



G-Cloud 14

Service document

Overview of 26 DX

LEADING WEB DIGITAL
EXPERIENCE
AGENCY



LEEDS, LONDON &
MANCHESTER

PART OF
msq
a B Corp Group

200
DIGITAL
SPECIALISTS

DXP
IMPLEMENTATION
EXPERTS

Experience

We have worked with many of our clients for over 8 years and value long term, value driven partnerships



Your team.
Extended.

Reach further.
Faster.

Creating better.

Digital Transformation

We help your organisation to transform digitally. We partner with you to create change and deliver value that matches your broader organisational goals. Our strategic approach, clear frameworks and skilled people help you to stay flexible, embrace innovation faster and ultimately transform your digital operations.

The services we provide within our cloud-centric approach to digital transformation cover 5 key principles:

Business strategy alignment

The importance of understanding current business challenges and conducting thorough analysis of the existing digital landscape to help validate your strategy.

Our services in this area will set the North star. Providing guardrails and success criteria that are essential for guiding the efficacy in your Digital Strategy.

Technical enablement

Technology modernisation is a critical Digital Transformation enabler, stabilising your business and driving performance with scalability, flexibility and innovation.

Trust your transformation in our hands, from your Cloud and AI strategy to design and build to operational excellence and meticulous security risk management.

Experience optimisation

26 DX combine human-centric design thinking, data-driven insights, journey mapping and an evidence-based approach in our process to shape and build digital experiences that connect technology to customer needs and deliver impactful web solutions for our clients.

Our expert team will help you adopt a product mindset, essential for the digital age.

Business agility

Your business requires pace and confidence in delivery to realise the value set out in your strategy. Alignment and collaboration is key across all areas of your business. Our approach engages stakeholders early and takes them on the transformation journey with clear agile practices and processes. The result being a seamless adoption of your modernised digital landscape.

Operational excellence

How we operate platforms is not an after-thought. Our approach protects your investments by setting clear strategies for observability, incident management and security compliance by design. Being able to detect and resolve any kind of issue early will ensure you see maximum return on investment.

Security and quality of service are paramount.

Cloud Strategy

26 DX combine systems thinking, data-driven insights, and an evidence-based approach in our discovery process to shape the systems that power your digital experiences, connecting technology to customer experiences to deliver scalable and flexible business solutions.

Aligning to the wider strategy:

We start by ensuring that the chosen cloud approach supports and enhances the overarching business objectives, such as scalability, agility, cost-effectiveness, and innovation. It involves assessing how cloud technologies can align with and contribute to the organisation's long-term vision, goals, and competitive positioning.

Service mapping and business requirements:

During the discovery phase, we conduct service mapping that involves visually charting the intricate web of your IT services and their interactions, shedding light on dependencies and system relationships. Simultaneously, we collate the business requirements that delineates the specific functional, security, and scalability needs essential for aligning IT services with overarching organisational goals and operations. Integrating both facets ensures that IT infrastructure effectively supports and advances the business agenda.



Reviewing the as-is architecture:

We gather all pertinent documentation and interview stakeholders to grasp their experiences and concerns whilst analysing technical components such as servers, databases, and security measures, ensuring architectural designs accurately reflect the current state. We leverage this insight to inform the target state design and make evidence-based decisions that support the business objectives.

Identifying the guard-rails and success criteria:

Guardrails and success criteria are essential for guiding efficacy in your cloud strategy. They offer clear direction, ensuring all stakeholders are aligned to the strategy's objective, constraints (such as budgets and security requirements). By establishing boundaries, they help identify and mitigate risks, reducing the chance of failure and ensuring adherence to security protocols. These guidelines also aid in focusing efforts and resources on key priorities, aligning the project with organisational objectives while maintaining security standards.



Adoption of Cloud Services

At 26 DX, we pride ourselves on our exceptional development expertise, which spans a wide range of technologies and platforms. Our team of skilled developers is committed to delivering high-quality, performant, and scalable solutions that meet the unique needs of each client.

Account Management and Configuration:

Irrespective of your business size, configuring your cloud services for a domain-driven architecture is paramount. This involves defining clear roles and responsibilities for engineers and users, establishing robust security foundations, and ensuring ease of management and visibility across cost and service usage. Our certified AWS and Azure specialists are recognised in the industry and steer your cloud service adoption towards efficient spend and high service availability.

Cloud Systems Engineering:

Our extensive team of experts will deliver your Cloud strategy, satisfying your needs and regulation as well as setting you up for whatever the future uncovers. Our team specialise in containerisation and Infrastructure as Code (IaC), creating highly repeatable and automated environment builds. Our “Automate Everything” culture will focus on a clear yet safe approach to DevSecOps, Enable high performing development teams with robust development pipelines and quality conscious release processes following a continuous integration and continuous deployments mindset .

