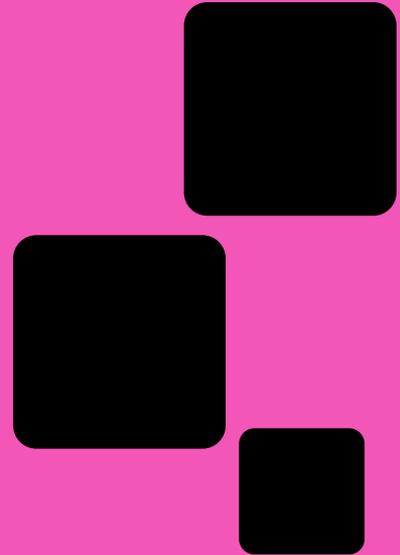




Welcome to

The Digital Impact Company

G-Cloud 14 / Service Document



SERVICE DOCUMENT

G - Cloud 14

Overview

msqdx

Best-in-class
tech. **Enterprise
partners**



We build and
translate digital
experiences into
**commercial
impact**



ISO 27001 certified for information
security management

**Sector led
expertise**



AI Enabled

MSQ DX Proprietary AI
tools to deliver more
for less



600+

digital experts globally

Part of the MSQ group,
reaching 1,850 people
across branding, media
& marketing.



150+

complex integrations
across public & private
sectors

Our experience



CORINTHIA[™]
HOTELS

B/S/H/



CIPD





G-CLOUD 14 SERVICES

Our services

MSQ DX delivers services across the full digital experience lifecycle: from strategy and discovery through implementation, optimisation and ongoing managed support. The following pages detail our service categories as listed on G-Cloud 14, covering 27 distinct service listings across four capability areas.

Strategy, discovery and consultancy

MSQ DX provides strategic advisory and discovery services that establish the evidence base for digital investment decisions. We combine stakeholder engagement, user research, technical assessment and data analysis to define requirements, validate assumptions and create actionable roadmaps.

Our approach connects technology decisions to user needs and business objectives through human-centred design thinking, data-driven insights and journey mapping. Discovery activities include customer journey mapping, customer experience mapping across channels, stakeholder interviews and workshops, competitive and comparator analysis, and digital maturity assessments evaluating organisational readiness for transformation.

Strategy outputs include north star definition, opportunity prioritisation, phased transformation roadmaps with dependencies and milestones, and business case documentation. Our in-house biometrics lab provides eye-tracking, facial expression analysis and galvanic skin response measurement for evidence-based user research.

Applicable service listings

- Digital Experience Strategy and Insight
- Discovery, Research and Digital Strategy
- Platform Strategy and Discovery
- Digital Transformation
- Content Strategy
- CMS and DXP Discovery Consultancy
- Composable and Headless CMS Consultancy
- Data Strategy, Customer Experience (CX) and Marketing Technology

Enterprise CMS and DXP implementation

MSQ DX delivers end-to-end content management system and digital experience platform implementation services covering the full build lifecycle: user experience design, solution architecture, front-end and back-end development, data migration, system integration, quality assurance and deployment.

Our development teams are certified across all supported platforms, with deep expertise in Microsoft technologies including .NET and Azure. We deliver scalable architectures that handle high traffic volumes and complex integrations across public and private sectors.

Implementation includes mobile-first development using responsive design, lazy loading and asynchronous programming. System integration connects CMS platforms with Salesforce, SAP and custom APIs. Agile delivery uses CI/CD pipelines. Content migration follows structured approaches with validation testing, accelerated through our Nimbus AI-powered migration tool. UX design creates wireframes and interactive prototypes. Visual design develops responsive, WCAG-accessible designs across all devices.

Applicable service listings

- CMS and DXP Implementation
- CMS and DXP Website Design, Build and Support
- Content Management System (CMS) Selection and Implementation

Composable and headless architecture

MSQ DX provides specialist consultancy and implementation for composable and headless CMS architectures. Our nine-platform portfolio enables genuine platform-agnostic advisory, recommending the right architecture based on client requirements rather than single-vendor bias.

Composable architecture consultancy covers MACH (Microservices, API-first, Cloud-native, Headless) architecture design, integration strategy across content delivery, commerce, search and personalisation layers, and migration planning from monolithic to composable.

Headless CMS implementation delivers API-first platforms that decouple content management from front-end presentation, enabling multi-channel delivery across web, mobile, IoT and emerging channels. We implement across Contentstack (Elite Partner), Storyblok (Platinum), Contentful (Silver) and Kontent.ai (Gold), with clear swim lanes for each.

Platform selection is supported by structured evaluation covering total cost of ownership, vendor roadmap alignment, integration complexity, editorial experience and scalability.

Applicable service listings

- Composable and Headless CMS Consultancy
- Composable and Headless CMS Implementation and Support
- CMS Selection and Implementation

Managed services and support

MSQ DX provides support services following implementation to ensure platform stability and continuous improvement. Support is managed within dedicated Client-Focused Teams (CFT) with designated Project Manager, Client Services representative and developer access, ensuring project and knowledge continuity.

