

DEPT

SERVICE DEFINITION

DIGITAL STRATEGY & ORGANISATION

2020 / 2021

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01 A LITTLE ABOUT US

ABOUT DEPT

Technology is changing the way people interact and how products and services are imagined, created and delivered. It is transforming and reshaping businesses, economies and life itself, allowing us to connect people and businesses in innovative and groundbreaking ways.

Technology moves fast, but luckily so do we. Technology is what we do. We help **reinvent and accelerate your business** in the new digital reality by creating experiences that people want and your business needs.

We are **Dept**, a digital agency of over **1500 experienced thinkers and makers**. We've been at the forefront of digital for decades. We merge creativity, technology and data in **one agency**, one team, for groundbreaking ideas. To scale up and get things done. To collaborate, support and tackle problems fast and to guide you to anticipate what others couldn't.

As a full-service agency it is our mission and pride to help our clients reinvent their digital reality and accelerate it in the market, while ensuring a smooth organizational transition. We do this by intertwining **creativity** (strategy, concepting, UX design, visual design) **technology** (architecture, backend development, frontend development, DevOps and quality assurance) and **data** (conversion optimization, machine learning, data science, user testing) and combining them throughout the whole spectrum. Dept has all specialisations and services in-house so that the full scale of the agency can be committed to our clients and we can offer the best possible advice.

**1,500 THINKERS & MAKERS
OUT OF 26 OFFICES
IN 13 COUNTRIES
OFFERING 40+ LANGUAGES**



Client facing office
Sales office
Near-shoring

**200 EXPERTS
IN THE UK**

AND 1300+ MORE INTERNATIONALLY

UK OFFICE LOCATIONS

DEPT MANCHESTER -

9th Floor, Bridgewater House, Whitworth Street, M1 6LT Manchester

DEPT LONDON-

15-19 Bloomsbury Way, WC1A 2TH London

www.deptagency.com

ONE AGENCY

**UNITING CREATIVITY,
TECHNOLOGY AND DATA.**

DEPT DIGITAL AGENCY

END TO END CUSTOMER JOURNEY SERVICES

BRAND & ADVERTISING

DIGITAL MARKETING

DESIGN & TECHNOLOGY

BRAND

ADVERTISING

MARKETING

EXPERIENCE

COMMERCE

PRODUCTS

Re-define, re-position and re-design the brand for the digital age.

Creative, content, experiences and influencers for all media: traditional, social, streaming and publishing.

PPC and Programmatic. Machine learning and data. Delivering the right message to the right person at the right time through search, display, social advertising.

World class UX of sites, apps, IoT and campaigns to experience and interact with brands, products and services.

Sell on every digital device through owned commerce platforms and marketplaces. Execute omni-channel by integrating with offline retail.

Compelling digital products and services on all devices that build a lasting relationships with customers.

CREATIVITY

OMNICHANNEL STRATEGIES, DESIGN AND GROWTH HACKING

DATA

DATA & INSIGHTS POWERED BY ADVANCED MODELLING

TECHNOLOGY

CUSTOMER EXPERIENCE PLATFORM IMPLEMENTATION & DEVELOPMENT

ABOUT DEPT

Dept's offering is delivering through 3 service lines:

1. **Design & Technology:** strategy, design and building digital products, platforms, eCommerce, websites and apps for clients to expand and optimise their digital presence.
2. **Digital Marketing:** management, measurement and ongoing optimisation of campaigns and digital marketing spend across all channels.
3. **Brand & Advertising:** creating brands and identities with a focus on digital, to deliver content that engages users in a digital age.

These 3 core service lines are underpinned by shared competencies:

- **Data & Intelligence** – Services relating to aggregation, analysis and application of customer data and application of machine learning and AI.
- **Strategy & Transformation** – Services to help organisations build and manage their digital capabilities
- **In-house Teams** – Placement of expert digital teams integrated into our clients' organisation

Dept build multi-disciplinary teams containing experts drawn from across all these teams depending on the need of the client and/or project.

Experts are also on-hand for ad-hoc questions and validation of approaches to ensure that all of our solutions are robust and fully considered.

02

SERVICE OVERVIEW

INDEPENDENT EXPERIENCE

TECHNOLOGY EXPERTS

ECOM PLATFORMS



CMS



CRM / DMP



ANALYTICS



CLOUD & AI



MEDIA



OUR SIX ARCHITECTURAL DESIGN PRINCIPLES



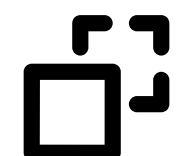
#1 REUSE OVER BUY OVER BUILD

We select platforms and tools in this order: is an existing product fit for purpose for we can we re-use it? Can we buy a solution for the purpose before we build it? This avoids unnecessary costs, lengthy implementation routes getting a fit for purpose solution as soon as possible.



#2 PROVEN TECHNOLOGY

The solution must have a proven track record in the digital market. The software is used successfully by organisations with similar challenges. We (as a joint team) have, or can easily train, the internal capabilities in order to support the chosen solution in the long term.



#3 MANAGED & SCALABLE (PAY AS YOU USE)

As a strong preference, all chosen services are provided as on scalable Software as a Services (SaaS) licences. Solutions scale on demand, depending on either growth or shrinkage of usage.



#4 SECURITY & LEGAL

Together we agree on the specific security & legal requirements (including GDPR legislations) for our clients. All solutions which are considered, must adhere to these requirements.



#5 SUPPORTS AGILITY

Our work processes are agile in nature. All chosen solutions fit perfectly in the agile way of working, meaning they enable to speed up development, are scalable, are easy to use and can be replaced by other software if needed.



#6 SERVICE & MAINTENANCE

The service is not only managed, but also has a support plan which covers support on implementation and troubleshooting. A Service Level Agreement is provided to anchor service levels.

STRONG & SCALABLE FOUNDATIONS

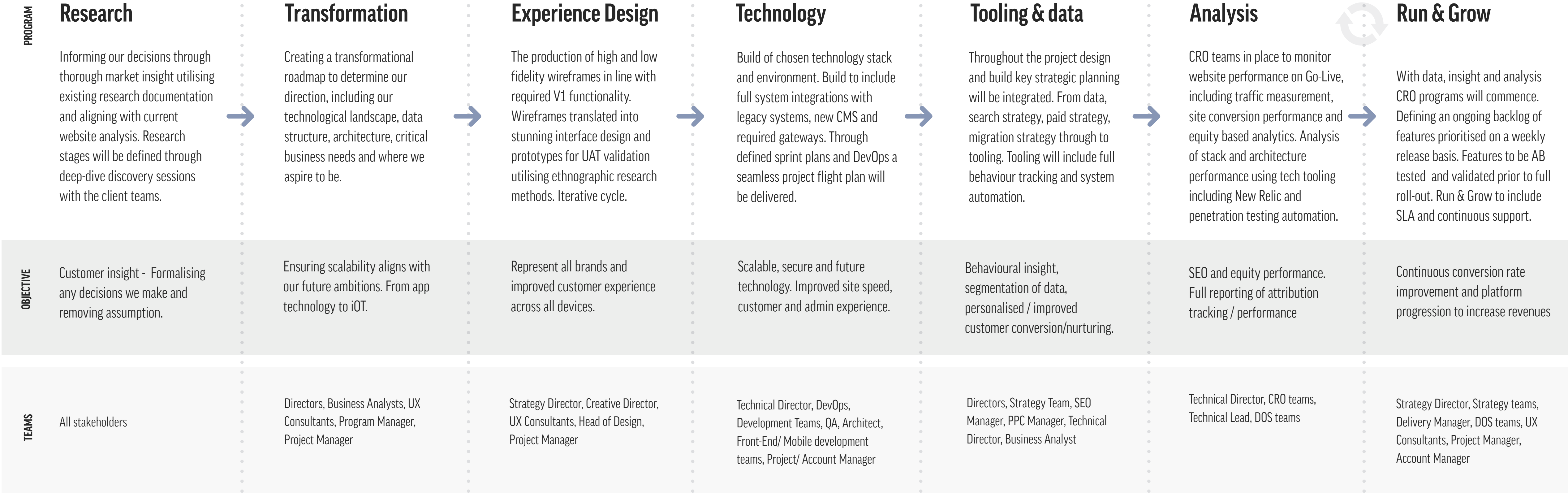
Having a strong underlying technology platform and foundations are essential if our clients are to achieve their objectives over the coming years.

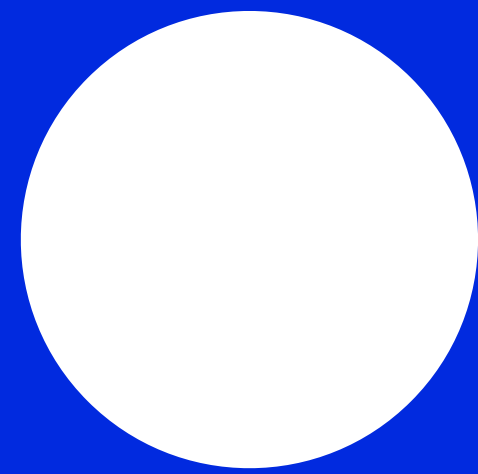
The platform must be able to :

- ▶ Manage & publish content across multiple devices
- ▶ Support multi-lingual content and localisation for international offerings
- ▶ Support a Mobile first approach
- ▶ Optimise the website for SEO / Analytics
- ▶ Utilise experience marketing features such as personalisation and automation
- ▶ Provide easy integration points with other applications to make data transfer between them seamless and as in near real time as possible
- ▶ Allow content to be published to multiple platforms at once (not just the website)

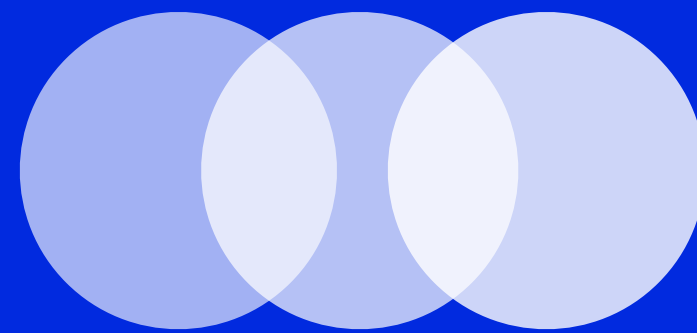
Dept are experts at implementing mission critical focused CMS platforms and use a proven methodology to select which would be most suitable for our clients.

THE JOURNEY TO TRANSFORMATION

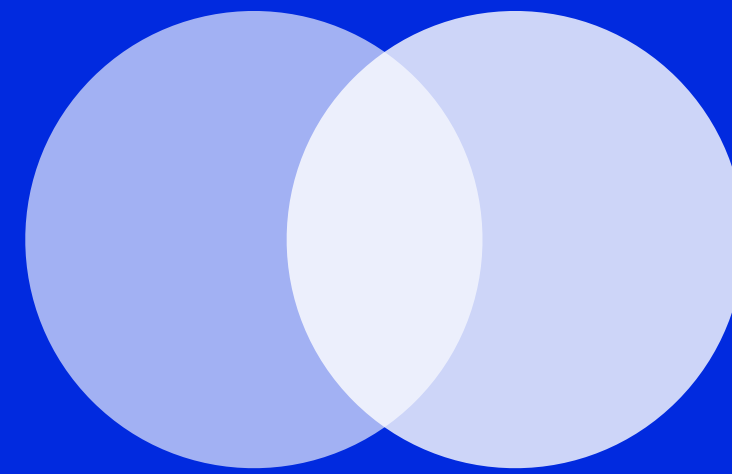




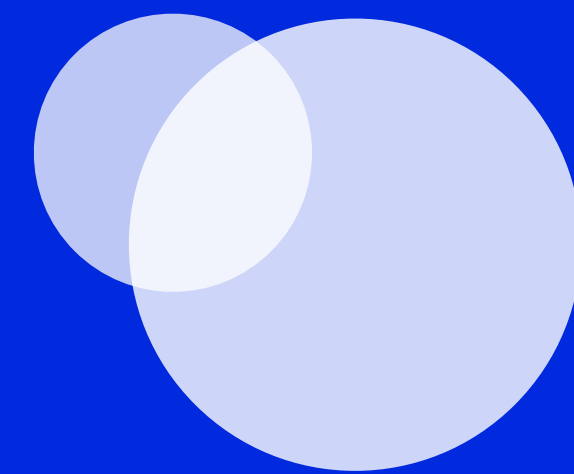
ONE TEAM



SCALE UP



COLLABORATE



GUIDE & SUPPORT

HOW WE WORK.

ACCOUNT TEAM

Our Account Team work across both DOS and Projects to ensure there is centralised knowledge, our teams are working towards your business objectives and overall account governance. This team makes sure we are making progress with your roadmap and that you are receiving proactive advice and guidance as well as excellent customer service.

PROJECT TEAMS

When a larger piece of work has been identified, we assign a project team comprising of team members with the skills required to deliver the work. The team can work to either a traditional fixed scope/timescales or in a more agile approach. A Dept Project Manager will work with you to manage the work. We try to ensure that project teams are consistent over multiple projects.

OPERATIONAL SERVICES (DOS)

An experienced, cross functional team of developers, front end, SEO and QA who are on hand to ensure day to day operations are smooth and fast paced. Working to agreed SLAs, day-to-day tasks include: responding to user support requests, fixing urgent bugs and issues, SEO improvements, maintenance activities; small enhancements and uploading content.

SUPPORT - HOW WE WORK



SELF SERVICE PORTAL

The DOS team use Jira for ticket management. It provides real time issue tracking and management/ reporting functions that work successfully in tracking fixes and changes from initial reporting to conclusion - and provides you with realtime transparency on status.



NAMED INDIVIDUALS

You will be working with named individuals from the DOS team, who are overseen by the Service Delivery Manager (SDM).

We'll need at least one individual on your side to approve and prioritise the backlog.



REPORTING

The SDM will generate monthly reports detailing the hours utilised against the budget available - and what was worked on. This will detail the hours delivered against the support cases.



