



BUTTERFLY
DATA

Put data behind **every** decision

The data partner for organisations
that can't afford to get it wrong.

“

**Most organisations aren't short of data.
They are short of data they can trust.**

”

You're managing complex, sensitive data under real accountability pressures — and the foundations aren't keeping pace. Systems are fragmented, quality is inconsistent, governance requirements are tightening. The expectation to deliver trusted services, faster, hasn't let up.

Butterfly Data exists to close that gap. We turn complex data into reliable, usable, well-governed assets — combining deep expertise in data quality with the flexibility and reach of a highly certified, partner-enabled SME built for UK public sector and regulated, national-scale environments.

ABOUT BUTTERFLY DATA

Who we are

We are an employee-owned, certified B Corp — and that shapes everything about how we work. Our team of data analysts, engineers and scientists brings deep domain expertise and a technology-agnostic mindset to every engagement.

Many hold PhDs or come from military, academic and commercial backgrounds. We don't just understand your data. We understand the governance, compliance and public-accountability pressures that surround it.

“Butterfly Data was born from a simple belief: that organisations working in the public interest deserve data they can genuinely trust. When we started out, we saw too many teams drowning in data they couldn't use — not because they lacked ambition, but because no one had built them the right foundations. That felt like something worth fixing.

More than 20 years since my initial vision, that belief hasn't changed — but our team has grown into something I'm incredibly proud of. We attract people who care deeply: about doing the work properly, about the people behind the data and about each other. Being employee-owned and a B Corp is how we hold ourselves to account. I hope that comes through in every project we deliver.”

SARA BOLTMAN, CO-FOUNDER



By the **numbers**



7+ years of team-led delivery at scale



40+ team members and growing



70+ transformative projects delivered across sectors



35+ organisations served across public sector and regulated environments



103.3 B Corp impact score – 2x the median for businesses



1% of annual profit pledged to community causes

OUR DIFFERENCE

Why Butterfly Data?

Proven expertise, without the overhead

Built on over 20 years' industry experience, our dedicated team brings unrivalled domain knowledge and technical depth, without the cost or complexity of a large consultancy.

Specialist, vetted team

Every member of our team is vetted and cleared for sensitive work, with hands-on experience in the governance expectations of the UK's most demanding environments – central government, defence, healthcare and emergency services.

Genuinely technology-agnostic

We are not tied to any single vendor. We select the right tools for your needs – from globally trusted enterprise software to best-in-class open-source technologies.

Values-driven, people-first

As an employee-owned B Corp, accountability is not a policy – it is how we are structured. Every member of our team has a stake in your success. We pledge 1% of annual profits to community causes, and we mean it when we say we are in this for more than the contract.

Simple procurement

Engage us directly or via G-Cloud, DOS, Spark, ACE, NVfI and other CCS frameworks. We remove procurement complexity so you can focus on outcomes.

OUR CLIENTS INCLUDE:

HMRC, Home Office, DWP, Adra Housing, Royal Navy, North Wales Fire and Rescue, Gloucestershire & Oxfordshire Community Rail Partnership (GOCRPP) and the NHS.





From bottleneck to baseline: 85% faster processing for the Home Office

GOVERNMENT

DATA ENGINEERING

The Home Office's knowledge graph — the backbone of its Data Assurance Service — was struggling under its own growth. Monthly updates were delayed, costs were climbing, and the pipeline was becoming increasingly unstable as data volumes increased.

Butterfly Data worked with 6point6 to re-engineer the Python-based application from the ground up: moving from file-based to in-memory processing, implementing smart caching and adding detailed logging and comprehensive testing. The result was immediate and measurable.

85% reduction in processing time and cost. Full pipeline stability post-launch. And a detailed roadmap equipping the team to scale confidently as data requirements grow.

“

Butterfly Data worked seamlessly within the project team and were very intuitive with secured technical skills.

