



Service Definition

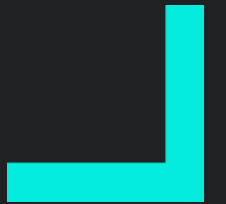
Optimizely Headless and Composable CMS
Implementation, Support & Optimisation

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: Optimizely Headless and Composable CMS Implementation, Support & Optimisation

Netcel is a leading digital product consultancy, helping organisations plan, create, operate and measure digital experiences built in a headless or composable architecture. We create intelligent website and digital products using the power of insight, design thinking and market leading Optimizely DXP technology.

Features

- Optimizely hybrid and fully headless architecture choice & flexibility
- PaaS or SaaS choice strategic planning
- Solution design for composable architecture leveraging best of breed tech
- Engineering: Cutting-edge React or JavaScript led user interface development
- Highly performant & scalable solutions, at the edge
- Proven system integrators across all MarTech
- Visual builder keeping the power in the hands of editors
- Headless ecommerce – content-driven commerce
- Seamless integration with other technologies

Benefits

- Easily replace elements of the composable architecture over time
- Reach customers on emerging touchpoints such as smart home devices
- Speed – Lightning fast experience, to improve conversion rates
- Efficiency – Optimised content workflows for editors
- Flexibility – no dependency on a single solution
- Scale – enabling multiple engineering teams to work in parallel
- Enabling multi-channel content syndication
- Build a modern, performant customer experience, leveraging existing tech investments



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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