

Service Definition

G-Cloud 14

2024/25



APPCENTRIC

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Overview

Appcentric are digital product development specialists focusing on .Net and Umbraco Development. We are one of only a handful of Umbraco Platinum partners in the UK which demonstrates our commitment and expertise in the Umbraco Platform.

As a company we offer fully managed end to end product development services to ensure we first analyse the business case and requirements for the new product, and then design a system that will meet the needs of our client and their end users.

Our services can be used for the creation of new Websites and Portals, Content Management Systems, APIs and Integrations and Mobile Applications.

Our Services



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Project Discovery

All projects begin with a detailed discovery phase. During this phase we will investigate the business objectives and the critical success factors.

Because each project is different we may implement a variety of techniques within the discovery phase to ensure the best outcome for the end user. These could include;

- Stakeholder Analysis
- User Personas Workshops
- Competitor Analysis
- Current System Analytics Reporting
- Interviews, Focus Groups and Questionnaires
- User Journey Mapping
- Rapid Prototyping
- User Testing
- Technical Requirements Review

The purpose of the discovery phase is to produce a clear and agreed brief for the project to ensure the first launch is a measurable success for all stakeholders.

Design, UX & Prototyping

Appcentric's designers have years of experience in producing, engaging and well designed applications and web solutions. Our designers will work with your team in a collaborative and iterative process to ensure the design of the system meets any existing brand guidelines.

All designs we produce meet the following standards

- AA/AAA Accessibility Standards
- iOS Human Interface Guidelines
- Material Guidelines

At the end of the design phase we create a clickable prototype to ensure all user journeys are correct for the new application. If required the prototype can be user tested before development begins.

Mobile Application Development

Appcentric have been developing mobile applications since 2013. The apps we have produced are currently in use by millions of end users, have won multiple awards and have placed at position 1 on both the Google Play store and Apple's App Store..

Our team has the experience to advise on all aspects of mobile application development including;

- Design Best Practices
- Third Party Integrations
- Native, Cross Platform and Hybrid Implementations
- Subscriptions and Pricing
- Stability, Performance and Monitoring
- App Store Review Processes & Management
- End User Experience (4-5 Rating)

Website Development

All websites we produce are created using a content management system. This allows content editors to update pages in real time without additional development cost.

As an Umbraco Platinum Partner we are exceptionally skilled in providing Umbraco Development services and all of our developers are certified to Expert level at a minimum.

For smaller marketing or landing page based websites we can provide Webflow based CMS solutions.



webflow

Portal / Web Application Development

Portals and Web applications differ from standard website development. The majority of portals today are built as single page applications, calling on backend services to provide a rich user experience.

Appcentric have produced web applications for clients in a variety of sectors for both end users and internal systems. Utilising responsive web technologies means that a single codebase can be used to create a web experience, mobile application and desktop application if required.

The portals we produce can be backed with a CRM of the clients choice and we have developed portals using Dynamics, Hubspot or Salesforce for the storage and management of user information.

Reporting and Analytics

Analytics and Reporting should be considered at the start of any project in order to accurately measure critical success factors and stability.

Our project process ensures we choose the correct analytics framework from the start and build in custom event reporting to ensure real time, accurate information can be shared with you to inform decision making and future roadmaps.



Google Analytics



Data Studio



Power BI

Cloud Management & DevOps

As an early adopter of cloud computing we have the knowledge to advise on scalability, database design and price forecasting to ensure high availability even through periods of peak demand.

Our cloud engineers are proficient in areas including;

- App Service Design
- Virtual Machine Setup & Configuration
- Firewalls
- Routing
- SQL / NoSQL Database Implementations
- Pipelines Design and Setup (CI/CD)
- Horizontal & Vertical Scaling
- Data Security & Backup Requirements
- Disaster Recovery

Project Management

For all projects we provide end to end project management. We follow an agile methodology meaning we are able to quickly respond to changes in business requirements and priorities as they arise.

Our project management services have the following features;

- Dedicated Project Manager
- Weekly Meetings and Progress Reporting
- Detailed Project Plans
- Access to our Project Management systems for full visibility

Technologies



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Technologies

All of our engineers are experts in their respective fields meaning we can draw upon knowledge across the business to ensure any system we build utilizes the correct technology at each layer to meet the needs of your organisation and its end users.