Site Reliability Engineering:

Large investments are made developing digital experiences and IT Systems, our Site Reliability capability assures the return on investments. Maximising the intended value and outcomes by optimising performance, listening for issues and providing a route to expedite mission critical patches. Using a wide spectrum of technologies and automation such as DataDog and ServiceNow, your business teams can sleep easy knowing that the systems powering their business are robust and run smoothly.

Delivery Management and Governance:

A great strategy demands disciplined Agile delivery management and a wealth of experience in managing risks and dependencies. Our approach involves defining and scheduling work backlogs, embracing change as feedback is released iteratively, all while maintaining an unwavering focus on identifying and mitigating risks that could disrupt or delay delivery. Our track record of client success stories attests to the effectiveness of our methods.

Change management and federated services:

Our approach extends beyond delivery to ensure the seamless integration of cloud service capabilities into your everyday operations. By federating services based on roles and objectives, and providing comprehensive training and knowledge transfer, we empower your business to evolve and innovate, at pace, from within your own teams.

Rapid Legacy Platform Modernisation

Transform your business expediently with our AI-assisted rapid legacy system modernisation service. Analyse, design, and migrate to modern technologies iteratively for immediate value. Innovate, stabilise, and boost performance within weeks, bypassing the traditional months or years-long re-platforming process offered by most large consultancies.

Assessing the intention of your legacy code

One of the most difficult and time-consuming activities in any legacy system modernisation is the analysis of capability offered by the old system. Potentially being developed upon for many years by experts no longer available to the business. Exacerbated by old technologies and practices. Furthermore, there is often a plethora of features that are not used anymore but often find themselves, unnecessarily, developed in a new system. Our approach, cuts through this complexity, providing a clear view of the business logic, it's intentions and edge cases.

Planning your roadmap of change

An outcome of our business analysis is to prioritise the capabilities and features desired in your new system. We employ an intelligent value model that understands the business impact, complexity to develop, and the value provided to the customer. Working with your business stakeholders, We form a roadmap of change that enables business teams to prepare for services and capability in advance. All reducing the time to market for digital experience improvements.

Developing your capability

Our approach is agile. Breaking down large programs of work that deliver large big-bang, high-risk releases, into small iterative releases of valuable capability. Our expert delivery teams strive for predictability. This improves confidence and trust and reduces the risk of delay. Our governance frameworks are integral to delivery and keep a meticulous focus on protecting data and security compliance.

Deploying services that power experiences

Our route to modernisation is through the cloud. It is by leveraging reliable and secure cloud services that we can offer the scalability and flexibility that meets the unknown demand of the future. The cloud also provides automation and easy integration with emerging technologies, especially the industry evolutionary on-set of powerful AI. By intelligently deploying capability into the cloud, you will empower your teams to experiment and innovate, resulting in better business solutions and experiences.

Monitor and optimise the performance

The ability to “Build, Measure and Learn” will super-charge your modernisation. Allowing you to safely operate robust services whilst providing data insight to adapt to emerging tech and behaviours. This is our way, a culture that provides countless success stories.

Experience Optimisation

26 DX combine human-centric design thinking, data-driven insights, journey mapping and an evidence-based approach in our discovery process to shape digital experiences that connect technology to customer needs and deliver impactful web solutions for our clients.

Understanding the Customer Journey:

We start by mapping out the customer journey to identify touchpoints and areas for improvement. We examine the stages customers go through when interacting with a business, including awareness, consideration, purchase, retention, and post-purchase behaviour.

Customer Experience Mapping:

We use customer experience mapping to visualize the phases and touchpoints across channels that a customer takes when trying to achieve a key task. We map the customer's goals, pain points, experience and desired actions against that journey to identify unmet needs and opportunities. This helps reveal how the website relates to other channels, which informs content, design, navigation and technology decisions.

User Journeys:

Early in the UX design phase, we create user journey diagrams based on key

persona goals to ensure the website structure and navigation supports the paths customers take within the site. Flow diagrams of user steps and decisions allow us to look at journey design in detail.

Evidence-Based Approach:

We leverage existing client personas and insights, our expertise in the sector, and access to trends data to make evidence-based decisions that support customer needs and business objectives. We can also perform user testing through our biometrics lab to validate research, design or journey flows if needed.

Customer-Centric Design:

Rather than starting with a pre-defined technology stack, we advise businesses to start with the customer journey and build the digital experience stack based on actual customer needs revealed through the discovery process. We address each stage of the journey to enhance interactions.

Measuring Impact:

We have successfully applied our discovery approach for many clients, resulting in positive outcomes by aligning the web build to real customer needs uncovered during discovery.

Web build and quality assurance

At 26 DX, we pride ourselves on our exceptional development expertise, which spans a wide range of technologies and platforms. Our team of skilled developers is committed to delivering high-quality, performant, and scalable solutions that meet the unique needs of each client.

Best-in-Class Technology:

We are partners with leading CMS and DXP providers. As part of this, our development teams are regularly trained and fully certified, many contributing best practice insights to the developer community.

