



Service Definition

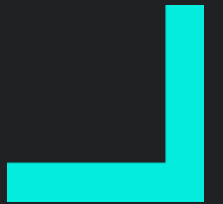
Content Management (CMS) and Digital
Experience Platform (DXP) Services

2024/2025





The Optimizely Experts



Our mantra

Plan.
Create.
Operate.
Measure.

Netcel in a nutshell

- An independent digital product consultancy
- We operate globally from our bases in St Albans
- 40 strong team of experienced practitioners
- We work exclusively with the Optimizely Digital Experience Platform
- Worked with Optimizely since 2005
- Optimizely Platinum Partner
- UK Optimizely Customer's Choice Partner of the Year 2022 & 2023
- UK Optimizely DXP Partner of the Year 2021
- Justin Masters, CTO and two Solution Architects are Optimizely Most Valued Professional (OMVP)
- Over 20 clients supported on Optimizely



Summary of service: Content Management (CMS) and Digital Experience Platform (DXP) Services

Netcel is a leading digital product consultancy, helping organisations plan, create, operate and measure digital experiences. We create website and digital products using the power of insight and market leading Optimizely technology. Our services include: Digital Strategy, Experience Design, Roadmap & Programme Management, Performance Optimisation, Product Engineering & Support Services.

Features

- Discovery – Digital strategy and user research
- Insight-led experience design & prototyping
- Robust and secure digital product development
- Content strategy focused building personalised and consistent experiences
- Proven system integrators across all MarTech to drive data-driven experiences
- Fully certified Optimizely development and support team
- Growth & experience optimisation to continuously meet customer expectations
- Proactive managed service support for peace of mind
- Effective analytics with ongoing measurement and optimisation to deliver impact
- Training and consultancy to build a sustainable digital capability

Benefits

- Value, never more than one sprint away from tangible outputs
- Reduce risk, through the process of iterative learning and experimentation
- Maximise investment, building the right-features, at the right-time
- Faster time-to-market, putting the power with editors, not developers
- Greater ROI, adapting programmes based on insight and objectives
- Robust & secure, processes to provide highest level of security
- Unlock technology, building your capabilities to deliver impact



We plan, create & optimise digital experiences solely on



75+

Solutions built
since 2005

19

Years'
knowledge

19

Clients supported
on Optimizely –
the most in the UK



Three OMVPs
across strategy &
tech



Certified dev
team





Get in touch

If you have questions, please contact:

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