

SPUTNIK

G-Cloud 13 Service Definitions Online Training

MAY 2022

ONLINE TRAINING

Digital marketing skills are critical not only for digital marketing professionals but for anyone working in a business with an online presence. This includes entrepreneurs, marketing managers, marketing specialists, and small business owners. Digital marketing is not a single discipline, but it includes several principles that cover all online marketing channels. You need to acquire a range of skills to become a successful digital marketing professional.

Our online training courses cover the following areas and can be tailored to meet your specific needs:

- Search Engine Optimization
- Paid Search Advertising (Google Ads and Facebook)
- Email Marketing
- Web Analytics
- Content Marketing
- Conversion Optimization
- WordPress
- Marketing automation
- Big Data
- Moodle

Our online training courses are one of the best ways to acquire skills fast. Giving the individual the convenience of balancing the demands of work and home. The option to start a course where and when you want, the reduced costs of travel expenses, the flexibility of different learning styles.

Our courses also benefit your business by increasing learner retention, employee satisfaction, assisting in the recruitment process, increasing tenure, giving consistent quality material to all employees and reporting to see employee performance.

To see how we can help you with your training needs. Get in touch with us today.

TECHNICAL SERVICES

Research, planning and strategy
Website, intranet and cloud tool development
API integrations
Mobile app development
Wordpress, Drupal, Joomla CMS
PHP, Javascript, Python, Perl, Swift
UI / UX
Information Architecture
Hosting
Support & Maintenance

OFF-BOARDING

We adhere to a thorough QA process on all projects to ensure the functionality meets the specification across all agreed platforms and devices.

The client is also provided with time for UAT before go live, followed by a 30 day warranty on in-scope issues which are fixed free of charge.

DISASTER RECOVERY

We are able to deliver a number of disaster recovery solutions to meet the needs and budget of a project, ranging from regular backups to load balanced servers with failover support.

ORDERING / INVOICING

We typically require 30% of project cost to be paid in advance, with 40% mid-way and 30% on go live. Payment terms are 14 days, and all prices quoted exclude VAT.

ON-BOARDING

Projects begin with a scoping session to understand the project requirements, followed by open communication to guarantee the project remains on track and on schedule.

Our development process embeds agile methodology allowing for changes in project requirements to be implemented subject to approval of any changes in project cost.

THANK YOU

We would be delighted to discuss any queries you have about this document, and share our first thoughts about your project.

Andy Nicol
Commercial Director
Sputnik Digital
<http://sputnik.digital>
0771 311 9699

PRICING

We endeavour to offer fixed price quotations wherever the full scope of the project is known.

Our development process embeds agile methodology allowing for changes in project requirements to be implemented subject to approval of any changes in project cost.

TRAINING

Training can be provided where required.

TERMINATION

Termination is agreed per project.

Recent portfolio

GoCompare

WHAT IS IT?

Taking GoCompare's website performance, conversion and search rankings off the scale

WHY?

Having experienced successful collaborations with Sputnik on past projects, the GoCompare marketing team asked us to work with them to deliver improvements to address performance issues and reverse the falling interaction rate.

APPROACH

Subject matter experts across Sputnik and GoCompare worked together to identify improvements. A strategy was put in place to optimise user experience across the site - deliver fast-loading, visually attractive web pages with content that addressed customers' needs.