App tech



Web tech



Backend /Cloud



Training & Onboarding



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Training & OnBoarding

As part of your project we will provide training services which are tailored to your needs and the technical competency of your team.

At the end of the project we can optionally produce detailed user manuals and engage in on-site training sessions to ensure system users and administrators are fully versed in how to operate any new product prior to launch.

In addition our support services ensure we are always on hand to offer help and advice with the system as and when it is needed.

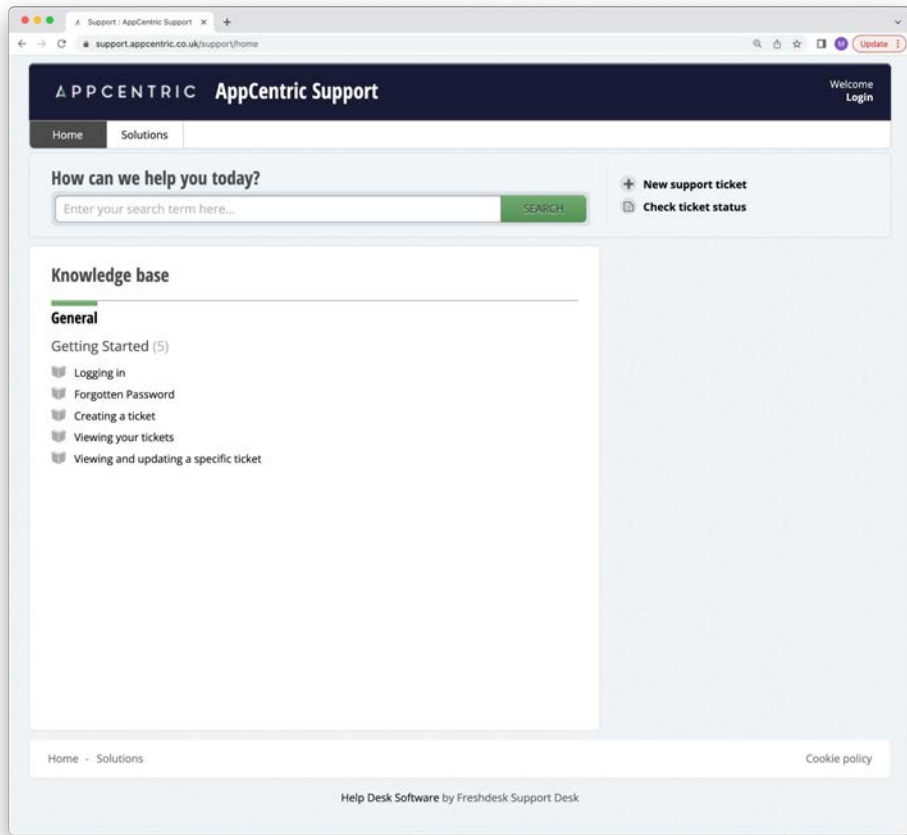
After Sales Support



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Warranty Period

All of our work is covered by a warranty period which is defined in your project schedule. During this period your team will be provided with access to our support and ticketing systems to raise concerns, issues and change requests.



Support Activities

Outside of the warranty period we provide optional support contracts. Each support contract is tailored to the needs of the project and includes a number of hours per month which can be drawn up for a variety of support activities including;

- Account Management
- Performance and Stability Monitoring
- Reporting
- Cloud Management (Scaling)
- Queries and User Support
- Bug Investigation / Fix
- System Updates
- Security Patching
- Change Requests
- Disaster Recovery