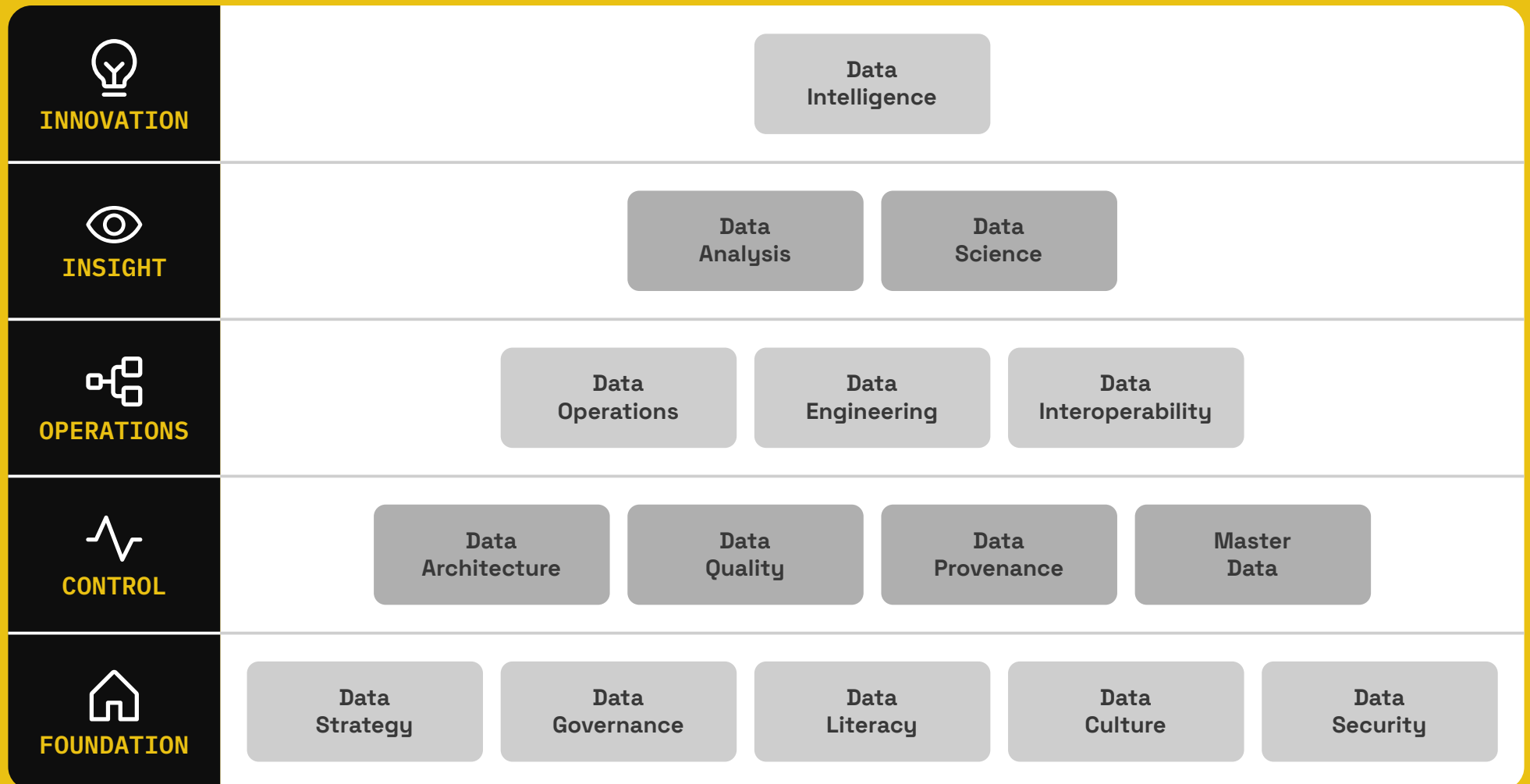
”

— Lead Enterprise Data Architect, 6point6



Our services

Good data doesn't happen by accident, it is built in layers. Our services reflect that. From the foundations of strategy, governance, and security, through to data quality, engineering, and analytics, up to science and intelligence – we work across the full data landscape. Whether you're tackling long-standing data problems or looking to do more with what you have, we bring the right expertise to the right level.