DAILY SUPPORT

Day to day support with normal business operations, such as responding to urgent bugs, checking logs/clearing disk space or creating new content.



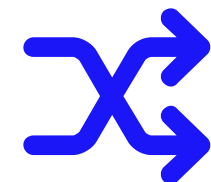
MINOR ENHANCEMENTS

Small features and enhancements can be delivered through the DOS team as part of scheduled releases.



SITE MONITORING

Site stability and up time is monitored and acted on 24x7 using leading tools and software. Improvements can be briefed into the team proactively with daily support.



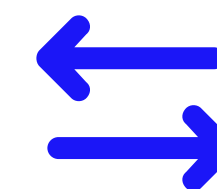
RELEASE MANAGEMENT

Regular DOS releases are planned and coordinated inline with business priorities and technical road map.



QUALITY CHECKS

Key functionality checks are conducted regularly as part of the release process to ensure key features (e.g. forms) work as expected.



SYNCS AND PATCHES

Environment and content syncs will be completed regularly from production to development environments. This also includes implementing platform (Sitecore) hotfixes and patches.

03

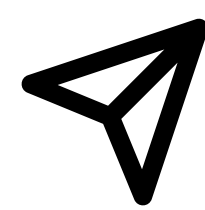
OUR APPROACH

WHAT WE DO & HOW WE DO IT

THE RIGHT APPROACH

We advise to split up the project in 3 phases to minimise risk, make deliverables manageable and keep the team motivated. Every phase has a clear start and end date with defined deliverables.

PHASE 1: DISCOVER & DEFINE



DEFINE CONCEPT,
UX & DESIGN

4 WEEKS + 6 WEEKS



PHASE 2: BUILD



DEVELOPMENT
& LAUNCH

DEPENDS ON SCOPE



PHASE 3: RUN & GROW



INSIGHTS, CRO
& ADDITIONAL
RELEASES

ONGOING

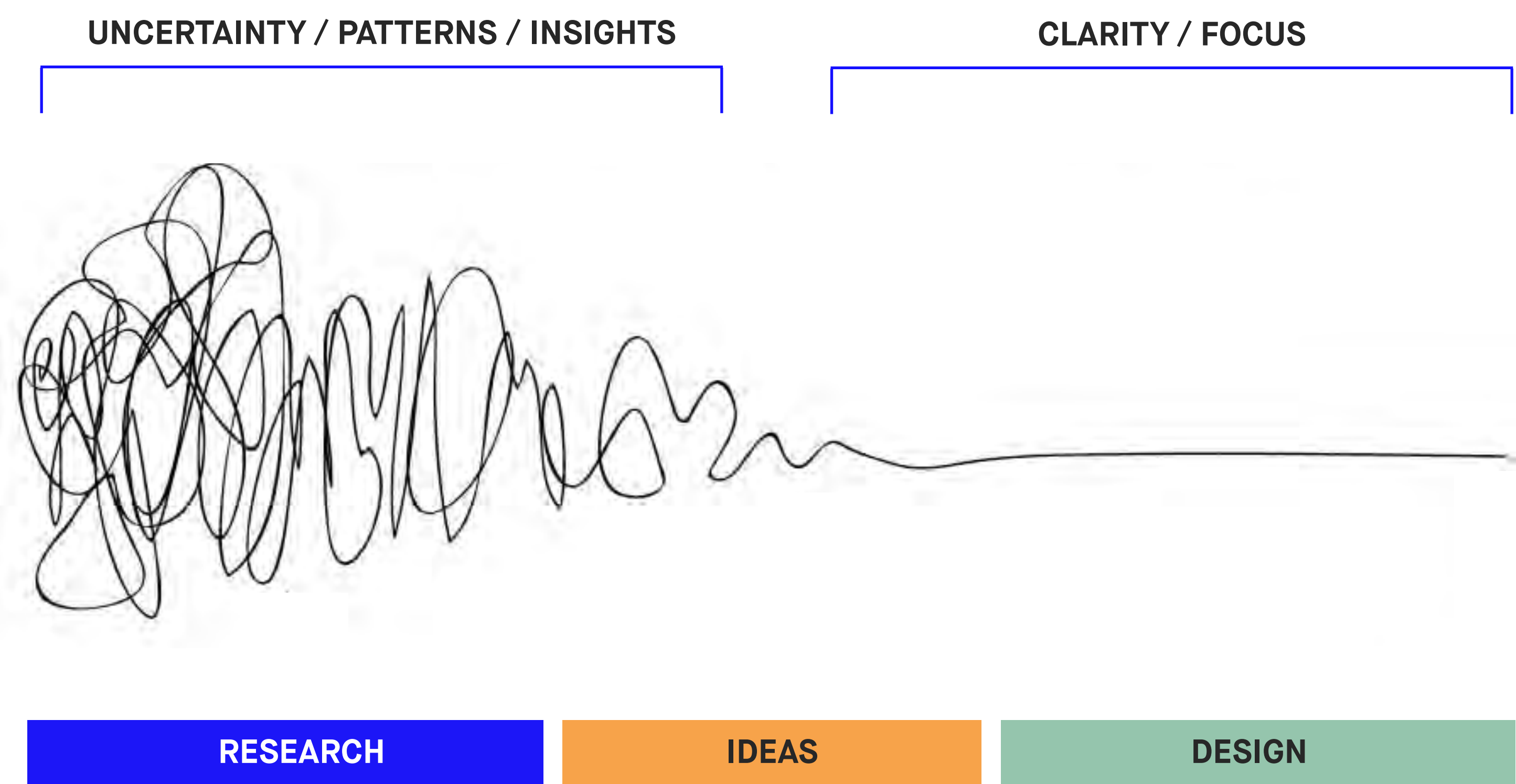
DISCOVER & DEFINE

01 - DISCOVER & DEFINE

02 - BUILD

03 - RUN & GROW

UNDERSTANDING YOUR CUSTOMER JOURNEY





DISCOVER

This phase is all about getting a better understanding of the current user experience today along with uncovering pain points and frustrations.

Insights from this phase are used to inform the Definition phase.

DISCOVER ACTIVITIES



ANALYTICS REVIEW

Review of account health and highlighting current data trends



PROTO PERSONAS & JOURNEYS

Understanding the motivations and needs of users



USER TESTING

Testing with real users and customers



TREE TESTING / CARD SORTING

Interrogating the Information Architecture



STAKEHOLDER INTERVIEWS / SURVEYS

Collecting insights from Project Stakeholders

DISCOVER & DEFINE - RESEARCH, BUSINESS & UI

Prior to a kick-off, our team dives into your business. During this research phase, we focus to understand the business you are in, your products and services, unique selling points, business model and positioning. We review the existing research you have already invested in, your brand, web analytics, KPIs for measuring success and the digital maturity of your retailers. We also identify the best practices in your industry. We will undertake a number of exercises and workshops to help us understand business drivers and website needs (actual exercises tbc)

Prior to the kick-off, we will also define the Client team and stakeholders.

During the kick-off, we will talk about project objectives, determine key and discuss the project plan. During this session, we will review our findings and sharpen the goal & ambition for the platform. In addition to the kick-off workshop, additional stakeholder interviews can be conducted to get input from all relevant areas of the business.

DISCOVER & DEFINE - CONCEPT & UX

Description of concept & UX requirements

The objective is to highlight the conceptual & UX requirements for the platform. We describe the features of the new platform in detail. It acts as a basis for the implementation of the platform as well as for the interfaces used to connect and exchange data with other 3rd party systems.

In technical workshops, we will define the key concepts and journeys for the platform. The current ideas & input will be used as a starting point. After these workshops we will work out the Concept for the site in detail incl. journeys and features. These will be the input for the technical design.

Brand, design & UX:

- We will dive into the brand and design of platform.
- Based on the input we will work out the first designs and review with relevant stakeholders during a intermediate review.
- The team will define design guidelines for the platform that can be used in the next phase as a starting point

DISCOVER & DEFINE - TECHNICAL DESIGN

In a series of workshops we will discuss with your IT specialists and business representatives the System Architecture Overview, Site Structure, Master Data Flows, Data Management Process, Data Formats and Interfaces, Data and Workflow, Category Structure and Filters, functional requirements and Master Data Migration.

A short overview of the activities & deliverable during this phase:

- Further specification of the high-level architecture from Discovery phase with interface descriptions to backend and 3rd party systems illustrating how all the platform components are related.
- Data flow analysis and data mapping /model containing source and target data fields with additional customisations
- Description of the site setup, shared data entities, url structure etc...
- Review of current implementation
- Gap analysis between current implementation and future state
- Strategy for migrating data from existing and legacy systems



DEFINITION

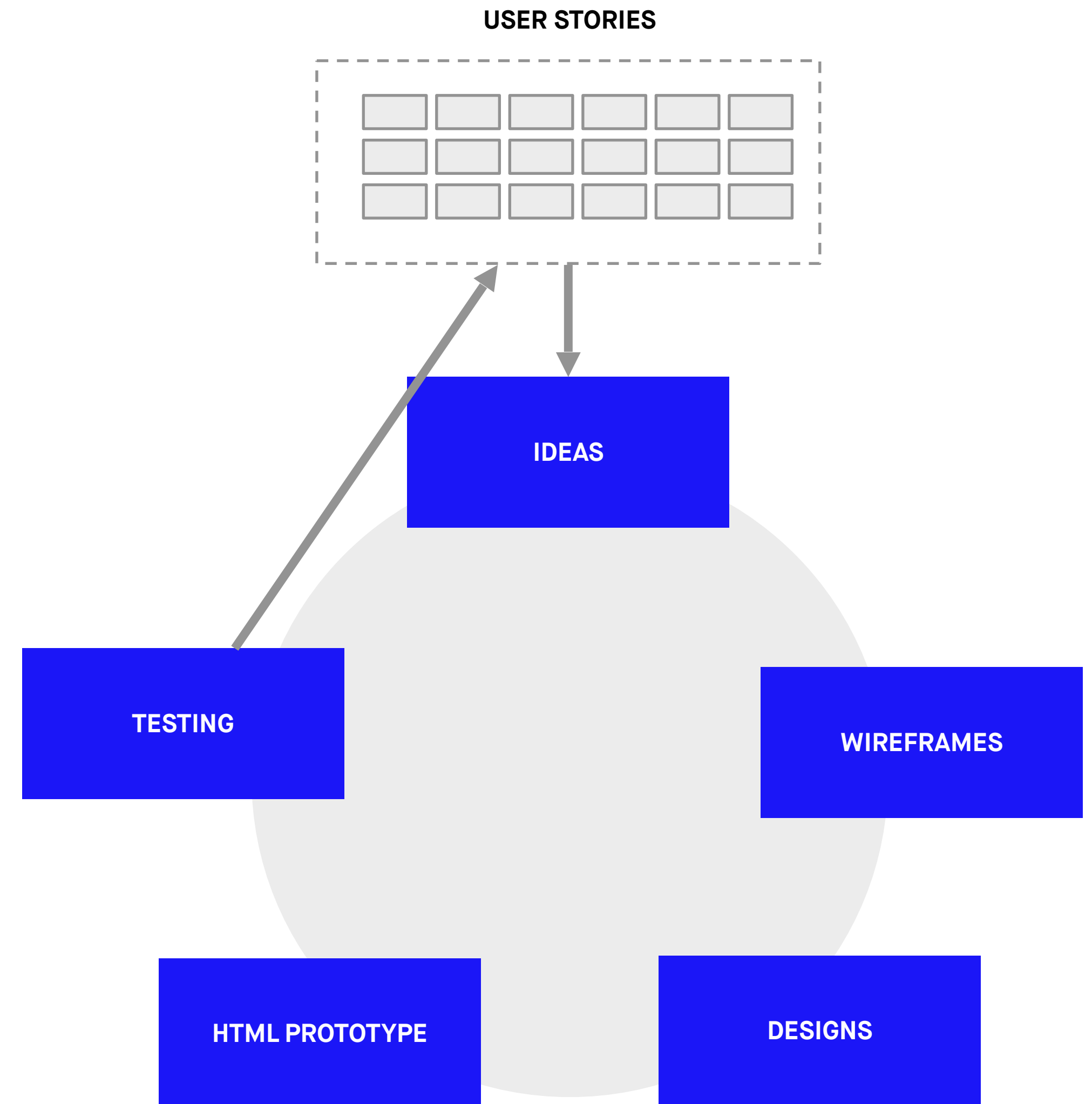
This is where the new experience starts to come to life. Starting with sketches and wireframes, we'll work with you to start to create the new experience.

DEFINITION PROCESS

During the definition period our UX and Design team will work collaboratively with you to start to model what the new solution will start to look and feel like.

Led by our internal product owner, the team will work through the prioritised list of user stories we captured from the Discovery phase and start to bring these to life.

During the definition phase the team will work in sprints, turning ideas into wireframes and designs and building HTML prototypes to test design ideas as they progress.