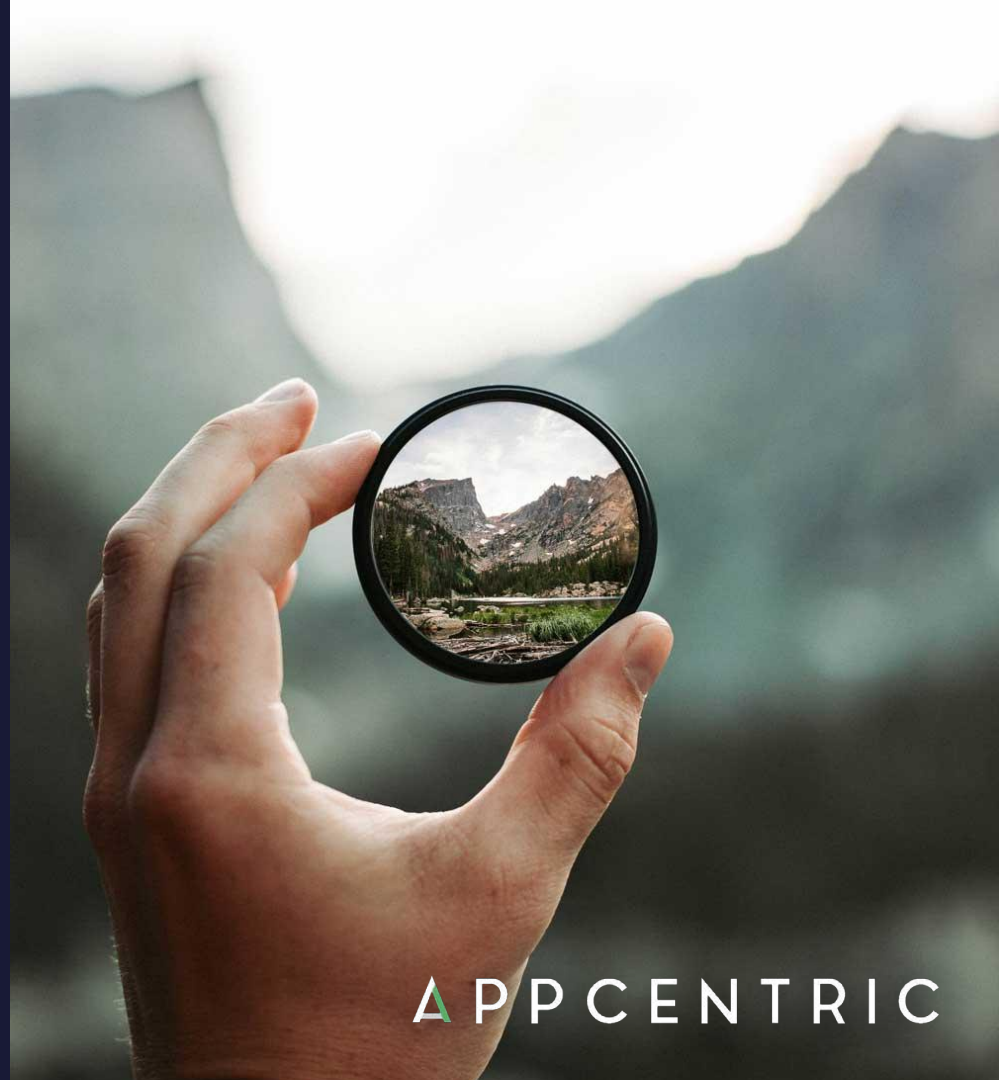
Service Level Agreements

Appcentric support contracts have predefined SLAs. These outline how long it will take for an Appcentric engineer to respond to your initial request.

For our standard support packages these are as follows;

Priority	Examples	Response Time
Critical	System Outage, Security Concern	Less than 2 hour
High	Payment Gateway failure, Inability to Login, Performance Issue	Less than 4 hours
Medium	Push notifications not working, my account area inaccessible	8 Hours
Low Priority	Text Change, Image Change, Client Query	Next Working Day