Our services

Building the foundation

We help you define where you want to go, establish the governance frameworks to get there, and build the cultural foundations that make data a shared organisational asset — not just an IT concern.

Our privacy-by-design approach ensures GDPR compliance and security controls are embedded from day one, giving you an audit-ready base for everything that follows.

Helping to control the data

We design the architectures and quality frameworks that keep your data clean, consistent and traceable — aligned to UK public sector standards including the Government Data Quality Framework and DAMA UK.

Our anonymisation frameworks enable safe, ethical analysis of confidential data, including unstructured health and citizen records.

Streamlining operations

We design and build scalable databases, warehouses, lakes and ETL pipelines that turn messy, disparate sources into a single source of truth.

Where that means moving from legacy infrastructure to the cloud, we handle the full journey — architecture, migration and execution — securely and without disruption to live services.





Enabling insight and innovation

We turn complex datasets into clear, interactive dashboards built around your users — from frontline teams to senior leadership — using Power BI, Tableau or custom interfaces.

Where the questions are harder, we apply statistical modelling, machine learning and predictive analytics to find answers that aren't obvious from the surface.

And where AI has a genuine role to play, we help you understand what is realistically achievable in your context before significant investment is committed — iterating quickly, building proof-of-concept work that demonstrates real capability rather than theoretical promise.

Responsible AI isn't a disclaimer for us. It is how we work.

“

Butterfly Data has very competently demonstrated the art of the possible in tackling a really complex corner of the UK Government's data and policy landscape. They successfully brought together 3 Government departments around a shared need and developed a really valuable (and really deep!) data model / platform / visualisation.

”

— Key project stakeholder, Government

SECTOR EXPERTISE

Industries we serve

Every sector comes with its own pressures. We specialise in the ones where the stakes are highest – combining technical depth with domain expertise earned on the ground, not learned in a classroom.

Central government and public sector

The pressure to digitise is constant, but progress is often blocked by fragmented legacy systems, large-scale migration challenges and cross-departmental silos.

We help departments cut through the complexity with secure data migration and modernisation programmes, underpinned by quality frameworks aligned to the Government Data Quality Framework. Our responsible AI solutions improve citizen-facing services to ensure every decision is backed by data you can genuinely trust.



Defence and national security

In mission-critical environments, data is a strategic asset that must be protected and leveraged with absolute precision. Our vetted professionals handle sensitive datasets to improve operational readiness, from applying machine learning for proactive workforce planning to reducing intelligence gaps with OSINT.

By combining open-source intelligence with internal data sources, we create comprehensive analysis capabilities that provide context and uncover hidden connections to enable faster, more informed decision-making.



Healthcare

Reliable insights save lives, yet healthcare providers often face unstructured patient records and strict compliance requirements. We deliver a privacy-by-design foundation for advanced analytics, enabling safe, ethical analysis of patient data.

Our solutions can stratify clinical risk, predict patient outcomes and support collaborative innovation through proof-of-concept trials.



Finance

Tackling the “tax gap” and fighting fraud requires more than ambition — it demands a scalable, audit-ready data foundation. We build high-performance frameworks that unify fragmented systems, improve data quality and ensure compliance to give financial institutions the confidence to act on their data. Our solutions enhance customer experience with personalised services, unlock AI-driven automation for accurate predictions, accelerate cloud transformation and provide real-time insights to detect and prevent fraud.





Emergency services

When every second counts, decision-makers need real-time situational awareness, not manual spreadsheets. We centralise data from GIS, mobile and legacy systems into unified dashboards, creating a “single source of truth” that empowers frontline teams to make faster, more confident decisions.

Our solutions improve decision-making with real-time analytics, break down data silos for full visibility, ensure data quality and governance, leverage AI for proactive response and support digital transformation to optimise resource allocation and long-term planning.

