



# Service Definition

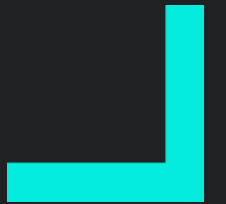
Digital Product Design, Development  
and Delivery

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: Digital Product Design, Development and Delivery

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

- Priority application support (SLA based) for urgent changes
- Regular Optimizely updates to access new features and security enhancements
- Annual Optimizely training so the editorial team maximise the technology
- Site speed performance audits to keep pace with search engines
- Security audits and analysis to maintain standards
- Regular releases for hygiene, optimisation and significant product improvements
- Release and backlog planning to always deliver highest priorities
- Analytics & analysis to measure each release impact

## Benefits

- Peace of mind, reactive SLA based support
- Proactive, audits and training to identify areas of improvement
- Pace of change, regular releases drive continuous improvement
- Evidenced, defined analytics means improvements are measured
- Move from Business-as-Usual to Learning-as-Usual to be insight led



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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