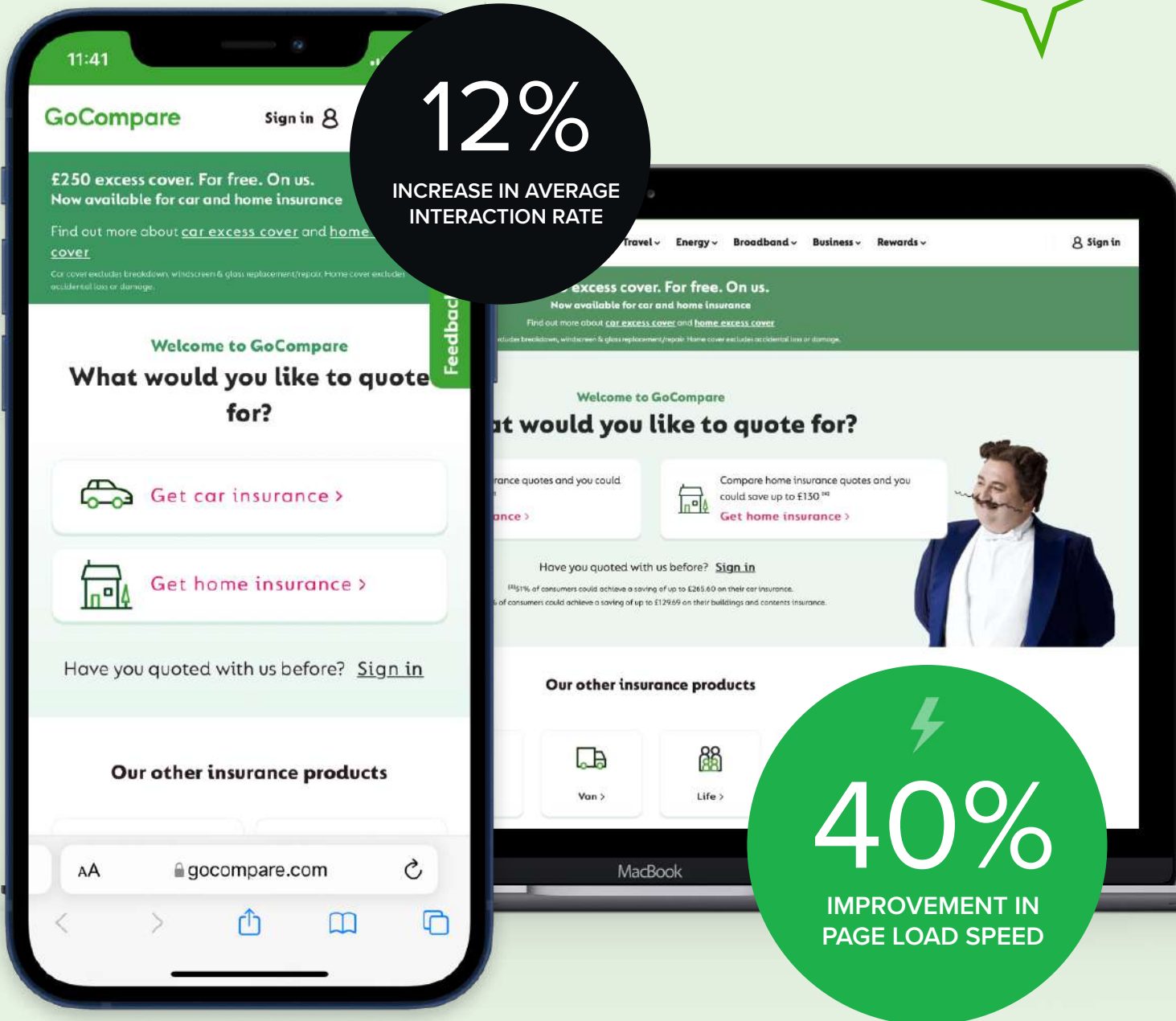
Working as an extension of the GoCompare team, we refactored the front-end code, and created a library of dozens of configurable ASP.NET components. This allowed the in-house team to create hundreds of unique page layouts using their enterprise CMS.

THE RESULTS

Our refactored code, and input in identifying performance and user experience improvements, enabled GoCompare to deliver content updates that resulted in game-changing performance improvements.

Page load speed improved by over 40%, we increased interaction rate and saw a decrease in bounce rate.





WHAT IS IT?

Enhancing digital performance through better code

WHY?

Swinton Insurance are one of the UK's leading insurance brokers, with a turnover of £285m. We were tasked with optimising the front end code from the moment a customer begins the quote process right through to acknowledging their payment, known in the insurance industry as the "Quote and Buy journey".

APPROACH

Combining our experience in the insurance sector with our front end development skills, we rebuilt the view layer with a focus on;

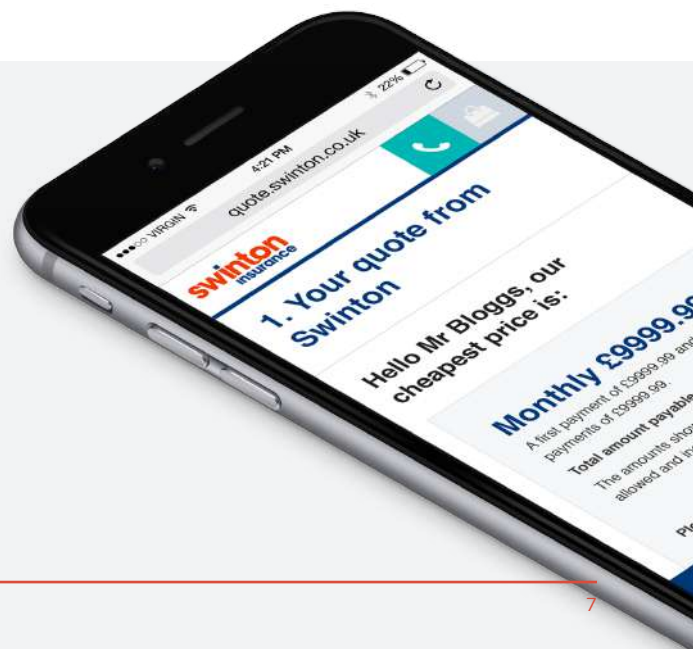
- Modular, reusable front end components
- Regular testing against benchmarks throughout the project to ensure performance and consistency
- Cross browser compatibility
- Consistency of user input and feedback such as error messages and prompts across devices
- Mobile optimisation
- Page speed and performance

The new code had an immediate impact on page speed, a factor known to be important to Google as well as users. The real KPI and measure of the success of the project was the impact on conversion rates in quote completion and decrease in drop out rates across the whole form.

