



Service Definition

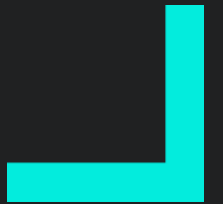
Digital Technology Platform Strategy and
Discovery

2024/2025

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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 Technology Platform Strategy and Discovery

Netcel is a leading digital product consultancy. Our proven technology strategy and discovery process puts in place a framework to make better decisions, maximise existing investments and understand the right way forward to define the right strategy to select the right technology.

Features

- As-is enterprise architecture mapping
- System review for dependencies, data flow and integrations
- Technology scalability and suitability analysis
- To-be enterprise architecture planning
- System dependencies and customer user journey mapping
- Behavioural and transactional data strategy to optimise digital experience
- System integration technical spikes and proof-of-concepts
- Technology roadmap and business case creation
- Digital operations audit

Benefits

- Enables identification of technology risks, dependencies, opportunities and blockers
- Understand gaps through systems capabilities and analysis against organisational strategies
- Establishing the feasibility of transformation versus optimisation roadmap and investment
- Establishing whether digital working practices are fit for purpose
- Providing clarity of technical debt to realise transformation/optimisation roadmaps
- Bridge the gap between the digital vision and IT strategy
- Attributable business performance (revenue/savings) to digital initiatives
- Ensuring the right technology is selected for the right purpose
- Leverage existing customer data repositories to enhance customer experience
- Realistic budget and resource expectations



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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