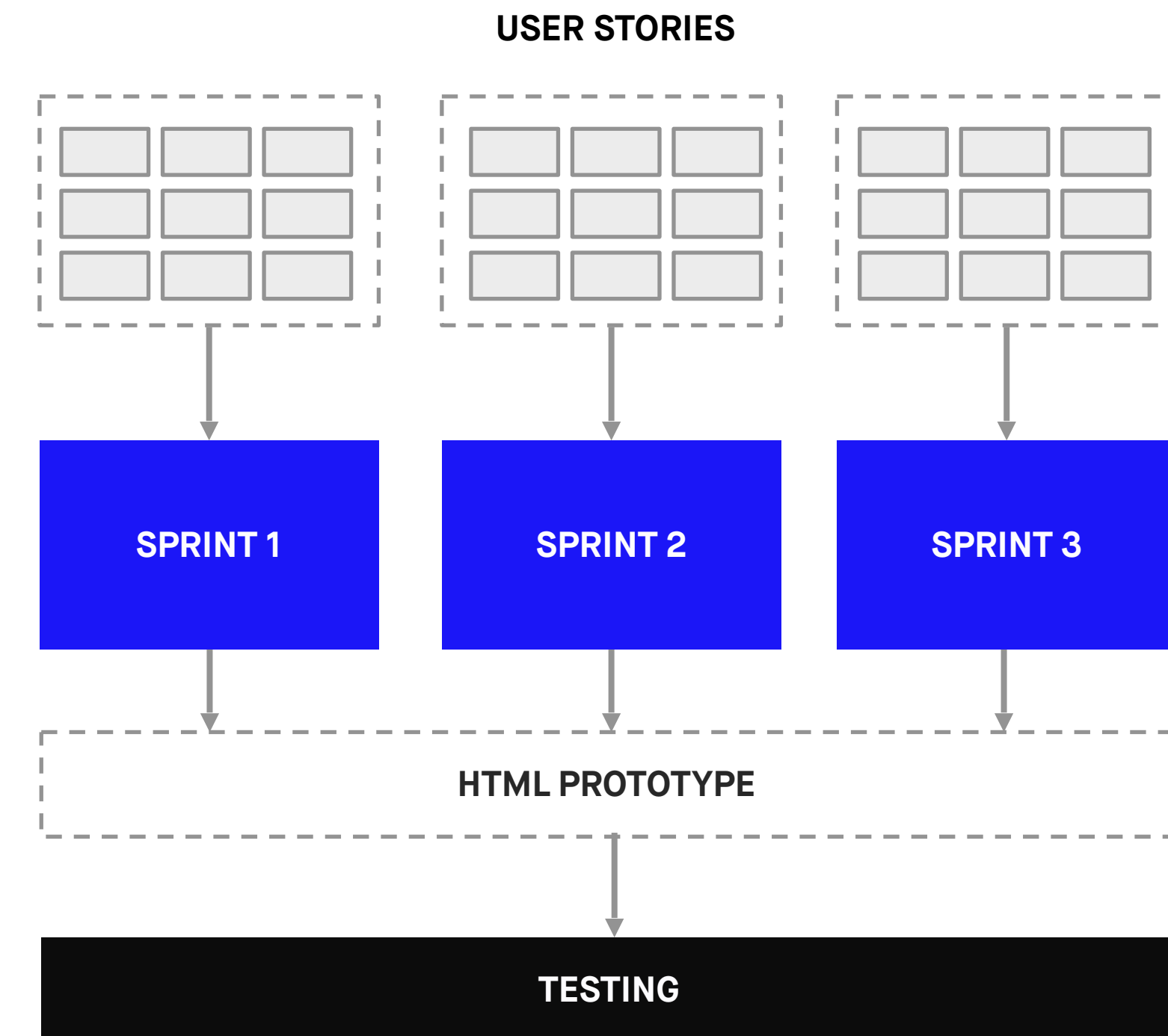


DESIGN SPRINTS

Prior to each sprint starting, the product owner will prioritise the stories to be developed in the next sprint ensuring the UX and Design teams have all the necessary information to start the sprint.

At the end of each sprint, the designs produced will be turned into a HMTL prototype which can be tested with Auditors for their feedback.

Any feedback items will be fed into the upcoming sprint.



SHOW & TELL

Prior to the closure of every sprint we'll hold a show and tell with the key project stakeholders where we'll showcase what has been designed in the current sprint.

We'll also spend some time discussing what is coming up in the next sprint to ensure all stakeholders are kept informed of the projects progress and direction.



STAGES OF THE DESIGN PROCESS

SKETCHES

These are based on the output of the wireframe workshops and have been refined into working user stories and story boards.

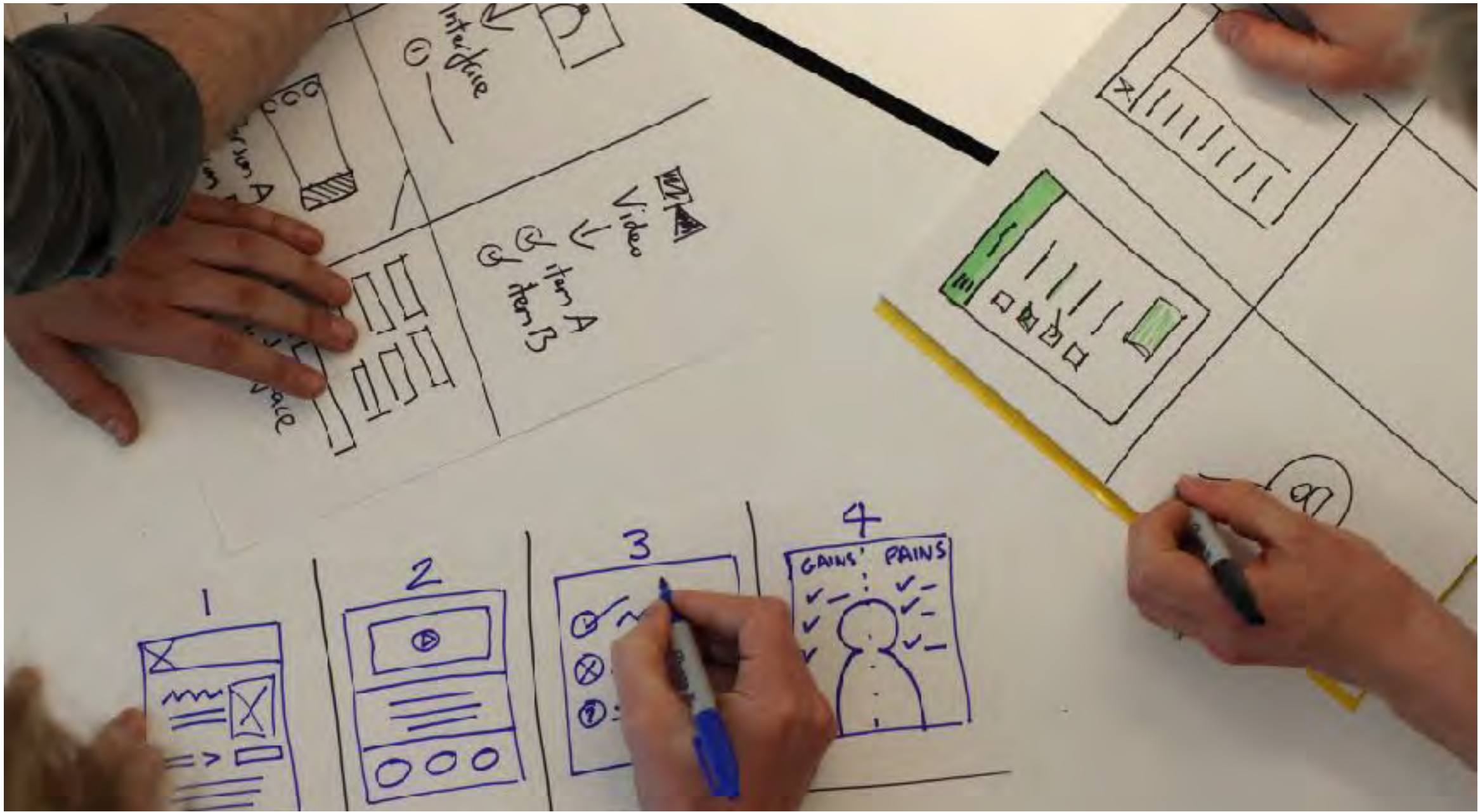
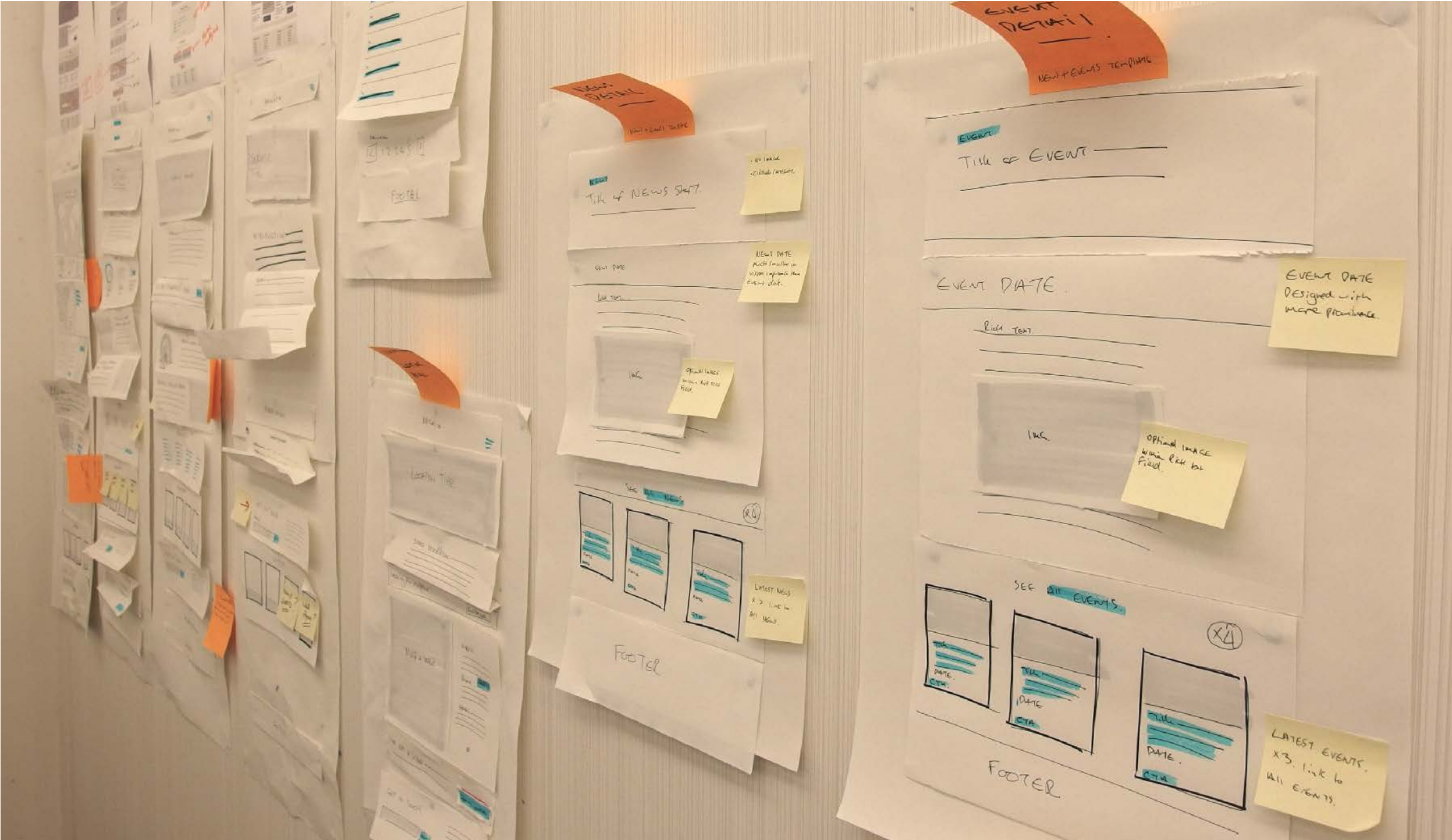
WIREFRAMES

These greyscale, more detailed designs are the foundations of the new experience. Focusing on information architecture, user experience and journey flow.

VISUAL DESIGNS

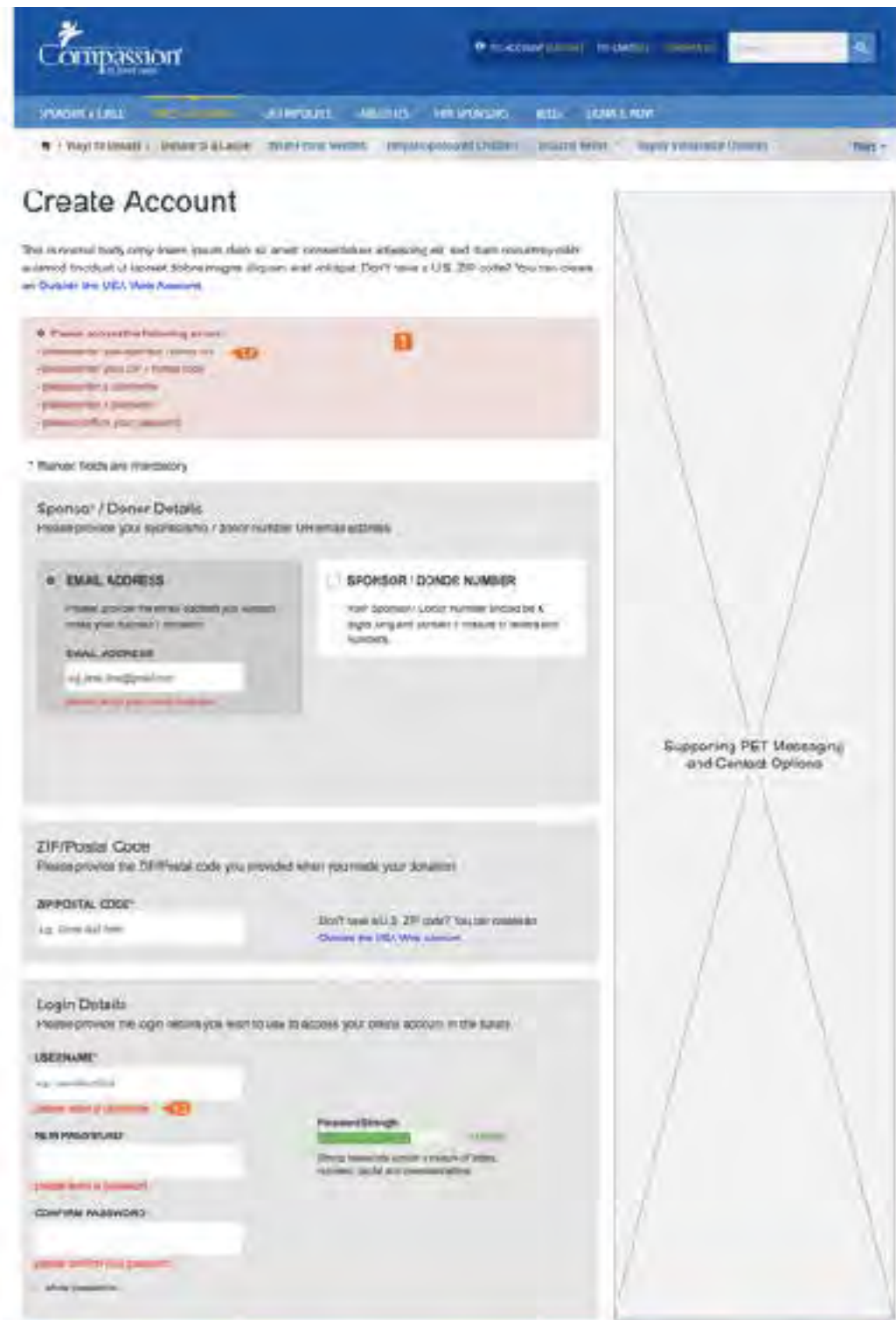
Bringing the designs to life with branding and style guides, we start to create a design system and component library that can scale to any piece of new or exciting content.