Infrastructure, energy and utilities

From smart sensor networks to migrating legacy warehouses to the cloud, we help providers monitor community infrastructure in near-real-time. Our solutions support more efficient energy use and grid optimisation, help update legacy systems to improve scalability and resilience, improve data quality and governance and use AI to help anticipate and reduce disruption.

By integrating real-time insights from IoT and renewables, we support Net-Zero and ESG goals while optimising operations to adapt to evolving energy demands.



Transportation and education

Whether automating community rail reporting with AI co-pilots or building interactive dashboards to track learner trends across hundreds of schools, we focus on reducing manual overhead and unlocking actionable insights.

By transforming complex, fragmented datasets into clear, visual analytics, we enable faster, more informed decision-making, streamline reporting processes and free staff to focus on strategic priorities and frontline impact. Our solutions make data work harder by turning hours of manual reporting into minutes while improving accuracy and transparency across the sector.

Beyond these sectors

Working in a different sector? Our approach translates wherever complex data meets high accountability.

If you handle sensitive data at scale and need a team that understands both the technology and the governance around it, we'd like to talk.



Our approach

Our methodology is collaborative, agile, and outcome-focused. From day one, we integrate into your culture, work openly with your teams and adapt as requirements evolve.



Agile and adaptive

We work in iterative sprints with regular demos and feedback loops, so you always know where the project stands. Requirements change – our delivery adapts to match.



Tailored and holistic

Our specialists blend business analysis, domain expertise and the right technologies to craft bespoke solutions that fit your context and integrate smoothly with what you already have.



Outcome-driven

Success means results, not reports. We co-create performance metrics with you at the outset and track them throughout, so value is delivered, not just promised.



Collaborative and transparent

We embed within your teams. Communication is open and clear. As one client noted, we “work seamlessly within the team” and add “intuitive, technical skills” to every project. Our goal is not just to deliver a solution but to leave your people more data-savvy and self-sufficient.





The multi-billion pound case for data quality

GOVERNMENT

DATA QUALITY

HMRC faced a significant gap between taxes owed and taxes collected — and poor data quality was a key driver. No standard metrics, inconsistent data models, limited visibility over where problems existed. The foundations simply weren't there to act with confidence.

Butterfly Data designed and built a scalable data quality framework using SAS 9.4, DMS and Viya — creating reusable jobs that could be applied across datasets, a new multi-layered Enterprise Data Model and dashboards that made complex quality issues accessible to non-technical stakeholders for the first time.

The result: a repeatable framework now embedded across HMRC, enabling data-driven conversations about remediation priorities and giving the organisation the confidence to act on its data.



PROCUREMENT AND PARTNERS

Trusted frameworks and partnerships

Procurement and frameworks

We are a recognised supplier on multiple public sector procurement frameworks, making it simple to engage us quickly, compliantly and confidently:

GOVERNMENT COMMERCIAL AGENCY

- G-Cloud
- Digital Outcomes and Specialists
- Spark
- Digital and Legacy Application Services
- Artificial Intelligence
- Technology Services

SPECIALIST FRAMEWORKS

- Home Office Accelerated Capability Environment
- Constellia Neutral Vendor Framework for Innovation
- Frazer Nash Naval Design Partnering
- Bloom NEPRO³

Technology partnerships

Our technology-agnostic approach means we select the tools that best fit each client. We work across SAS, Snowflake, Databricks, Informatica, Python, R, Apache Airflow and more, combining commercial and open-source technologies. Through strategic partnerships with leading vendors, we deliver resilient, scalable and cost-effective solutions tailored to our clients' needs.



Impact in action

We let our results speak for themselves.

85% faster after we re-engineered the Home Office's knowledge graph pipeline from file-based to in-memory processing, cutting costs and delivering full stability at scale.

Home Office | Government



£multi-billion tax shortfall efforts supported through the delivery of a scalable data quality framework that gave HMRC trusted, consistent data and greater confidence in its decision-making.