Case Studies



APP CENTRIC

CASE STUDY

International Association of Sedimentologists

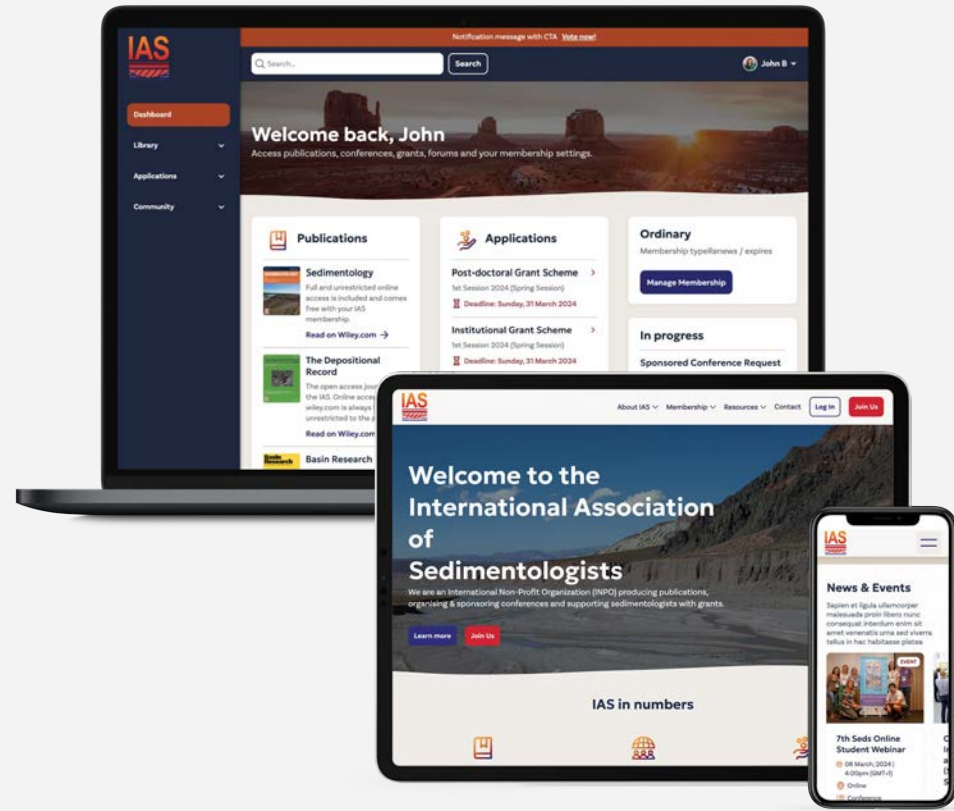
Sector: Academic

Platform: Umbraco, Portal

IAS are an international academic association focused on the field of Sedimentology.

Appcentric were tasked with building a new website and online portal which allows members to sign up to the organisation, purchase subscriptions and journals and apply for grants.

The portal was developed using the Umbraco platform and is currently in use by several thousand members worldwide.



CASE STUDY

Digostics

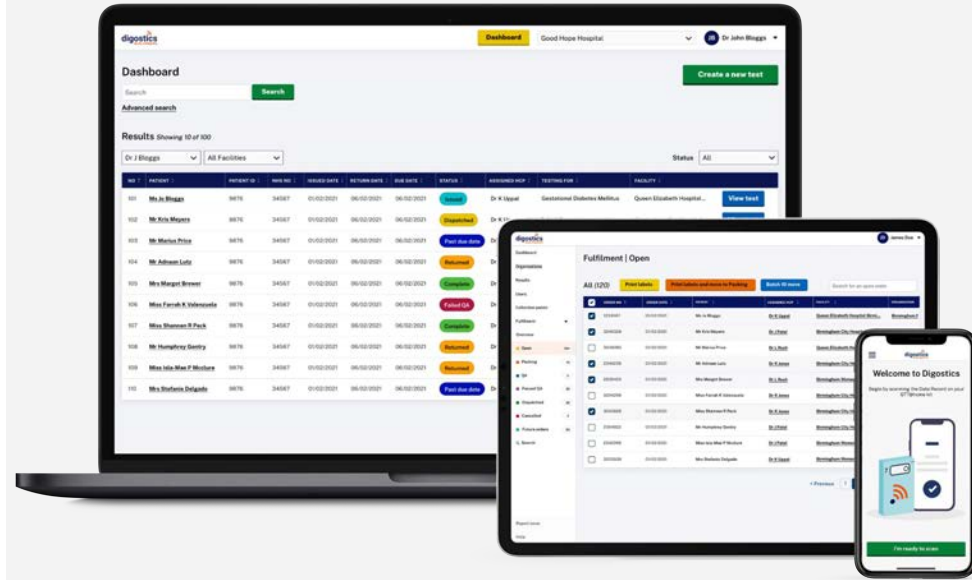
Sector: Healthcare

Platform: .Net Microservice Architecture, VueJS,
Cosmos, Azure, Native Mobile Applications

Digostics have created a unique Diabetes testing product that allows for the identification of Type 1, Type 2 and Gestational Diabetes away from Clinical settings.