SKETCHES WILL OFTEN BE USED TO VALIDATE CONCEPTS AND LAYOUTS



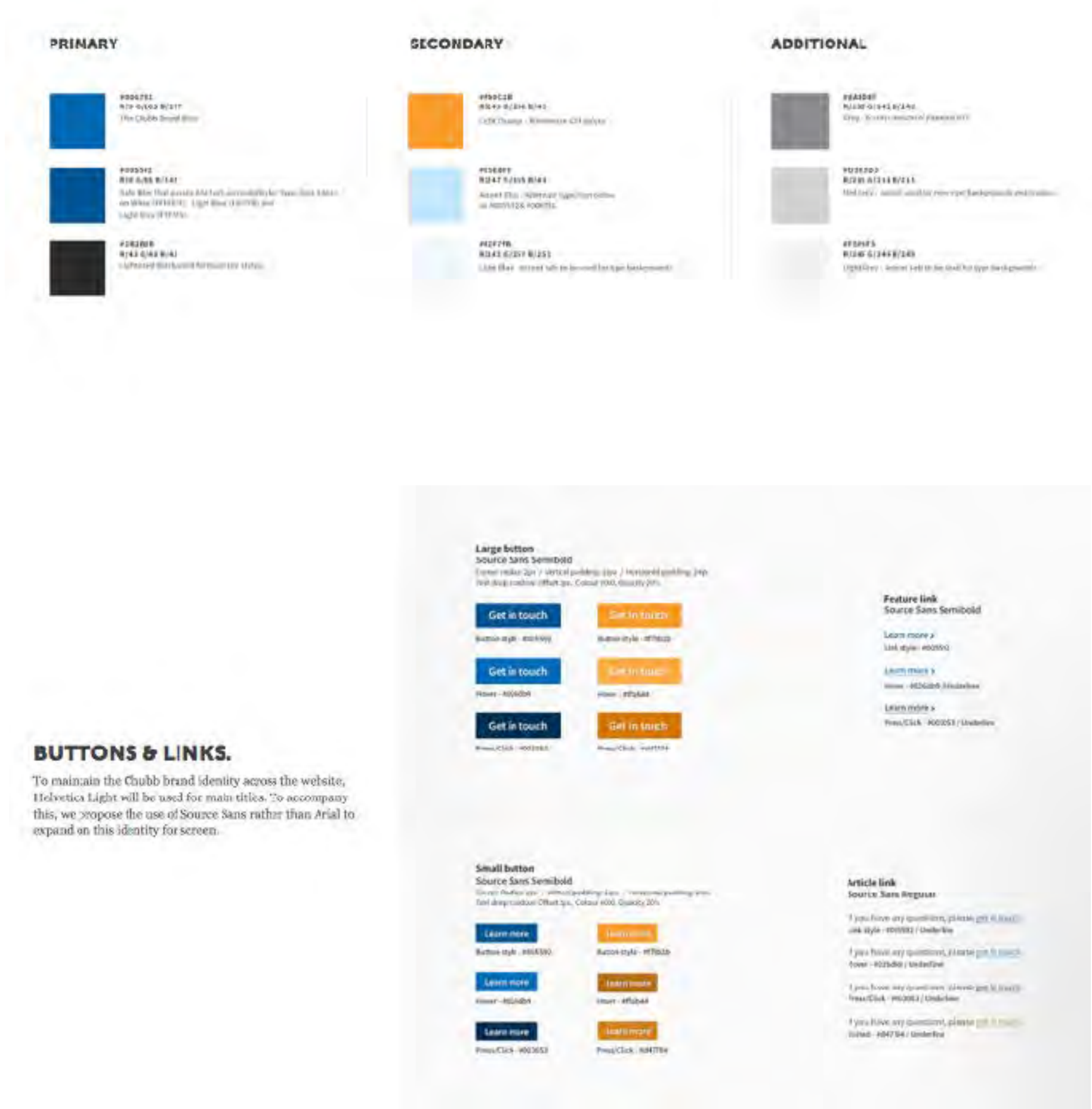
EXAMPLE / SKETCHING

WIREFRAMES WILL BE PRODUCED TO VALIDATE PAGE LAYOUTS, FUNCTIONALITY AND COMPONENT BEHAVIOURS



EXAMPLE / WIREFRAMES

A DIGITAL STYLE GUIDE WILL BE PRODUCED TO REFLECT YOUR BRAND GUIDELINES AND CREATE GLOBAL STYLING RULES



Form Fields

FIELD LABEL *

INACTIVE

ACTIVE

FIELD LABEL *

ENTERED

YOUR NAME *

ERROR

Dropdowns

FIELD LABEL *

INACTIVE

YOUR COUNTRY *

CLOSED

OPEN

YOUR COUNTRY *

CHINA
France
Germany
Singapore
United Kingdom
United States

DROPDOWN LABEL *

ENTERED

4 COLUMNS

330 WIDTH

3 COLUMNS

447 WIDTH

2 COLUMNS

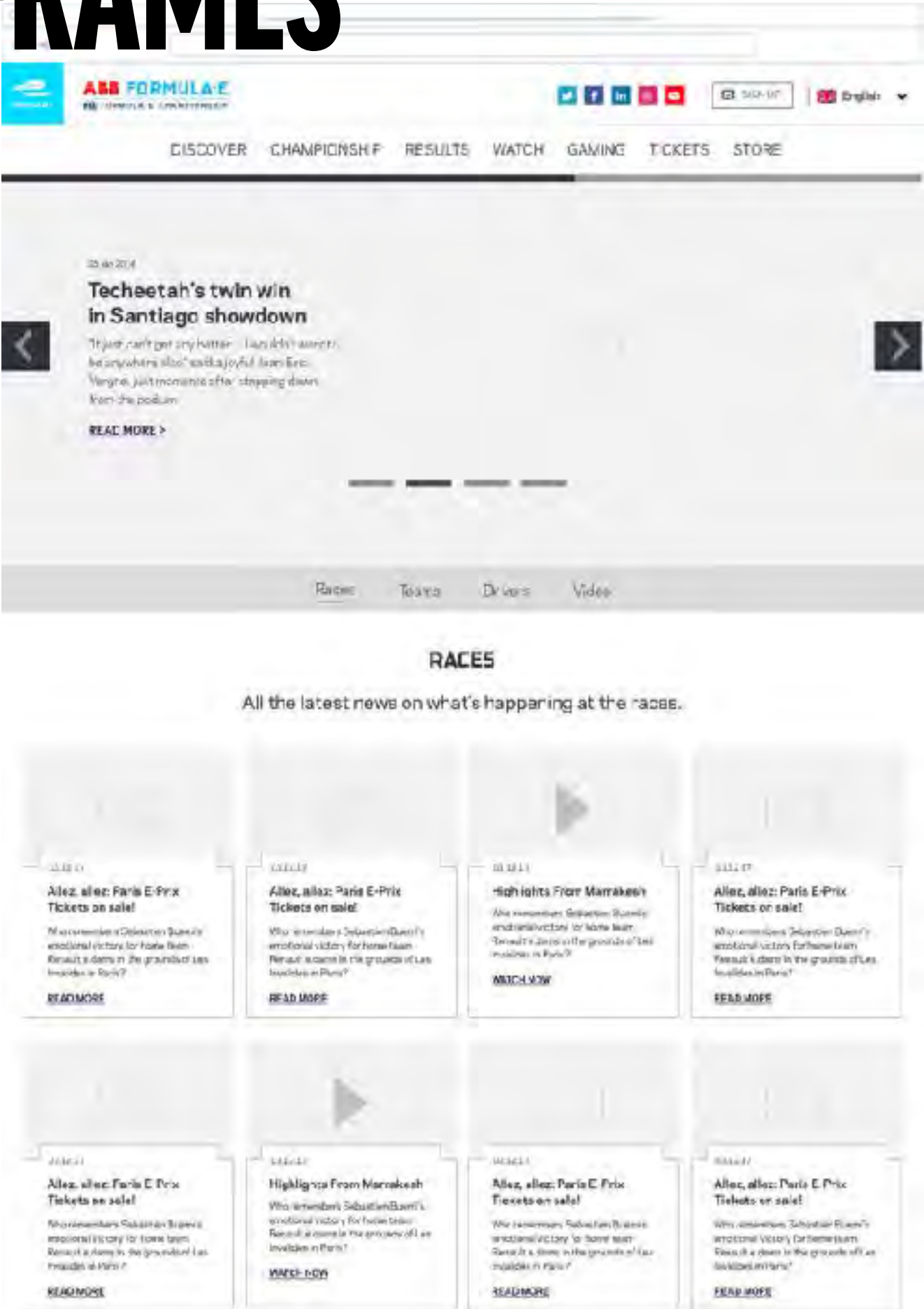
675 WIDTH

CENTERED - CONTENT

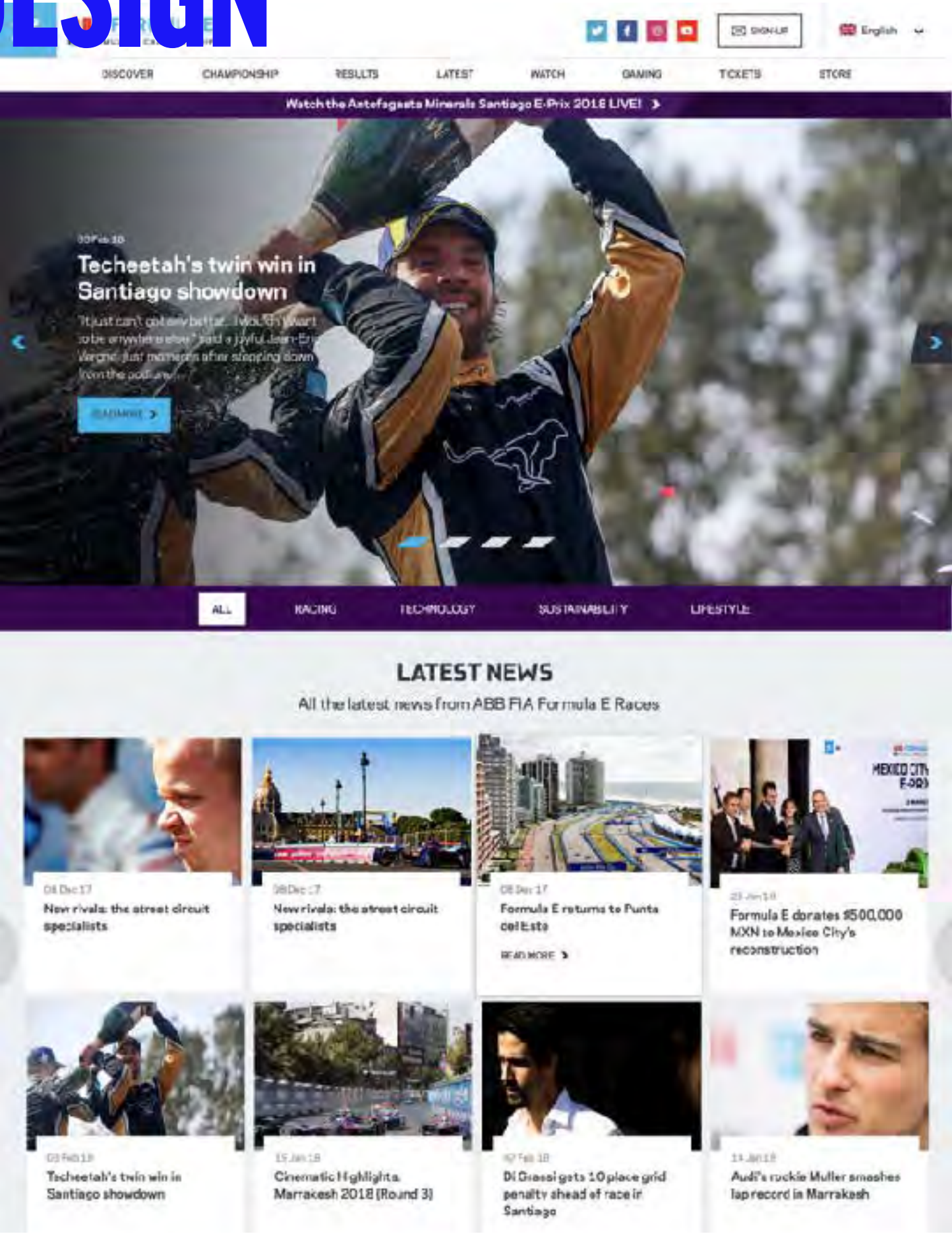
EXAMPLE / STYLEGUIDE

THE STYLES FROM THE STYLE GUIDE AND WIREFRAMES WILL BE USED TO CREATE VISUAL DESIGNS

WIREFRAMES



VISUAL DESIGN



EXAMPLE / VISUAL DESIGN

DELIVERABLES

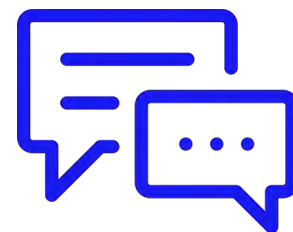
PHASE 1:

DISCOVER & DEFINE



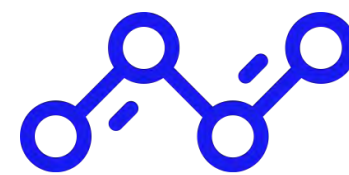
CONCEPT & UX

Designs, Requirements and Functionality



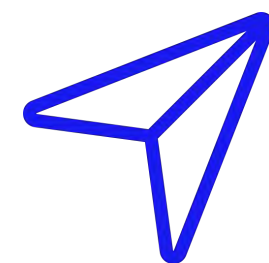
TECH & PROCESS

Functional and Technical Design + team selection & final process + planning



SCOPE & ROADMAP

Scope definition, user stories, backlog & roadmap



ANALYTICS & SEO

Setup, Tag management plan & optional SEO plan

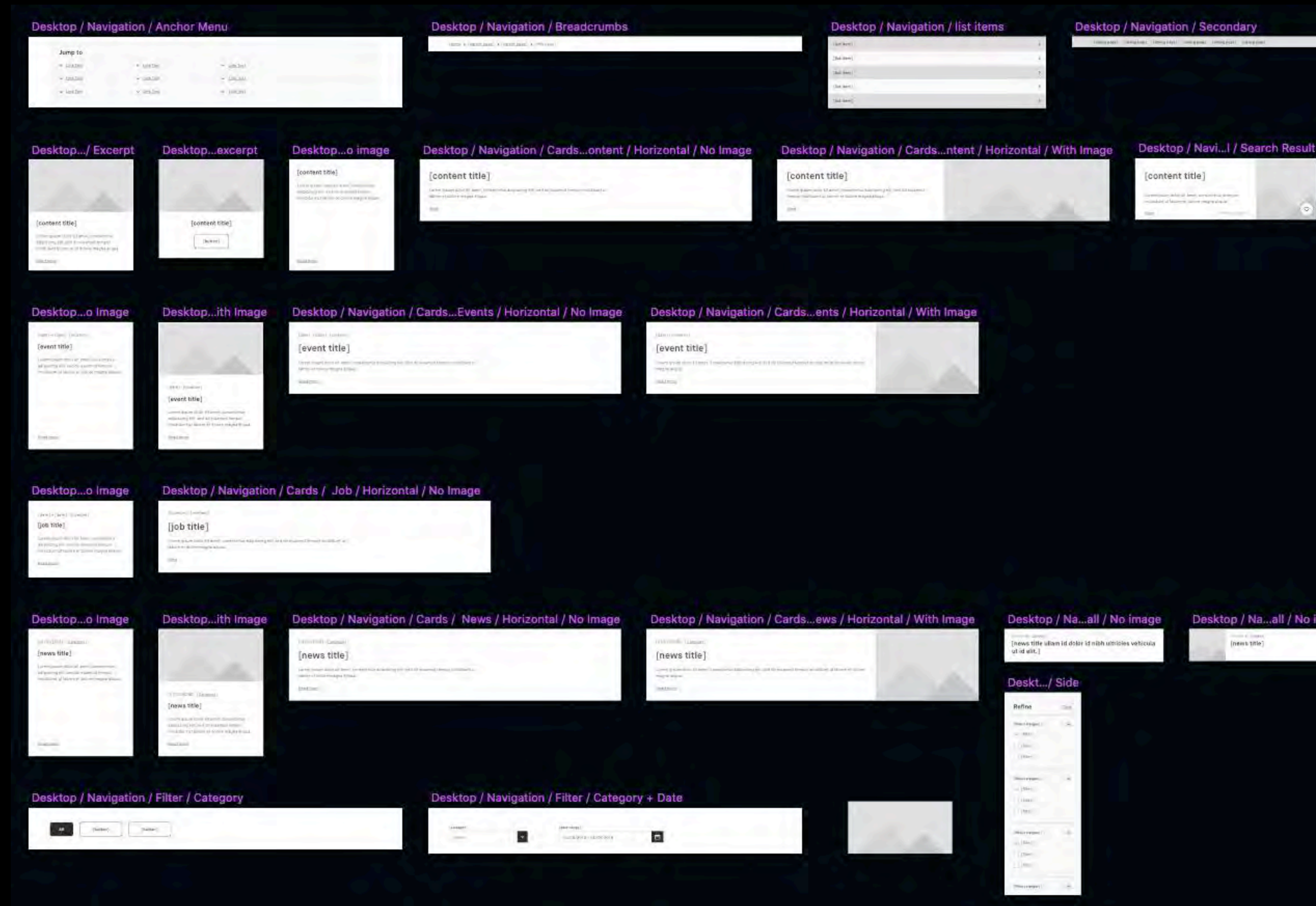
CREATING A DESIGN SYSTEM

PURPOSE

A design system allows us to create re-usable components and symbols that will scale depending on the users need. We start small with text styles, icons, buttons, etc then feed these into bigger and more complex components, templates and pages

OUTCOME

With a library of resources we can quickly build pages and experiences. These are the building blocks for the website and enables us to flexibly update the design of the website through the rest of the design process.



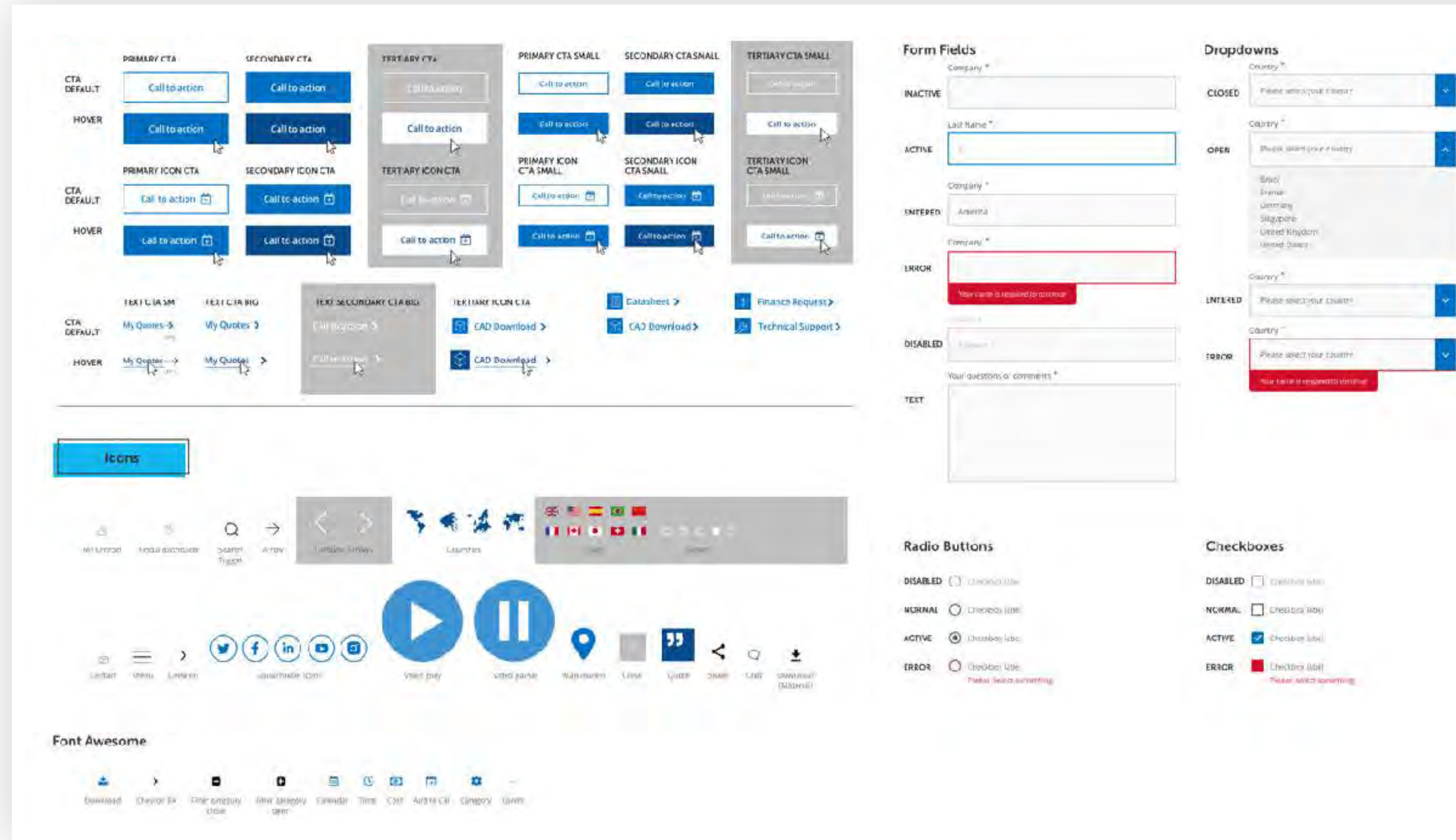
CREATING A STYLE GUIDE

PURPOSE

The style guide will evolve your brand into a digital focused experience and bring the components to life. Showing different states and interactions throughout the journey and serving as a source of truth going forward.

OUTCOME

A comprehensive visual guide that can be used by designers and developers alike to direct the look and feel of new elements, components and experiences as the project runs into the final stages of design and build.



BUILD & TEST

01 - DISCOVER & DEFINE

02 - BUILD

03 - RUN & GROW

BUILD - TECHNICAL DESIGN

Design in detail the experience

For a large scale website platform, it's very important to start with a well thought out design. This step follows up on the initial design exploration and concept created in the discovery phase. The design will be created in an agile way and after Client approval is transferred to the build team. This enables the build phase to work efficiently without dealing with substantial reworks. In order to achieve a successful handover from Design to Build, we create all detailed designs upfront in one design Sprint prior to the build phase.

A short overview of the activities during this phase:

- 1 Sprint of 2 weeks in which templates are delivered
- Two times per week, Dept presents (on location or Webex) and delivers a set of designs
- Based on feedback from Client, Dept does rework and presents revised versions in the following presentation
- The final day of every week is used for rework and final delivery
- This rhythm repeats itself during all regular sprints to follow after this sprint
- Ideally, the team and the Product Owner of Client work at the same location at least 2 days a week.

BUILD - SOLUTION BUILD



Phase 2: Platform development and systems integration

This is the heavy lifting part of the project. Within this phase, the following activities will be performed by the development team :

- Templating (HTML & CSS)
- CMS Customisation & Solution Engineering
- Integration Backend Systems
- Integration 3rd party systems
- System and Integration Tests

During the development of the project developers will test user stories before committing code changes to the repository. This tester will then also take responsibility for integration tests from the data side.

A short overview of the activities during this phase:

- Kick-off with all stakeholders in the project followed by a Sprint 0 for initial setup of the Sandboxes, generation of test data, setup of the site and all necessary configuration data.
- Sprint 1 focusses on implementing the templates from the first batch.
- Each sprint ends with a demo to present features, templates and integrations which have been developed during that sprint.
- Sprint 2 focusses on initial backend integrations and remaining templates from Batch 1, plus some of Batch 2
- Remaining 2 sprints will be about implementing the rest of the templates and 3rd party integrations
- During the sprints and at least before User Acceptance Testing we will perform an Initial Data Load / Data migration for customers, url's, and other items which require data migration

BUILD - SEARCH ENGINE OPTIMISATION

This is a crucial step for future SEO success. We would like to make sure your SEO traffic does not drop after the go-live of the new website. The migration is divided between the pillars content and technical.

Content migration

Part of the migration step is to advice and help on content migration. Based on data, we'll determine which pages and content we need to migrate to the new website and which have less impact and are abundant. Together with (your) content and copy experts we'll make sure that import content is migrated properly. Moreover, we also set a benchmark on your current SEO performance, so we can properly monitor results after go-live.

Technical migration & guidance

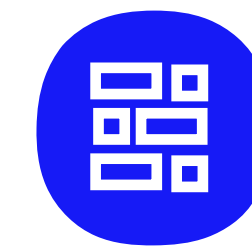
Page Speed, Indexation, Crawlability, Link Structure, Duplicate Content, (facet) filtering, H1's, Internal links, Structured Data, Security, Sitemap, Robots.txt. These are some of the topics that have to be thought of during the build phase.

The SEO consultant will provide the team with the latest technical SEO guidelines. Together with development and design we'll make sure the SEO plan is executed and implemented correctly. We'll map all URL's from the current Clientwebsite in a workable overview and make sure they will be redirected to the new webpages.