HMRC | Finance



Proactive workforce planning capabilities provided to the Royal Navy after we applied machine learning to personnel data to identify the real drivers of attrition and retention.

Royal Navy | Defence



Unstructured patient records made safe for advanced analytics after we developed the anonymisation frameworks that opened a previously inaccessible data asset.

UK Health Authority | Healthcare



Real-time situational awareness delivered to North Wales Fire & Rescue commanders after GIS, mobile and legacy systems were unified into a single live operational dashboard.

North Wales Fire and Rescue | Emergency services



36k+ learner surveys across 155 schools analysed automatically and surfaced in a single Power BI dashboard for MFL Mentoring, turning a reporting burden into an insight engine.

MFL Mentoring | Education



Live infrastructure monitoring delivered to Adra Housing for the first time after an AWS to Azure migration and LoRaWAN sensor integration gave near-real-time visibility across their community estate.

Adra Housing | Utilities and energy



30 minutes is all it takes to complete community rail reporting for GOCRP after we built an AI co-pilot that replaced a manual process that previously took hours.

Gloucestershire and Oxfordshire Community Rail Partnership | Transportation



“

We can take a real customer problem and build a demonstrable solution within 12 weeks*

”

Organisations managing regulated, national-scale citizen data choose Butterfly Data because we combine the technical depth to handle complexity with governance rigour to handle accountability – and the agility to deliver at a pace that traditional contracting cannot match.

**Proven through rapid delivery within the Home Office Accelerated Capability Environment.*

Our social value

Being a good business is not enough for us. We want to be a genuinely good company, so we take our responsibility to people, communities and the planet seriously. That commitment is baked into how we are structured, how we are certified and how we show up every day.

B Corp

We are proud to be a certified B Corp — a rigorous, independently verified standard that measures our impact across governance, workers, community, environment and customers. With a B Impact Score of 103.3 (more than double the median for ordinary businesses), it is not a badge we wear lightly. It is a commitment to continuous improvement and to using business as a force for good.

Economic equality and fair pay

We are accredited by the Living Wage Foundation, ensuring every member of our team is paid a wage that reflects the real cost of living. As an employee-owned company, that sense of fairness extends further: everyone has a stake in what we build together. We invest in career development through mentoring, training and our Graduate Programme, to create pathways for people regardless of their background.

Pledge 1%

We dedicate 1% of our annual profit to charitable causes through the Pledge 1% initiative. We have directed this support towards STEM education, local community programmes such as GM4Women2028 and initiatives like Magic Breakfast and The Learning Partnership to help young people access the opportunities they deserve.

Inclusion, diversity and equal opportunity

We are committed to making Butterfly Data — and the data industry more broadly — more inclusive. We are signatories to the Tech Talent Charter and a Disability Confident Employer, promoting diversity across our hiring and practices. We actively support the Armed Forces community and hold the Gold Employer Recognition Scheme Award from the Armed Forces Covenant, recognising our commitment to veterans, reservists and military families.

People and wellbeing

We believe people do their best work when they feel genuinely supported. Wellbeing is woven into life at Butterfly Data: from private health insurance and Mental Health First Aiders to regular social gatherings and our annual Spring Summit. We have signed the Mental Health at Work Commitment and take a proactive, open approach to mental wellness across the team.

Sustainability and Net Zero

We understand the urgency of climate change and the role every business must play. We are Net Zero with a published Carbon Reduction Plan, taking intentional steps to reduce our footprint and embed environmental responsibility into how we operate and how we deliver for clients.

Certified



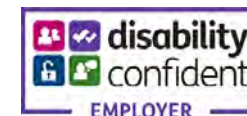
Corporation

103.3 B Impact Score – more than double the median for ordinary businesses*

**Correct as of February 2026*



Pledge1%





BUTTERFLY
DATA

Ready to put data behind **every** decision?

If you manage citizen, national-scale or regulated data and need a partner who understands both the complexity and the accountability — get in touch.



butterflydata.co.uk



hello@butterflydata.co.uk