When it comes to back-end development, we have a deep understanding of Microsoft technologies, including .NET and Azure. This enables us to build robust, scalable architectures that can handle high traffic volumes and complex integrations with ease. We have experience working with a variety of databases and data warehouses, ensuring your data is secure, organized, and accessible.

An Integrated Experience:

One of our key strengths is our ability to seamlessly integrate disparate systems and platforms to create a unified, cohesive digital experience.

Whether you need to integrate with Salesforce, SAP, or any other enterprise system, we have the expertise to make it happen.

Responsive builds:

We follow a mobile-first development approach to ensure that every digital experience we create is optimized for performance, speed, and usability on mobile devices. Our developers are skilled in creating responsive designs and leveraging techniques like lazy loading and asynchronous programming to deliver fast, efficient experiences.

Quality Assurance and Testing:

Throughout the development process, we adhere to best practices in coding, testing, and deployment. We use agile methodologies and continuous integration/continuous deployment (CI/CD) pipelines to ensure that our code is always of the highest quality and can be deployed quickly and safely.

We ensure high-quality deliverables and no service disruptions by fully testing solutions prior to release. We use best practice test and deploy processes, utilising different environments for QA, UAT, and post-release testing. We embed automation to improve quality, save time, and enable faster releases.



Delivering a sustainability agenda

With the Internet having a larger carbon footprint than the aviation sector, focussing on best practices for low-carbon digital solutions is crucial for all businesses. Drive your carbon reduction agenda forward with our Sustainability Assessment & Strategy service. We set industry benchmarks for carbon reduction, crafting low-carbon digital platforms. From behaviour-changing engagement to high-performance, low-carbon system design, we ensure every aspect minimises your carbon footprint. With energy efficiency assessments, CO2 measurements, and performance monitoring, join us in exceeding your reduction targets and together we'll reduce the industry's carbon footprint.

Sustainability = Performance

Sustainable digital solutions are by their very nature, performant. With careful consideration of resource utilisation, data transfer, media complexity and web page weight, your experiences will not only be kind to the environment but also provide speed and security for your customer. Our assessments and strategy provide a pathway to realise this benefit.

Avoid greenwashing

It is embarrassing when people can pick holes in your claims, especially when these reports concern such important matters as sustainability.

We include sustainability in our observability and monitoring strategy. Capturing key metrics in cloud services from the off to ensure you can clearly and accurately celebrate your sustainability initiatives.

B-Corp

We are proud to be certified as a B-Corp organisation which gives us an advantage through transparency, influence, and engagement to support your journey for reducing your carbon-footprint.

Deeper engagement...

We go further, our parent company go beyond just the digital carbon footprint. Our MSQ Sustain brand are a specialist agency who use the power of creative thinking and ambitious ideas to accelerate change for a better future.

Support

26 DX offer a comprehensive and flexible support model to ensure the smooth operation and continuous improvement of our clients' digital solutions. Key aspects of our support model include:

Reactive and Proactive Support:

We provide both SLA-based reactive support and proactive strategic support. Our reactive support includes a ringfenced support resource to enable rapid issue resolution based on agreed SLAs, along with a ticketed triage and support service. Our proactive support offers annual strategic roadmap planning with quarterly reviews and meetings, weekly reports, monthly progress meetings, and access to our full agency services.

Managed Service and Monitoring:

Our support services cover various areas such as platform maintenance, performance audits and enhancements (security, speed, and journey optimisation), content management, platform training, and hosting support.

Flexible Support Hours:

We offer extended support services and full 24/7/365 support alongside our standard offering which runs during UK office hours (9 am – 5:30 pm), excluding weekends and bank holidays.

Dedicated Support Team:

Support is managed within the client's dedicated Client-Focused Team (CFT), ensuring project and knowledge continuity. The CFT includes a designated Project Manager, Client Services representative, and developer access.

Service Level Agreements (SLAs):

We have well-defined SLAs based on issue priority levels, with target response times ranging from 30 minutes to 1 week and resolution times ranging from 2 hours to 2 months, depending on the priority.

Escalation Process:

We have a tiered escalation process, with clearly defined routes for account team escalation and senior sponsor escalation. Senior sponsors are also available for escalation on more sensitive or critical matters.

Continuous Improvement:

We focus on continuous improvement and maintaining high levels of client satisfaction. We conduct root cause analyses for recurring or critical issues and use insights gained from issue escalation to enhance team performance, update processes and ensure service delivery excellence.

Client partnership

We mirror.

We immerse ourselves in your organisation and partner mix. We understand and mirror your structure & frameworks to best support account success.

We collaborate.

We believe in true collaboration and transparency. Shared, understood goals, priorities and results support collaboration and empower all team members to make a positive impact.

We evolve.

We bring best practice to the table but understand that flexibility is key to finding the right working rhythm. We evolve to ensure efficient and effective working practices and an enjoyable partnership.

Contact

Whether you're looking for a new agency partner or want to know more about who we are and if we'd be a good match, we're always happy to chat.

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