Appcentric were tasked with creating online portals for Healthcare professionals and for Digastics administration and fulfillment. In addition we designed and developed patient facing mobile applications for the upload of results interfacing with proprietary NFC technologies.

The system is now in use internationally including in multiple NHS trusts.



“They put their customers’ needs front and center, always happy to help and input with their expertise as required.”

-Executive, Digostics Ltd

CASE STUDY

London Bullion Marketing Association

Sector: Banking

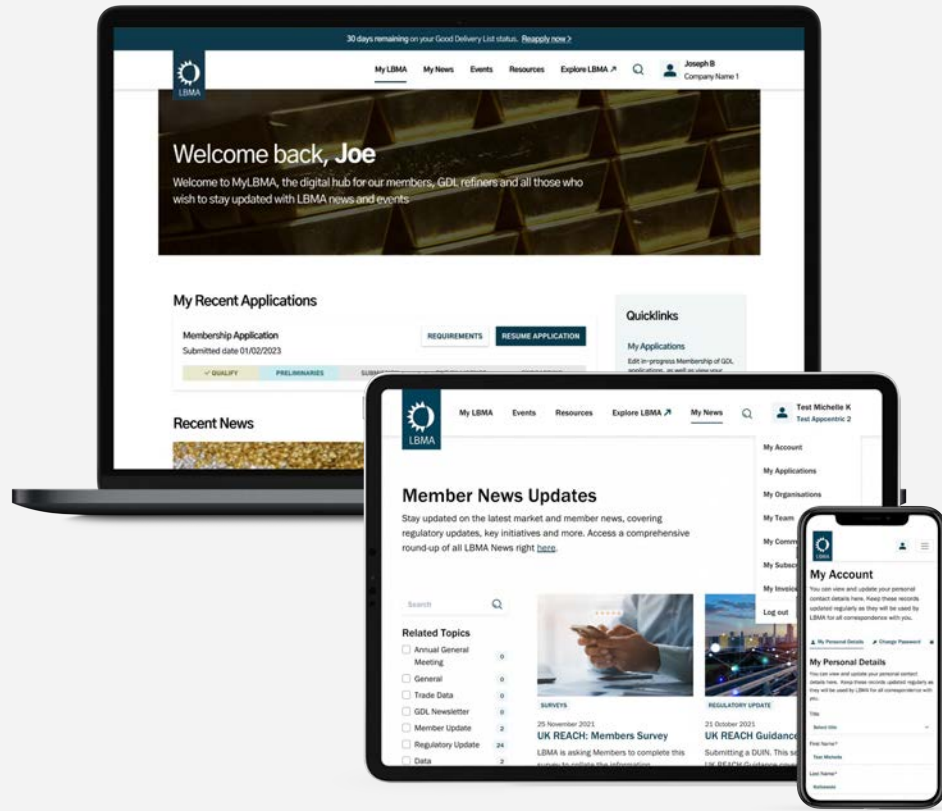
Platform: Umbraco, Portal

The London Bullion Marketing Association are a membership Organization used by International banks to gain accreditation and authorisation to sell Gold and other precious metals on International markets.

Appcentric were responsible for the creation of their new Portal, allowing bank employees to login and manage their organisation and its accreditation via an online platform.

In addition to account management the portal provides upto date information, news, articles and online events.

The system was built using Umbraco and utilises Microsoft Dynamics CRM for information storage.