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The biggest change was in mobile, where conversion was improved by **as much as 19%**. This was a massive result when considering the persisting trend of users towards mobile devices. We achieved, from better code alone, an improvement of over 6.5% across conversions for both aggregator and non-aggregator traffic.

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WHAT IS IT?

Helping the organisation behind Prince2 project management on the next stage of their digital transformation journey

WHY?

Axelos wanted a digital partner to carry out the rebuild of their website with a more holistic approach, supporting access to selected and customised content and improved search functionality of the training, consultant and successful candidates directories. All of this in a new, enterprise-level CMS.

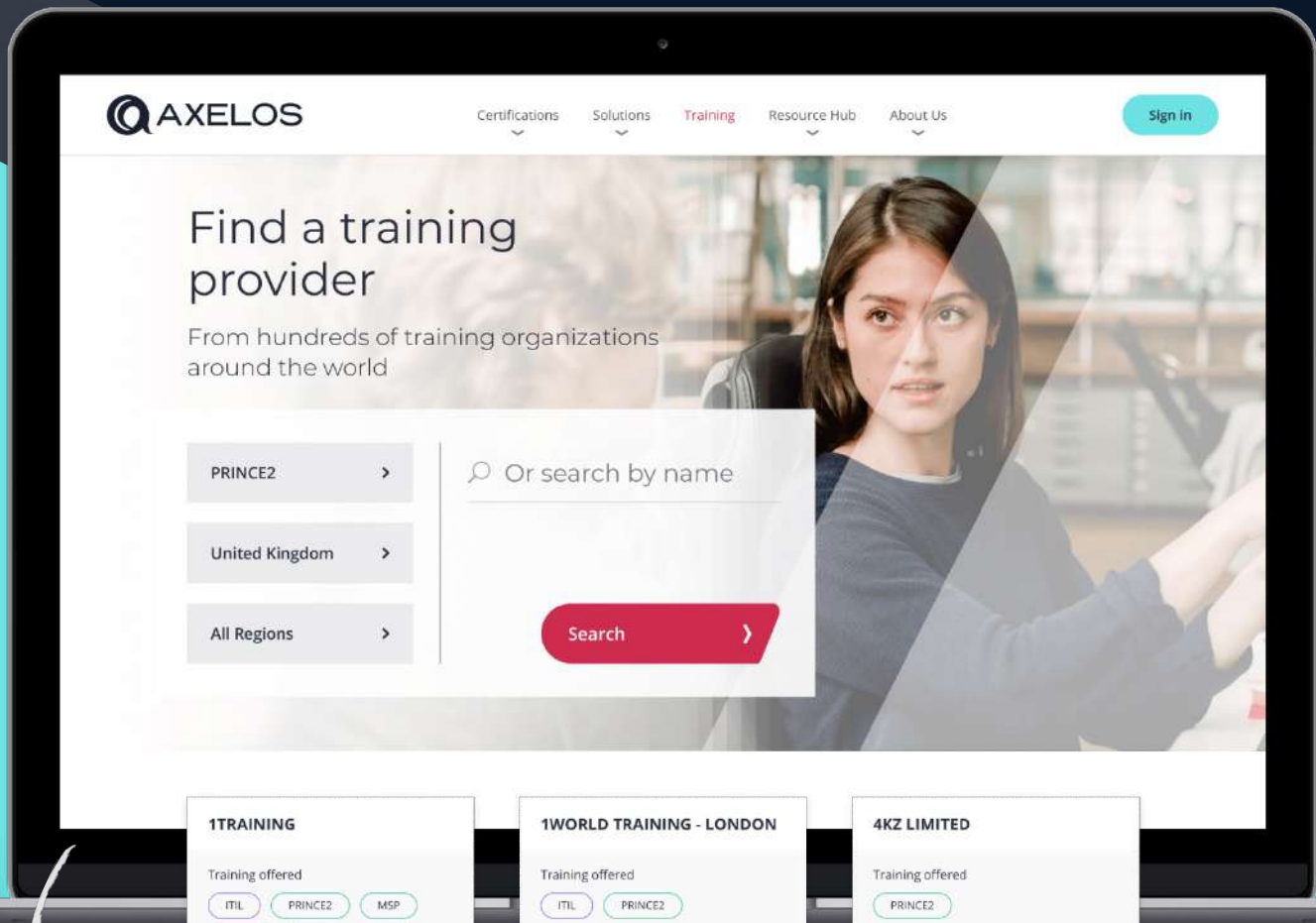
APPROACH

Axelos.com is a window into the Axelos values and product ranges, a hub of educational resources and a directory of training and consulting organisations, as well as exam candidates.