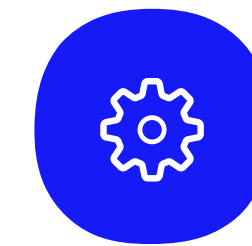
SEO PLAN



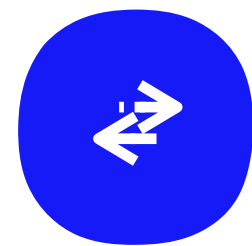
KEYWORD
RESEARCH



TECH, CONTENT
AND OFF-SITE



SEO BASED
ARCHITECTURE



MIGRATION &
IMPLEMENTATION
GUIDANCE

MIGRATE

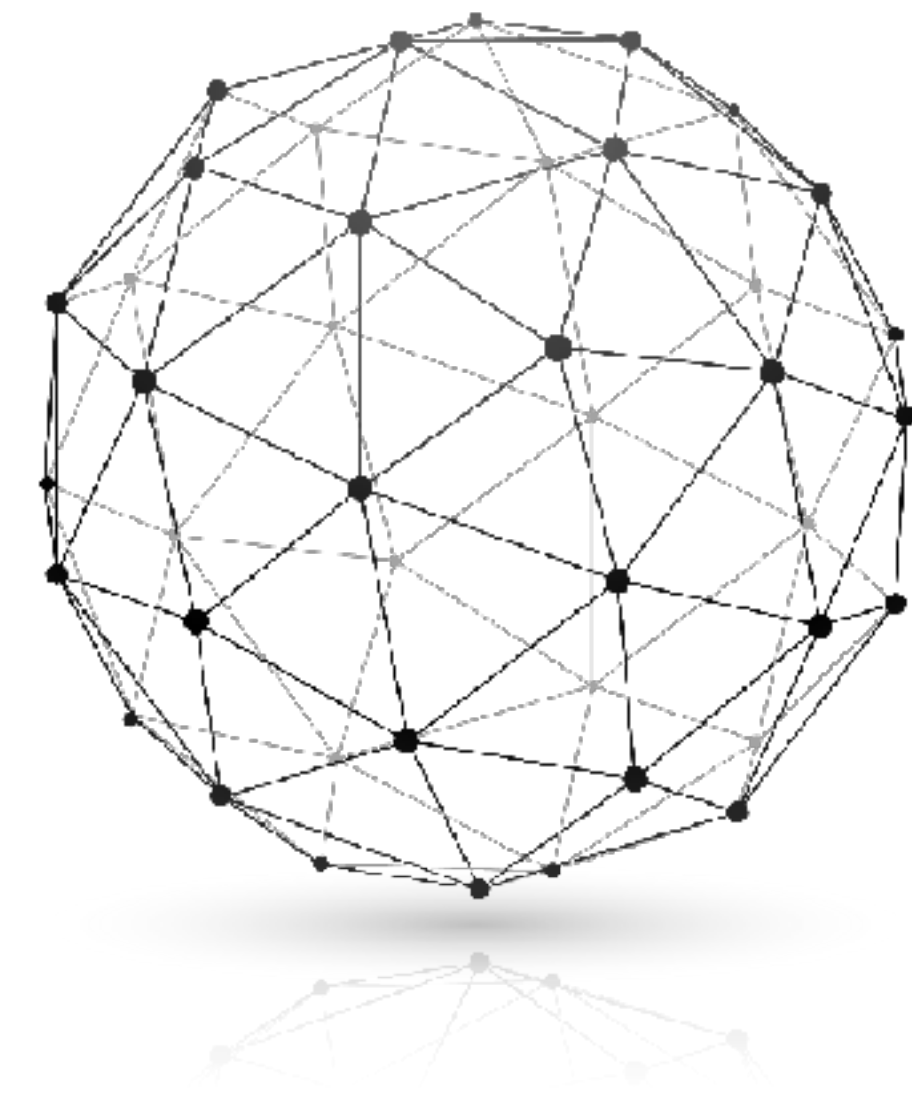
A short overview of the activities & deliverable during this phase:

- Technical SEO guidelines for development team
- URL mapping in Excel (old to new)
- Guiding (your) content/copy team for content migration
- Make sure the new platform is technically SEO proof
- Users and bots will be redirected from your old webpages to the new ones
- Monitor rankings and SEO traffic for 1 month after go live
- Update Google Search Console and other SEO-tools

BUILD - CREATIVE QA ↔

After the Build phase, the Test phase is entered. All that has been developed will not only be tested from a functional point of view but also from a creative stance. Our creative lead will make sure that the new platform meets our **creative standards** and is implemented according to designs and User Experience.

Any issues are created in Jira, prioritised in consultation with Client's Project/Product Owner and picked up by the development team.



BUILD - TESTING, UAT, PAT & BUG FIXING

At the beginning of the Build phase our Test Engineer will create a Test Plan which documents the strategy that will be used to verify and ensure that the platform meets its design specifications and requirements. This will include a RACI matrix for the following activities :

- Test planning
- Feature planning
- Integration Testing
- Regression Testing
- Test Management

Furthermore the Test Plan will cover aspects like Device and OS matrix, Cross-Browser matrix, and test automation.

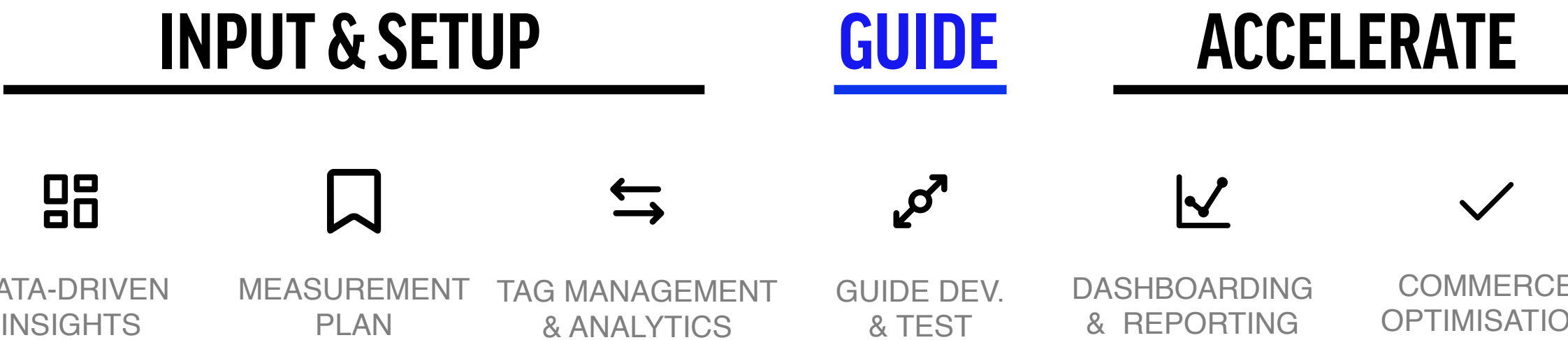
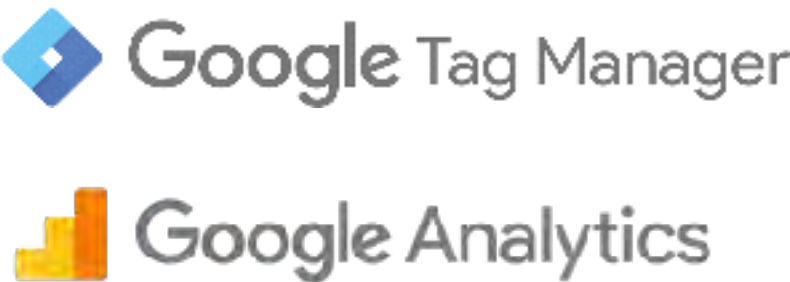
A short overview of the activities during this phase:

- Integration Testing will be performed by all parties involved and according to predefined Test Scripts where different tests are specified with corresponding input, expected result and actual result.
- User Acceptance Testing for which you will need take primary responsibility with the support of our dedicated Test Engineer.
- Production Acceptance Testing is needed to make sure that everything which has been developed including integrations will work in the production environment with production data
- Bug fixing and regression testing is a continuous process during the Test before Go Live

BUILD - DIGITAL ANALYTICS

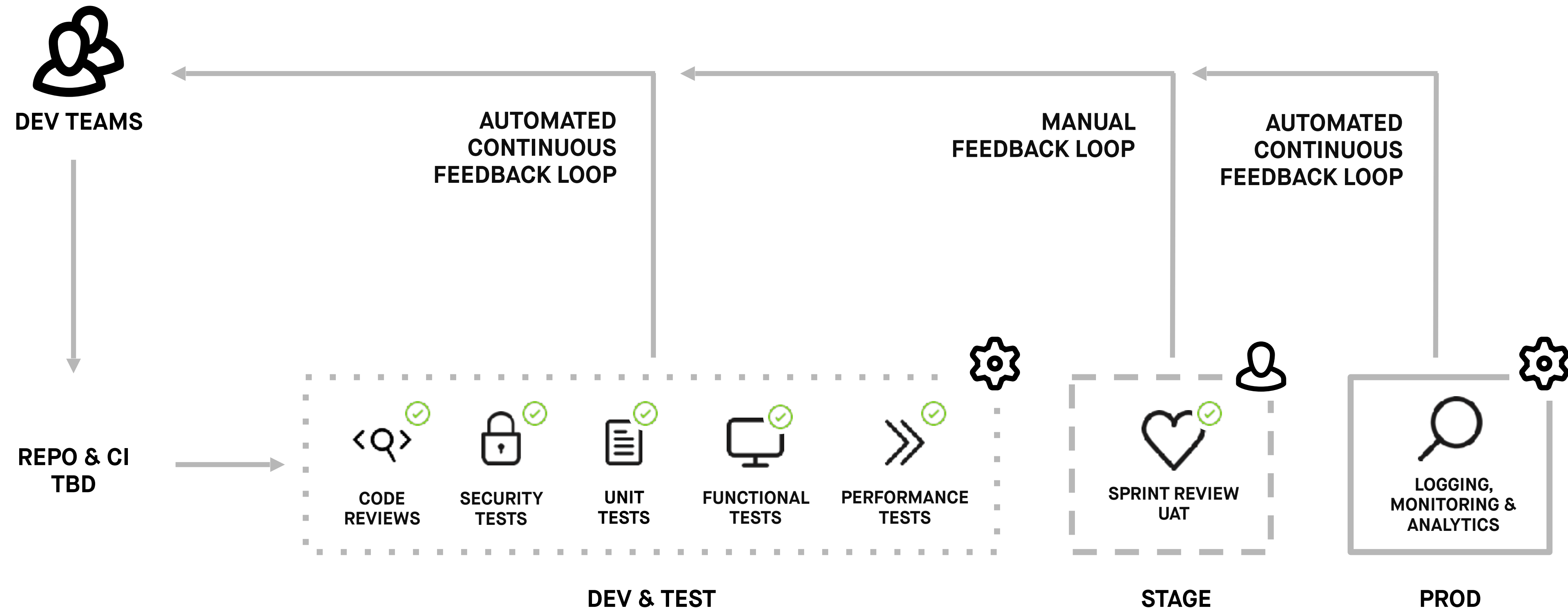
Guide developers & test implementation

During the build phase, the technical web analyst will guide and help the developers with implementing the right tag management scripts and tracking. When the measurement plan is implemented, it will be properly tested so we make sure all digital interactions, conversions and transactions are measured correctly.



FULLY AUTOMATED CI/CD

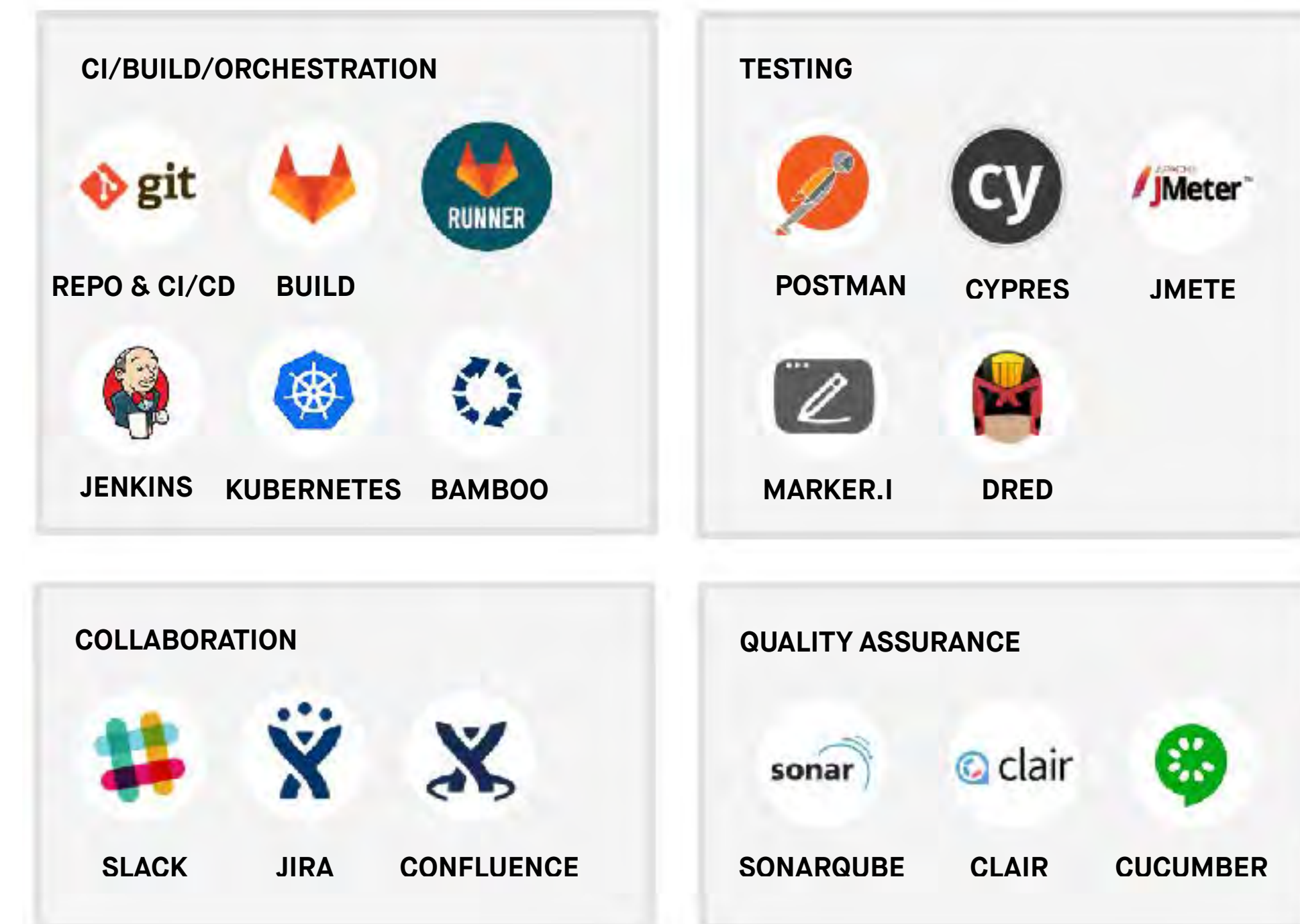
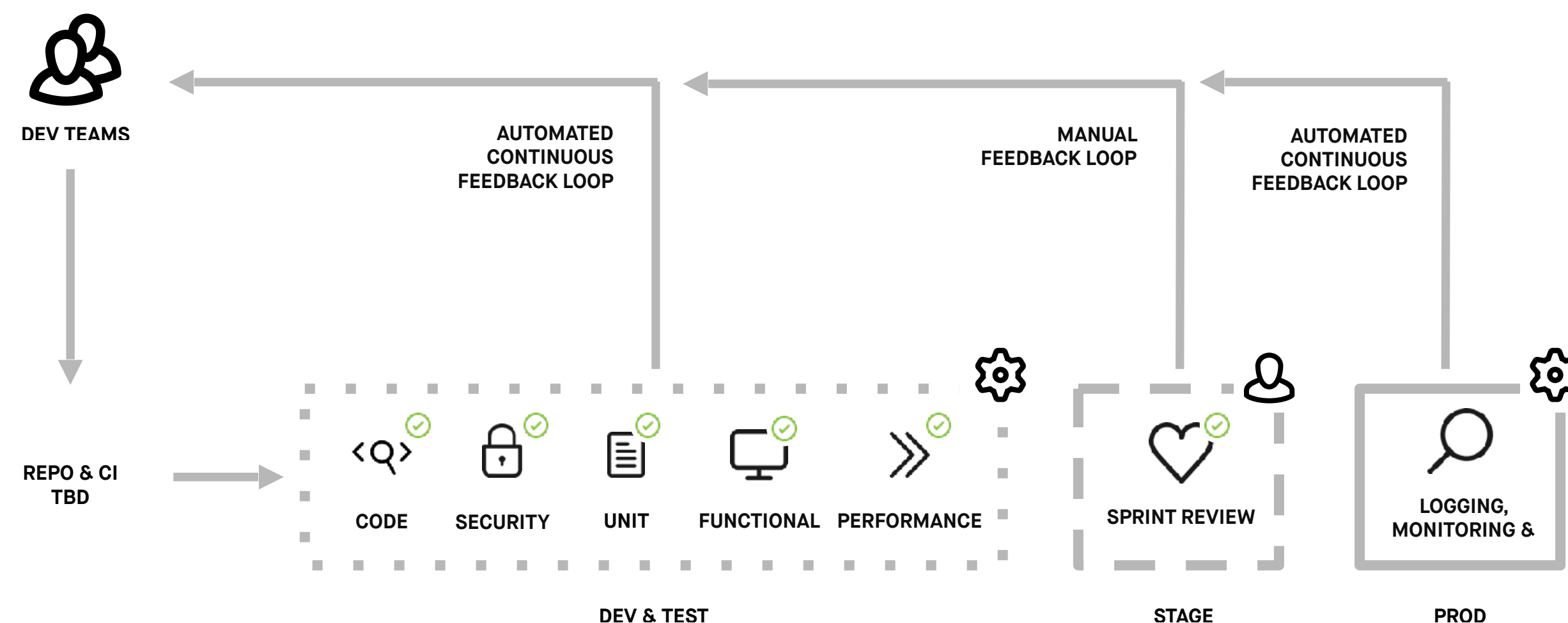
CI/CD delivery pipeline, Clear & standardised workflows. Install cloud infrastructure & Auto DevOps. Fast & automated feedback loops with product team.