Reactive support delivers SLA-based issue resolution through ticketed triage with ringfenced resource for rapid response. Proactive support covers strategic roadmap planning, quarterly reviews, performance audits and continuous improvement recommendations. Platform maintenance addresses security updates, performance enhancements and hosting support.

Standard support operates during UK office hours (9am to 5:30pm, Monday to Friday). Extended hours and 24/7/365 support are available. We provide platform-specific managed services across Optimizely, Umbraco and all other supported CMS and DXP platforms.

P1 Critical

Response: 30 min
Resolution: 2 hours

P2 High

Response: Hours
Resolution: Days

P3/4 Medium / Low

Response: Days
Resolution: Agreed

Optimisation and continuous improvement

MSQ DX focuses on continuous improvement beyond reactive maintenance, helping organisations optimise their digital presence for long-term commercial success. Our optimisation services are anchored in measurable outcomes.

Conversion rate optimisation applies structured experimentation programmes to identify and remove friction from user journeys. We run controlled A/B and multivariate tests, analyse results against statistical significance thresholds and implement winning variations.

Experimentation services establish organisational experimentation culture, defining hypothesis frameworks, test prioritisation models and governance processes.

SEO services cover technical auditing, content optimisation, site architecture, structured data implementation and performance monitoring, integrated into platform implementations from the outset.

Continuous improvement includes root cause analysis, proactive identification of enhancement opportunities, regular performance audits covering security, speed and user journey optimisation, with quarterly strategic reviews against roadmap.

Applicable service listings

- CMS Support and Continuous Improvement
- Continuous Improvement
- Conversion Rate Optimisation (CRO)
- Experimentation
- SEO

Data, analytics and AI

MSQ DX delivers data science, analytics, AI and business intelligence services that connect digital performance to commercial outcomes. We build measurement frameworks, dashboards and reporting solutions that give organisations clear visibility into what is working and what needs to change.

Data strategy services define how organisations collect, govern, activate and measure data across their digital ecosystem. We connect customer experience strategy with marketing technology selection, ensuring data flows between platforms to support personalisation, segmentation and attribution.

Our AI capability extends across the platform portfolio with specialist expertise in Optimizely Opal (AI agent orchestration), Kentico AIRA and broader AI integration. Our Forward Deployed Engineer model embeds senior technical specialists within client organisations to identify AI transformation opportunities.

Measurement effectiveness services build business intelligence dashboards connecting platform metrics to business KPIs, enabling evidence-based investment decisions.

If we can't measure the impact, we don't build it.

Applicable service listings

- Data Science, AI and Analytics Services
- Data Strategy, Customer Experience (CX) and Marketing Technology
- Measurement Effectiveness and Business Intelligence Dashboards

Digital platform observability and monitoring

MSQ DX provides observability and monitoring services for digital platforms, enabling organisations to detect, diagnose and resolve issues before they impact users. The service covers log aggregation, application performance monitoring, infrastructure monitoring, alerting and incident management integration.

Our approach treats monitoring as an integral component of platform operations. We set clear strategies for observability, incident management and security compliance by design.

Observability assessment begins with a review of existing monitoring tools and coverage gaps, service mapping to identify critical paths, definition of KPIs and service level objectives, and assessment of alerting thresholds and escalation requirements.

Monitoring implementation follows infrastructure-as-code principles, covering dashboard creation, alert configuration with defined thresholds, log aggregation and structured logging, incident management workflow integration and runbook documentation. Implementations are validated through simulated failure scenarios.

Technologies covered include DataDog, ServiceNow, AWS CloudWatch, Azure Monitor and custom dashboarding solutions.

Digital platform training and enablement

MSQ DX delivers training and enablement services that empower client teams to effectively use, manage and evolve their CMS and DXP platforms. Training is delivered by certified practitioners across all supported platforms.

We begin with a structured training needs assessment: stakeholder interviews, assessment of existing platform knowledge and skill gaps, review of current processes and workflows, and evaluation of platform configuration against editorial and technical requirements.

Platform training covers content editor training, administrator training (user management, permissions, workflow configuration), technical training (development, integration, API usage, architecture) and editorial workflow training. All training uses role-based curriculum, hands-on exercises in client environments and scenario-based learning.

Enablement workshops address customer journey mapping, customer experience mapping, content strategy and architecture, and performance optimisation. Ongoing support includes post-training guidance, refresher sessions, updated documentation and escalation routes. Knowledge transfer ensures living documents that evolve with the platform.

Working with MSQ DX

MSQ DX operates as an extension of client teams, providing expertise whilst building internal capability. Our approach emphasises knowledge transfer and practical outputs that enable organisations to progress confidently with AI adoption.

1.

Collaborative working — we work transparently with shared goals, ensuring client teams are engaged throughout and equipped to take ownership of outcomes

2.

Evidence-based recommendations — our recommendations are grounded in analysis of client context, data, and objectives rather than generic approaches

3.

Flexible engagement — we support clients at any stage of AI maturity, from initial exploration through to detailed implementation planning, scaling involvement to match requirements

Contact

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