All these segments are considerable packages of work in themselves and have required in-depth discovery and understanding of requirements, both from a user experience perspective and a systems set-up and data management perspective.

The approach taken was to consider all the components needed across the various templates of the website. Some of these were designed with their own variations and functionality based on the template they were required for. An inventory was created and thorough accounting for all the required instances performed.





1TRAINING

Training offered

ITIL PRINCE2 MSP

M_o_R MoV MoP

PRINCE2 Agile RESILIA

AgileSHIFT

The Clubhouse Holborn, 20 St. Andrew Street, London, EC4A 3AG, United Kingdom

Website Contact

1WORLD TRAINING - LONDON

Training offered

ITIL PRINCE2

71-75 Shelton Street, London, WC2H 9JQ, United Kingdom

Website Contact

4KZ LIMITED

Training offered

PRINCE2

5b Valley Industries, Cuckoo Lane, Kent, TN11 0AG, United Kingdom

Website Contact

4TH EARTH LTD

Training offered

PRINCE2

Suite 144, 43 Bedford Street, London, WC2E 9HA, United Kingdom

Website Contact

6097 - EXCEL88 MANAGEMENT LTD

Training offered

PRINCE2

71-75 Shelton Street, WC2H 9JQ, United Kingdom

Website Contact

ABSC SOLUTIONS LTD

Training offered

PRINCE2 MSP M_o_R

Brunel House, 340 Firecrest Court, Centre Park, Cheshire, WA1 1RG, United Kingdom

Website Contact



WHAT IS IT?

Improving customer experience in financial services for Fluent Money

WHY?

MyFluent required a redesign of their loan management application.

Expanding on existing functionality, we designed & built a user focused product. The primary aim being to improve the user experience of the existing application.

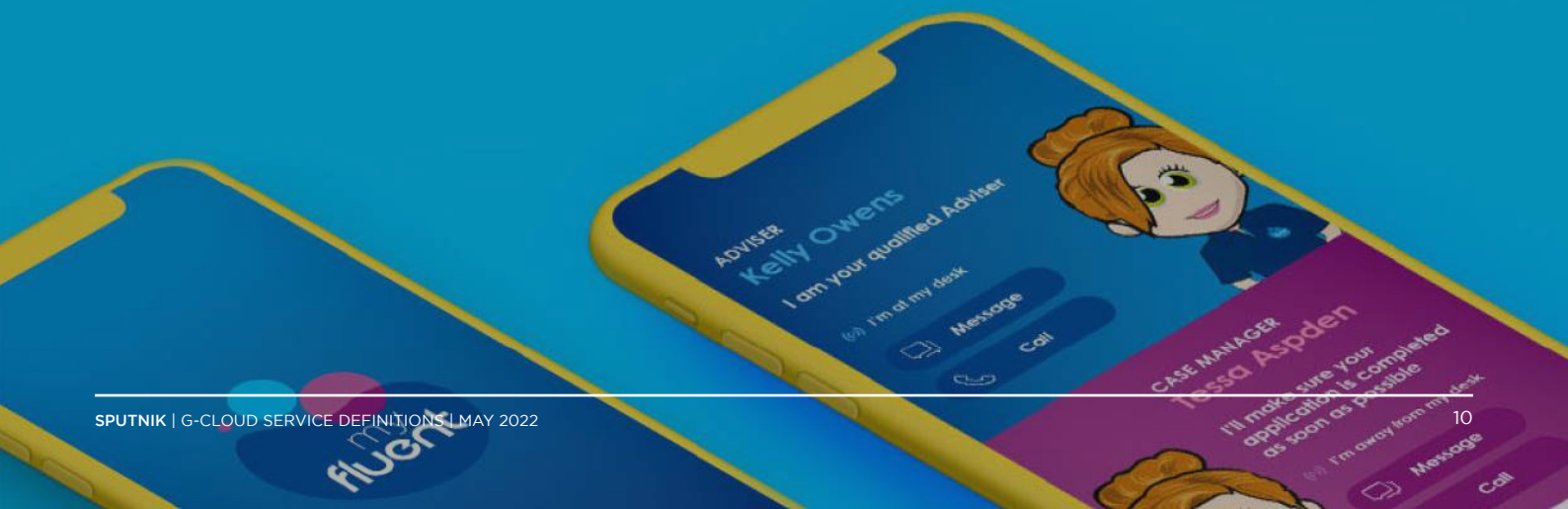
APPROACH

Sputnik built the app with Ember JS front end application giving complete control of design and UX and therefore meeting Fluent's branding requirements. Using the same codebase we packaged the app into mobile application using Apache Cordova for iOS and Android and onto the web for a full adaptive web application.