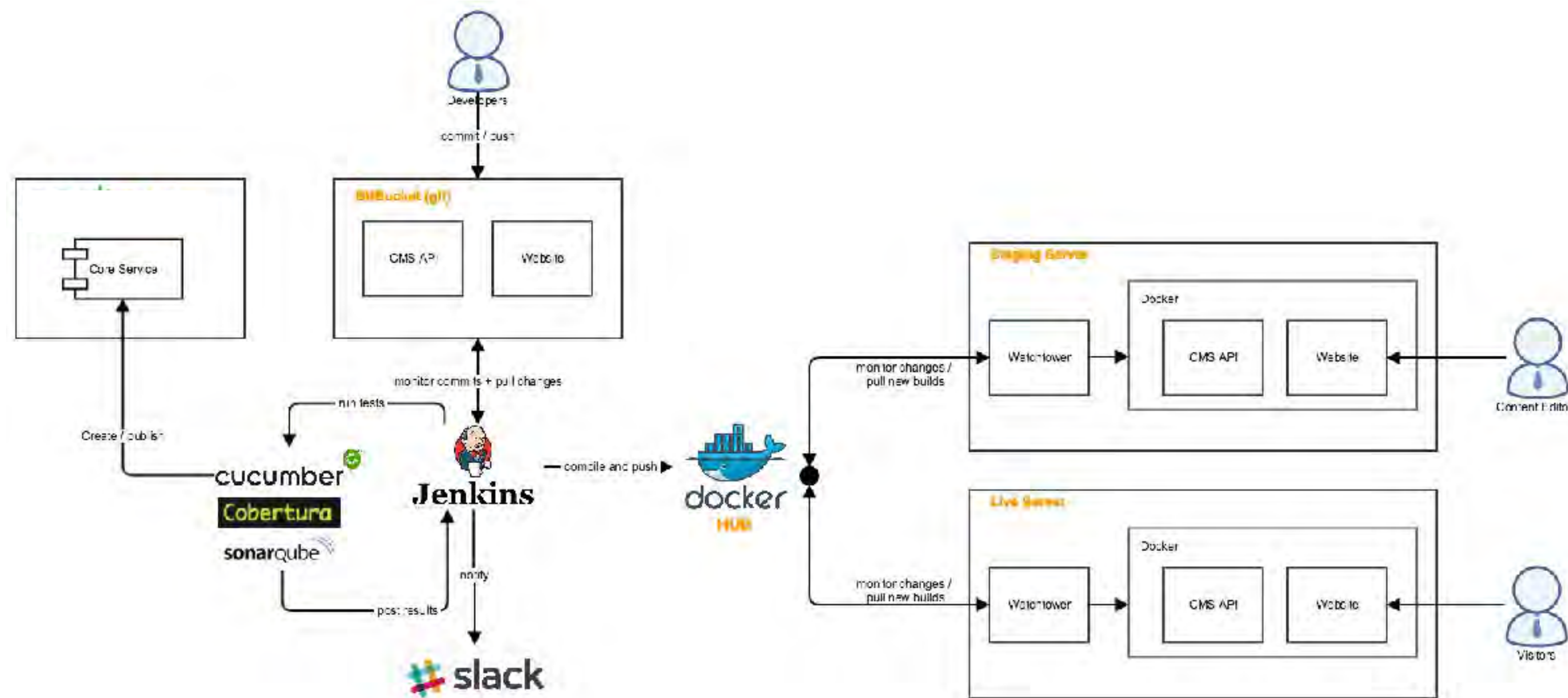
DEVOPS & AUTOMATION

Dept believes in creating a clear and automated route to Production environments from Development. This includes items like CI/CD delivery pipeline, Clear & standardised workflows. Install cloud infrastructure & Auto DevOps. Fast & automated feedback loops with product team.

We have experience of using many different different tools and technologies to implement automated testing and build systems and can work with the client team to find the right solution based on your exact needs.



AUTOMATED TESTING



SUMMARY

- ▶ Code lives in dedicated Git repositories on Bitbucket
- ▶ Jenkins polls Bitbucket for changes
- ▶ Jenkins performs the following:
 - ▶ Java Application Code
 - Compile/Build API
 - Generate Cobertura report for API
 - Runs SonarQube scan
 - ▶ CMS/Content API
 - Runs Cucumber tests
 - Runs Apiary Dredd tests
 - ▶ React:
 - Runs "React build" to generate React output
 - Runs "React test"
- ▶ If the relevant tests pass a Docker container is created for each application
- ▶ The Docker containers are pushed to DockerHub.
- ▶ On the hosting servers Watchtower runs and monitors Docker Hub for changes
- ▶ If new images are found in Docker Hub, they are pulled and redeployed automatically onto the servers
- ▶ Jenkins notifies a Slack channel with information about each build.

RUN & GROW

Although this phase is crucial to the success of the project, the proposed activities and support are optional and out of scope of the budget indication / proposal.

01 - DISCOVER & DEFINE

02 - BUILD

03 - RUN & GROW

RUN & GROW - ROADMAP & FEATURES



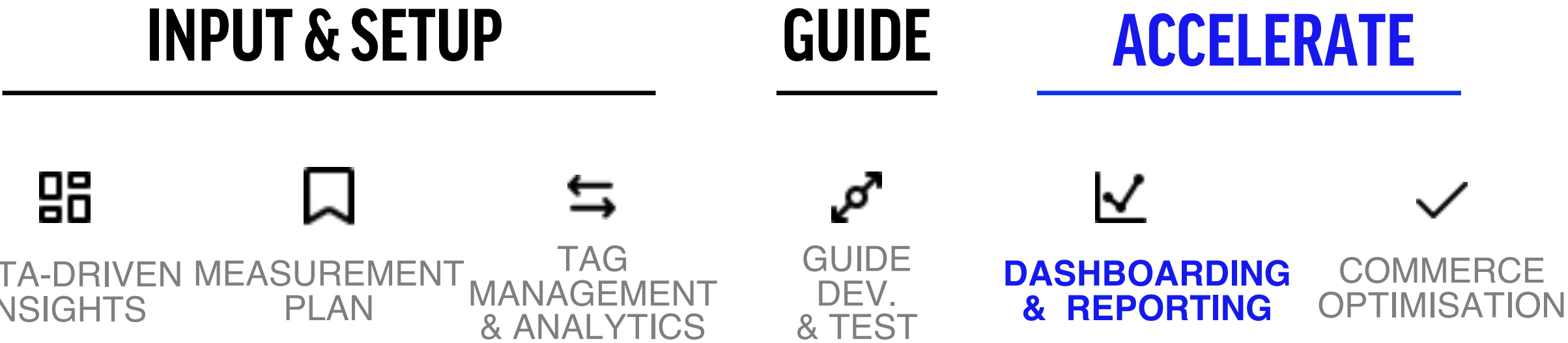
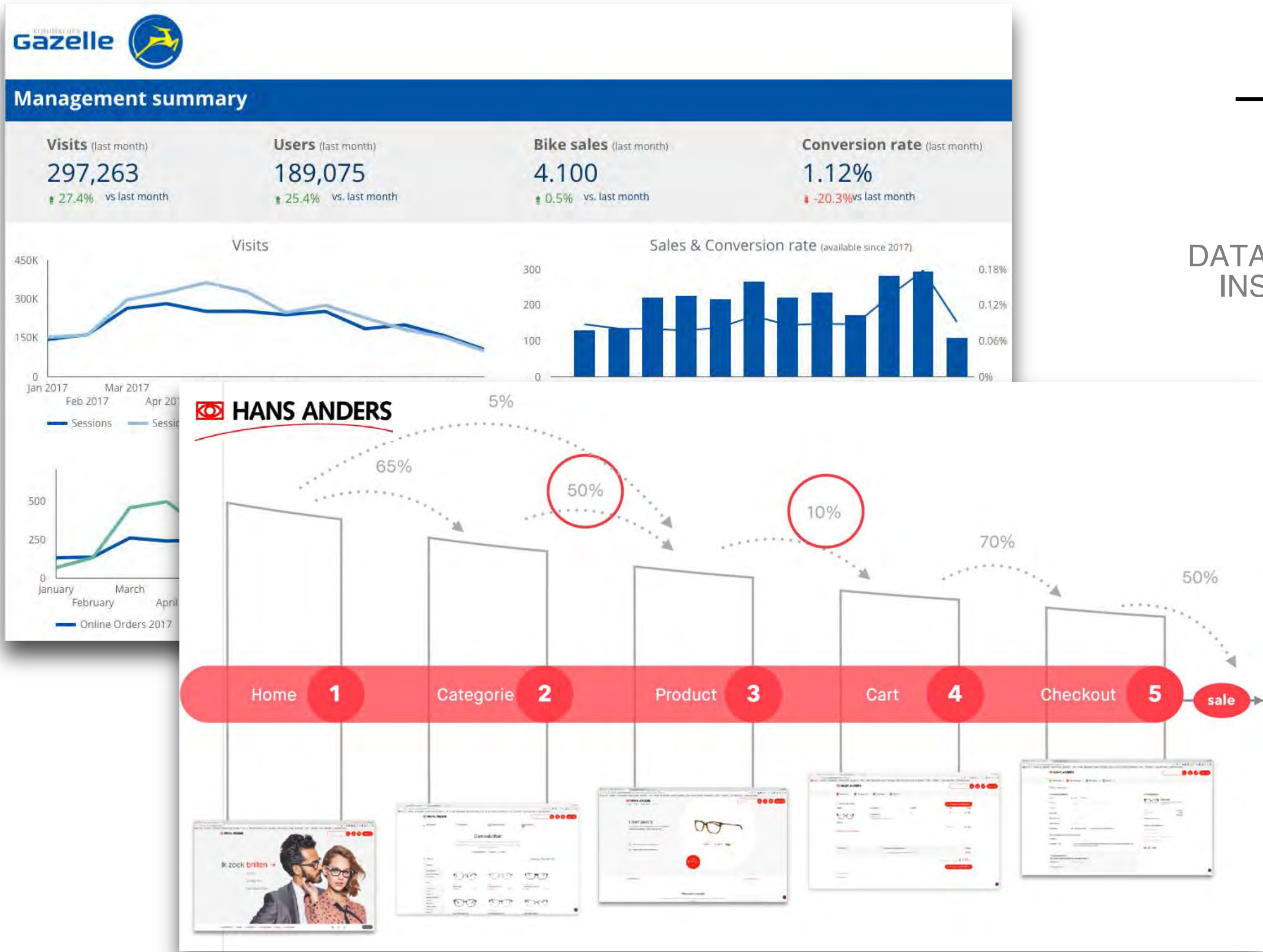
New ideas and wishes pop up everywhere, by stakeholders, customers, the project group, the board & management. And these new ideas need a place in the ongoing development project, after go-live. We should always look out for ways to improve the platform and these improvements should exceed “average” smaller steps and should really strive for an ever evolving digital experience.

