority (NHSBSA) provides services to the UK's National Health Service organisations and the public. This includes running contact centres that other NHS organisations and the public can call with questions about services.

With AWS Partner Network (APN) Select Consulting Partner Arcus Global, NHSBSA used cloud-based contact centre service Amazon Connect to improve its contact centre operations.

Less than one week into a trial to manage calls about the European Health Insurance Card (EHIC), NHSBSA expanded its call centre operations beyond business hours to answer calls 24/7. In four weeks, 10,194 calls were received – of those, 42% were resolved via the automated Amazon Connect system and did not have to be passed back to an NHSBSA operator. There was a 26% reduction in contact centre traffic.

NHSBSA was able to provide a faster service to callers, deliver accurate answers more consistently, relieve advisors from the more monotonous aspects of their job, and provide a higher level of service at a lower cost.

## AWS ISV WORKLOAD MIGRATION PROGRAM

The AWS ISV Workload Migration Program (WMP) financially supports an organisation's migration journey to Splunk Cloud by providing AWS credits to offset initial migration costs and accelerate migration cycles.

There are also incentives available for Splunk Enterprise customers which are converting to a term licence or expanding their Splunk environment by adding Splunk's premium applications, adding more data capacity or deploying Splunk Enterprise in their AWS environments.

Splunk customers migrating a select number of additional IT, security and DevOps workloads to Splunk Cloud or Splunk Enterprise may be eligible as well.