The middleware API application was developed, tested and deployed in Docker containers giving identical environments across client-side and agency-side environments. This middleware communicates with a number of legacy services and other API based services to power the interactions within the app.

ADAPTIVE

We designed for mobile first, choosing to create an adaptive design which caters for mobile devices, as well as fully functional web applications for desktop. This allows MyFluent customers to view the progress of their loan from anywhere, on any device.



VISITSCOTLAND | EXPO

WHAT IS IT?

Visit Scotland Expo is an annual event which brings together tourism businesses from across the country with domestic and international tour operators

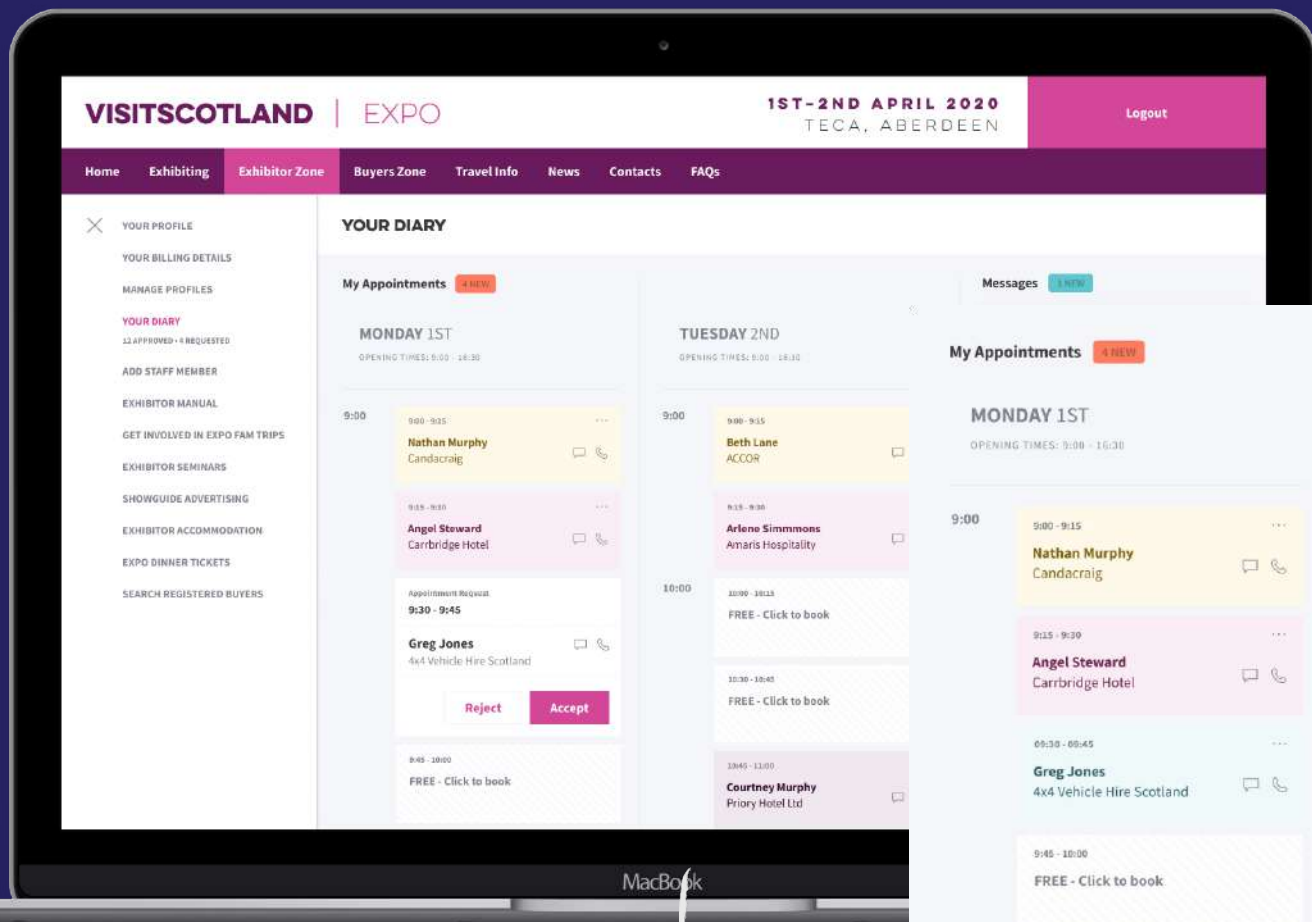
WHY?