How else would we achieve market leadership in a sustainable way? We propose that you reserve (part of) the original project team for ongoing development in the form of a **dedicated team** that will be responsible together with you for defining, maintaining and implementing the backlog. This team will consist of both creative and technical resources to make sure that also after go live everything which is released, matches our standards.

A short overview of the activities during this phase:

- Backlog priority sessions new features
- Quarterly Business Reviews
- Insights from data analysis
- User feedback (by feedback tools, customer care)

RUN & GROW - DIGITAL ANALYTICS



Dashboarding

The (real-time) dashboard is your monitor to check the actual performance of the platform. We believe dashboards should be simple but complete and give insights in the customer journey, including campaign performance, initial visits, transactions and retention ratios.

Reporting & Analysis

In addition to dashboarding, we give weekly or monthly updates on the most important KPI's. These frequent reports generate insights and input for the marketing and platform development teams. When we see something specific in these reports, we gather quantitative and qualitative data to do a deep-dive. This gives us insights to solve a problem (e.g. funnel fall-out in step 3) or generate ideas to leverage opportunities.

SUPPORT

Support

During the final phases of development and testing, the new website is handed over to the Support Team. They take ownership and ensure that your website is always live (that is our utmost priority), whilst tackling problems and changes to help you maximise the benefits from your digital estate. We always work closely and collaboratively with you to ensure the work we deliver is in-line with your business goals.

The Support Team team focuses on proactive and reactive maintenance of your website. It covers activities like checking log files, cleaning up disk space, upgrade compatibility modes, upgrade 3rd party integrations, as well as work on urgent bugs and issues when they crop up. These are usually smaller pieces of work that need a fast turnaround, with as little fuss as possible. (This includes minor enhancements and minor changes). Bigger pieces of work are often scoped separately and handled as a project.

The Support Team work on a pure agile/scrum model. The Support Team Manager maintains a backlog of work which is updated daily based on the priority of the support tickets being raised, and the regular maintenance tasks. This allows the team to accommodate high priority bugs or changes and allows us to involve the client with making decisions on the work to be completed.

SUPPORT SERVICES

24/7 Support

- Extension of basic support to off-hours
- Optional part of contract proposal
- Reaction to incidents of class “Critical” or “Major” outside of office hours
- Immediate response (incidents have to be raised by telephone)
- Incidents will be handled until resolved or classification is below “Major”

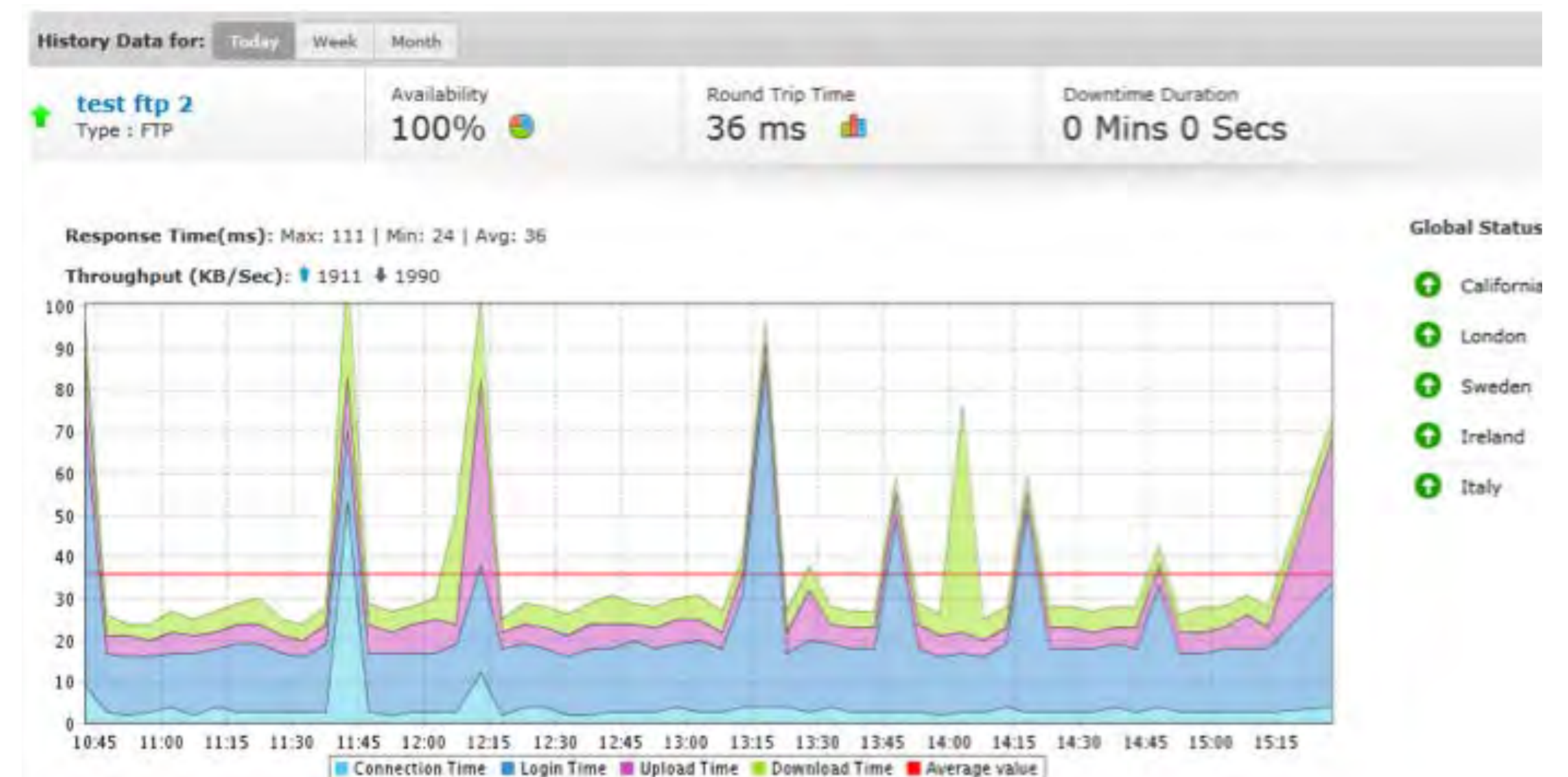
Basic support

- Support services for the platform and the interfaces implemented by Dept
- Available Mo – Fr, 9:00 – 17:00
- Maintenance of support sandboxes / test environments
- Code quality checks
- Checks for deprecated APIs
- Site performance reviews
- Access to Dept ticket system (JIRA) and reports on support and SLA performance

Monitoring

Monitoring of the shop and server instances

in terms of performance and stability, direct escalation to support in case of alerts.



CONTROL & GROW: SERVICE LEVELS

Regarding support we offer a modular support service contract that is (from an incident handling point of view) divided into Basic Support (Mo-Fr, 9am-5pm GMT) and 24/7 Support (all other times).

24/7 Support only handles incidents of a severity “Blocker” or “Critical”.

Severity “Blocker” is defined as Usage of the shops functionality is very limited for a majority of users or an essential functionality cannot be used (e.g. the order process is not available).

Severity “Critical” is defined as Usage of the shops functionality is limited for a few users or a certain functionality is not usable, but a workaround is available (e.g. a search filter does not work under certain conditions). 24/7 support will handle these incidents until they reach a severity below “Critical”.

In general, we do not strictly split support in 1st, 2nd and 3rd line. About 80% of all support incidents are handled by the support team. In rare cases, support tickets are handed over to one of the original project team members. Routing of those incidents happens in the same system used for support tickets to ensure seamless communication.

An example for possible service levels (“Response time” – the time between ticket creation/call and a first, qualified response):

Severity Blocker

- Response time during office hours: two hours
- Response time outside office hours: four hours

Severity Critical

- Response time during office hours: eight hours
- Response time outside office hours: eight hours

Severity Major

- Response time during office hours: 2 business days

CONTROL & GROW: SLA

Fault Class	Time	Response Time	Communication Intervals (suggested)
Critical	Office Hours	2 hours	1 hour
	Off Hours	4 hours	1 hour
Major	Office Hours	8 hours	4 hours
	Off Hours	8 hours	4 hours

04

GOVERNANCE, REPORTING & TEAM

KEY PRINCIPLES

Your **Account Team** are responsible for ensuring your interactions with Dept are as smooth and positive as possible, as well as providing long term advice and guidance.

The team's goal is for the client to see Digital as a key driver of business success and will ensure that the right specialists at Dept are engaged at the right time to make that happen.

Account Director

Your account would be serviced by a dedicated Account Director, who will have hands on experience of your chosen platform. The AD would be the single point of contact for all commercial and escalation of day-to-day issues with the delivery of services by Dept.

The Account Director, will be supported a core team of experts who would be assigned to your account.

Technical Architect/Manager

We will assign a Technical Architect/Manager to your account to ensure that technical excellence is being applied consistently across all your streams of work. The Architect will have knowledge of all activities and deployments and will be overall responsible for the entire technical solution.

Project Manager(s)

Depending on the number and size of parallel projects, one or more Project Managers with experience of delivering DXP projects will be managing the in-flight projects. We would endeavour to keep the Project Manager consistent across projects, however, there may be the need to run multiple projects at the same time or it would be a benefit for the client to have a PM with a specific skill set or experience depending on the nature of the work.

Service Delivery Manager

Responsible for managing support incidents and ensuring that the managed services element of the contract is delivered to any agreed SLAs

Governance/Escalations

The Account Team also provide formal governance if actions need to be escalated. The Account Director is the first point of contact for escalations within the account, with the Executive Sponsor being the second point of contact.

KEY PRINCIPLES

INVOICING

Our typical payment terms are 30 days. We will work out acceptable payment milestones and can be flexible in the agreed currency that you wish for us to invoice. Dept provides each customer with a dedicated account team. They will be responsible for co-ordinating the scope and cost of the project and implementation directly with the client. Each piece of work will have a Statement of work (SOW) that will breakdown our proposed activity. This contract in conjunction with a Master services agreement (MSA) will be drawn up to confirm work streams, resources required, costs and payment milestones.

A Payment schedule can be devised to work against set milestones or alternatively work completed for each month. We would be happy to discuss and point of contract award.

TRAINING

Training on using the end solution will always be included within our proposed costs. This is achieved through hands-on training at either our offices or onsite for up to 10 team members and performed by a project manager/lead developer.

Additional options for training such as training manuals, train the trainer webinars and video-based learning sessions can also be provided on request, though this does not sit within our standard offering.

TERMINATION TERMS

Please refer to the Dept Terms & Conditions document for full terms

OFFBOARDING

Off-boarding would typically be the acceptance of a completed work stream. This could be in the form of user documentation, F2F handover, completion of contracted project MVP or the full development of your digital application.

KEY PRINCIPLES

SECURITY & DEVELOPMENT

What measures would you recommend to be implemented to detect unauthorised changes and other unwanted cyber security events?

As we host in public cloud environments, we implement the security features of these cloud tools. Access to Production environment and any code is restricted to named users with the correct security credentials.

What measures would you recommend to be implemented to notify of unauthorised changes or other unwanted cyber security events?

We would implement monitoring the application and server environment. Suspicious activities would cause a JIRA ticket to be raised with a critical priority for investigation.

How is security incorporated into system design and code writing?

As part of our continuous integration process, Dept utilises a tools called SonarQube to perform static code analysis including ensuring the code complies with oWASP standards and to detect common security exploits. Code which fail these tests break the build and so are not deployed.

In the case of a security flaw being identified in your system what is the typical SLA regarding response and fix times.

A ticket would be created with the Dept Operational Services team and assigned a priority level P1, P2, P3 etc... The speed it is resolved in is determined by the agreed SLAs for each level. (E.g. P1 within 2 hours etc...)

What security accreditation does Dept have?

Dept holds the certification for Cyber essentials. This is a UK government-backed Information Security accreditation. The scheme has been developed by government and industry for organisations of all sizes and in all sectors as part of the UK's National Cyber security programme.

Accessibility

Dept are strict advocates of accessibility and ensure that this is a primary focus for every solution that we design and develop. Our website development approach ensure that our websites meet level A compliance of WCAG guidelines as default, whilst also incorporating many of the attributes of AA level.

This normally will meet the use case of our client base, however we can develop to ensure we meet full AA or AAA compliance if and when required.

KEY PRINCIPLES

SECURITY & DEVELOPMENT

What coding standards do you follow?

We do not conform to a particular standard and instead it is agreed by the Development team on a implementation by implementation basis. These decisions are detailed in the Technical Designs. However, for each project we do enforce:

- Consistency - the approaches taken need to be consistent across the projects
- Readable - code should be self explanatory. Comments and ReadMe.md files should be maintained

Do you document a specification before writing code? (If, yes, do you check correctness of the code against the specification?)

We create acceptance tests for each piece of functionality which is documented in Atlassian Jira. A QA Analyst will test the functionality against the acceptance criteria and pass/fail it.

For complex functionality we will often create a functional specification document too.

What automated coding tools and/or self-checking tools do you use?

- Visual Studio - Intellisense
- SonarQube - static code analysis

What supporting documentation is created during design, development and deployment? Include information on how supporting documentation is maintained.

- Requirements Workbook or User Stories created by the BA
- Technical Architecture & Specification
- Wireframes
- Functional Specification
- User Story/Acceptance Criteria
- Release Notes

We store all these documents in Atlassian Confluence (wiki tool) and Atlassian Jira. Items can be read using a web browser and full version control is applied.

For Wireframes we use a tool called InvisionApp for presenting the UX designs and allowing comments and notes to be added.

How is code tested and checked for correctness?

We utilise Unit tests which are written during the development phase. These unit tests are run for each deployment. Code cannot be merged into the main Develop branch in Source Control without being reviewed by a Pull Request.

DEPT

WWW.DEPTAGENCY.COM