The site boasts 2 unique features.

The first is an online stand booking facility, like you might find when booking theatre seats. Exhibitors are presented with a full, interactive floor plan where they can see the layout of the expo, as well as which stands are available, and who has booked those that aren't. They can then click on available stand space, and complete the checkout process to book their stands.

75% of stands are now booked online in the first hour of the site going live each year without a single phone call to the office.

Another great feature is the networking tool, which allows exhibitors and expo visitors to see who will be there ahead of time. When you find people you'd like to meet, the site overlays your diary to see when you're both free and offers you the opportunity to schedule a meeting. The majority of exhibitors have over 7 meetings scheduled before they arrive at the expo.



My Appointments

4 NEW

Messages

1 NEW

MONDAY 1ST

OPENING TIMES: 9:00 - 16:30

9:00

9:00 - 9:15

Nathan Murphy
Candacraig

...

9:15 - 9:30

Angel Steward
Carrbridge Hotel

...

Appointment Request

9:30 - 9:45

Greg Jones
4x4 Vehicle Hire Scotland

...

Reject

Accept

9:45 - 10:00

FREE - Click to book

TUESDAY 2ND

OPENING TIMES: 9:00 - 16:30

9:00

9:00 - 9:15

Beth Lane
ACCOR

...

9:15 - 9:30

Arlene Simmons
Amaris Hospitality

...

10:00

10:00 - 10:15

FREE - Click to book

10:30 - 10:45

FREE - Click to book

10:45 - 11:00

Courtney Murphy
Priory Hotel Ltd

...

My Appointments

4 NEW

MONDAY 1ST

OPENING TIMES: 9:00 - 16:30

9:00

9:00 - 9:15

Nathan Murphy
Candacraig

...

9:15 - 9:30

Angel Steward
Carrbridge Hotel

...

9:30 - 9:45

Greg Jones
4x4 Vehicle Hire Scotland

...

9:45 - 10:00

FREE - Click to book

10:00

Appointment Request

10:00 - 10:15

Brandie Lane
Mercat Tours

...

Reject

Accept

10:15 - 10:30

Irma Williamson
Priory Hotel Ltd

...

11:00

11:00 - 11:15

Colleen Richards
Tobermory Distillery

...

11:15 - 11:30

Kathryn Webb
Venture North

...

WHAT IS IT?

Longfield are the UK's longest established distributor of polymers in the manufacturing industry

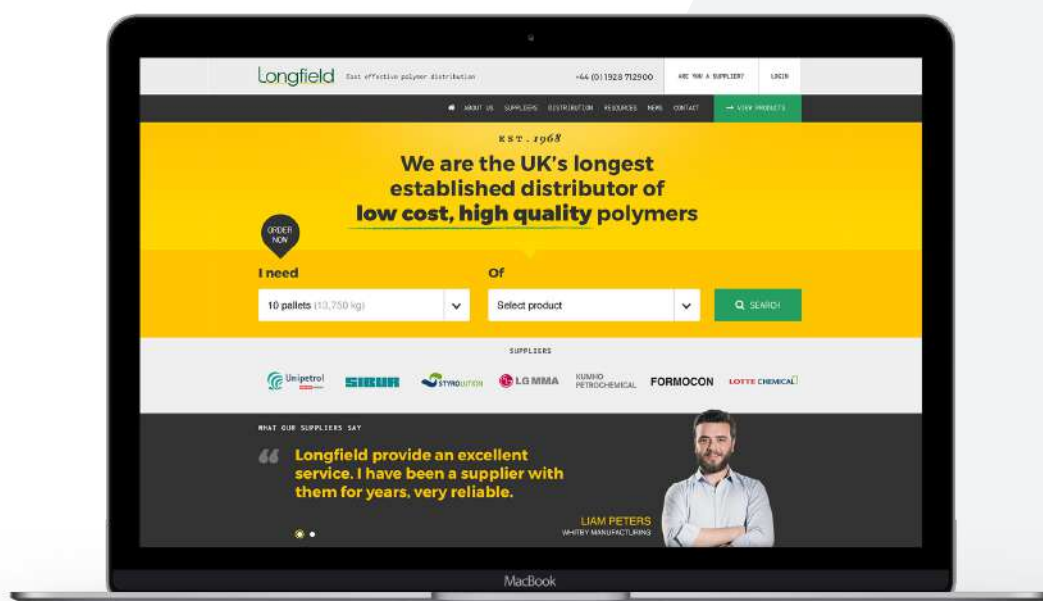
WHY?

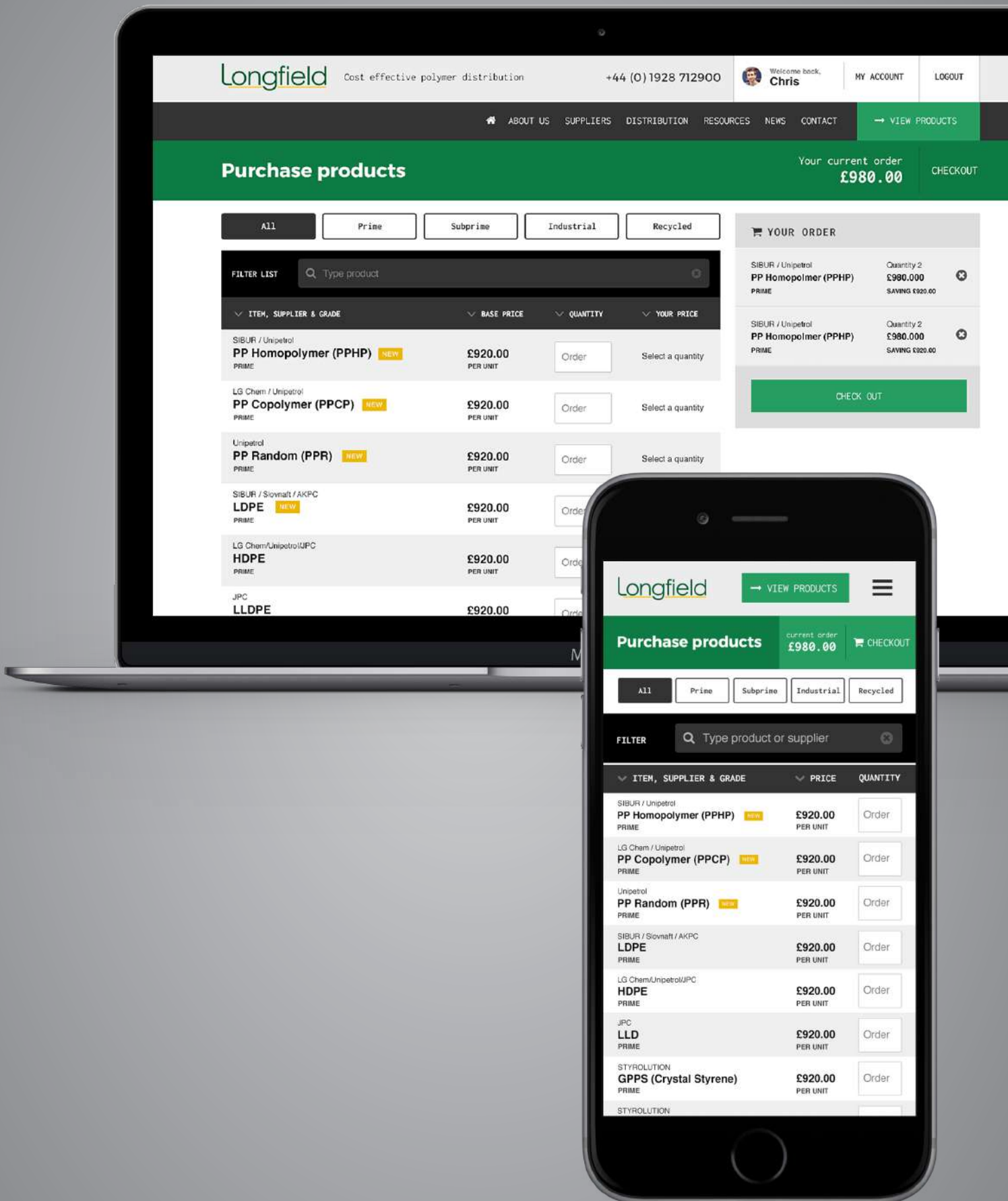
We were tasked with bringing Longfield's complex offline ordering system online. We looked at their brand as a whole, analysed through research what their customers wanted from the Longfield experience, and used this data to optimise and simplify the ordering process, delivering the best user experience possible for their customers.

APPROACH

We found significant opportunity to develop Longfield's digital activity to build upon the impressive growth achieved offline. By communicating the Directors' vision for the business as a disruptive, low cost supplier of high quality polymers, we delivered a website which appealed to both the business owners and the customers. The core objectives were:

- Increased web traffic
- Increased web traffic conversion
- Improved customer retention
- Reflect and promote Longfield's position as an innovative disruptor in the Polymer industry
- Improve Longfield's appeal to manufacturers as a chosen distributor for their product







WHAT IS IT?

Emile is a gaming platform for use in schools, at KS1 & 2, which combines Language and Maths in the classroom

WHY?

CLIL (Content and Language Integrated Learning) is a teaching method where the pupil is taught the subject in a foreign language. By holding Maths lessons using French, the pupil is immersed in a foreign language, improving their language skills while simultaneously learning the target subject.

Bilingual children are proven to be better at multi-tasking, are more open minded and greater social and career opportunities.

APPROACH

Our design and development teams worked together to develop a strategy for implementing CLIL across Britain's 20,000 primary schools, helping our 5-11 year olds develop their Maths and French skills in a fun, engaging and trackable way.

STRATEGY

Our proposed strategy leverages exciting, curriculum based game play, gamification, and intuitive UX to make sure our little learners are engaged, and their teachers are able to monitor both individual and class progress, and control the speed at which they learn.





DESKTOP ROCKET

WHAT IS IT?

A quirky, retro and shareable game accessed via the Sputnik homepage

WHY?

The game has been designed to serve two purposes, the first being proving our salt, the second being increasing web traffic and brand awareness. We want people to engage with our website, and with our brand.

The game will primarily be developed to demonstrate our technical ability. We will use our knowledge of web technology and attention to detail to deliver a fun, but more importantly, solid, game that works cross platform. The game utilises a two screen approach, the action happening on the users desktop screen, with their mobile device being used as the controller.

CONTROL

The control of the game will use the in built gyroscope or accelerometer on the device, alongside standard tap & hold button control.

USER ACCESS

In order to access a game, the user has one of three access methods:

MOBILE NUMBER

The user enters their mobile number on the site, and clicks a link delivered via SMS

PIN CODE

The user generates a code on the site, enters a URL on their mobile and enters the PIN

QR

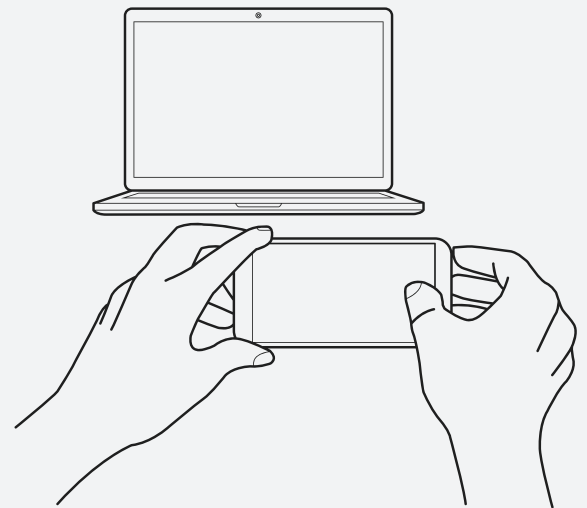
The user scans a QR code with a reader on their mobile

PAIRING

Once the user has accessed the game, a synchronisation must occur, to pair the users mobile device to the desktop machine.

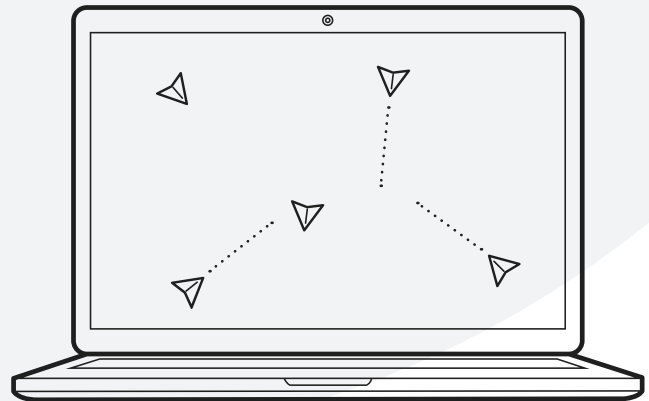
MULTILAYER

The chosen developed game should support both individual play, and multi-player, as well as spectator mode.



ROCKET

Rocket will utilise the desktop screen for the fast paced shooting action, with the users rocket controlled via their mobile



GAME-PLAY & CONTROLS

The users rocket moves forward at a set speed, turning clockwise by default. To turn anti-clockwise, the user taps a button on their mobile, another button to shoot. The number of shots a user can make is limited to a timing between shots. The user has one hit per life. When the user hits another player, their size increase, making it easier for other players to hit them.

PLAYERS

An unlimited number of players can join the public game at anytime. The user can also setup a private game, and invite a limited number of people to the game. Any user can also choose to observe the public game, but not participate.

LEADER-BOARD

The users can access a global leader-board after they have finished a game, which they can share through social media channels.

SOCIAL

We will encourage users to login via Facebook or Twitter in order to capture their data, and to increase reach by sharing their scores.

Will will also encourage repeat play via a leader-board.