CASE STUDY

GAME

Sector: Retail

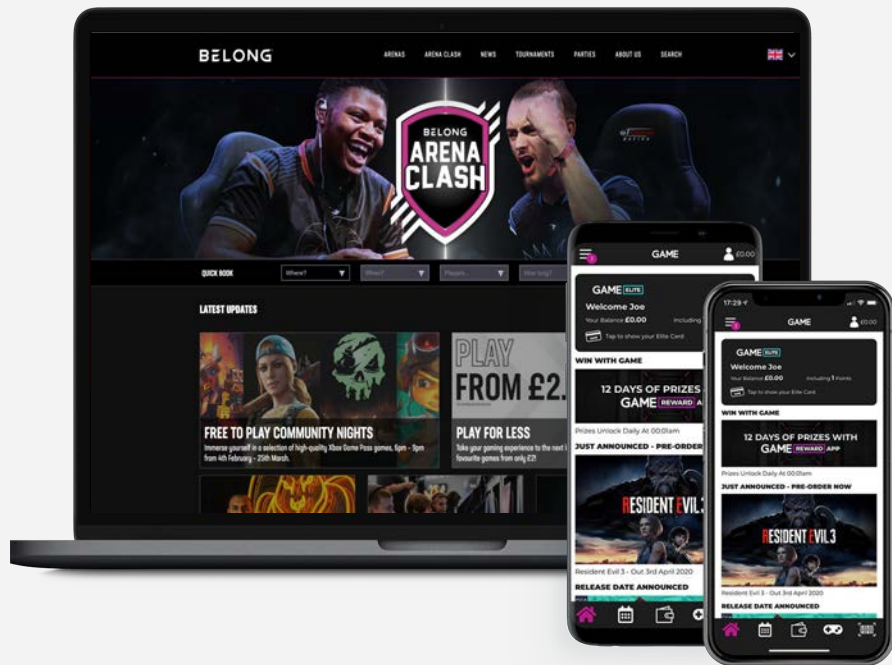
Platform: Umbraco, iOS, Android

AppCentric have been the main provider of development and technical resource for the GAME app since its creation in 2013.

The initial version of the app was a replacement for in-store loyalty cards with some trade in functionality.

Over the past 6 years the app has grown in functionality resulting in a complete rebuild in 2016. The latest version is backed by an Umbraco headless CMS to allow the app to function as a rich marketing tool, providing news, videos, prize draws and promotions whilst maintaining its core functional features.

The app is now in its 56th release and has recently won the Retail App of the year award.



"It's great that they also share our vision of building a compelling and engaging app whilst ensuring the best customer experience."

-Danielle Beard, App product & experience executive

CASE STUDY

Get Tax Done

Sector: E-commerce

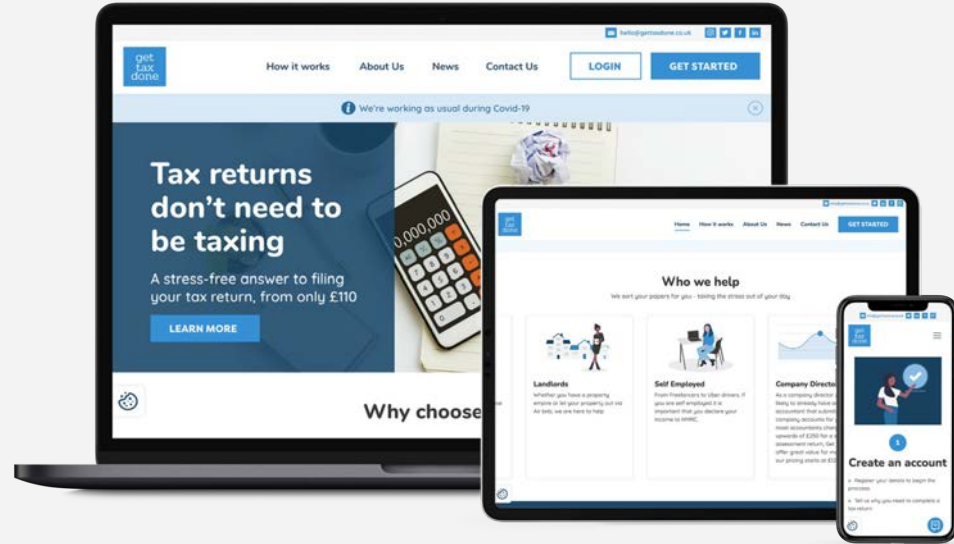
Platform: Custom Portal Build

GetTaxDone is a new online platform to aid customers in submitting their tax return in a simple and easy manner.

Users submit initial questions, pay the price based on a quotation and then get paired with an accountant to complete the process.

Appcentric produced a rapid prototype then turned the initial concept into a complete product, this included a marketing website, e-commerce platform, customer service portal and backend infrastructure.

Attracting significant investment since its launch, Appcentric has been retained to develop the technical roadmap and marketing strategy, ensuring mobile is a key part of the GetTaxDone omnichannel approach.



“We can’t undervalue the contribution made by AppCentric, throughout the entire project through to sales. We value this insight up there with the project build.”

-Rob Carroll, Director of Operations, Get Tax Done

CASE STUDY

GreetingsCardCo

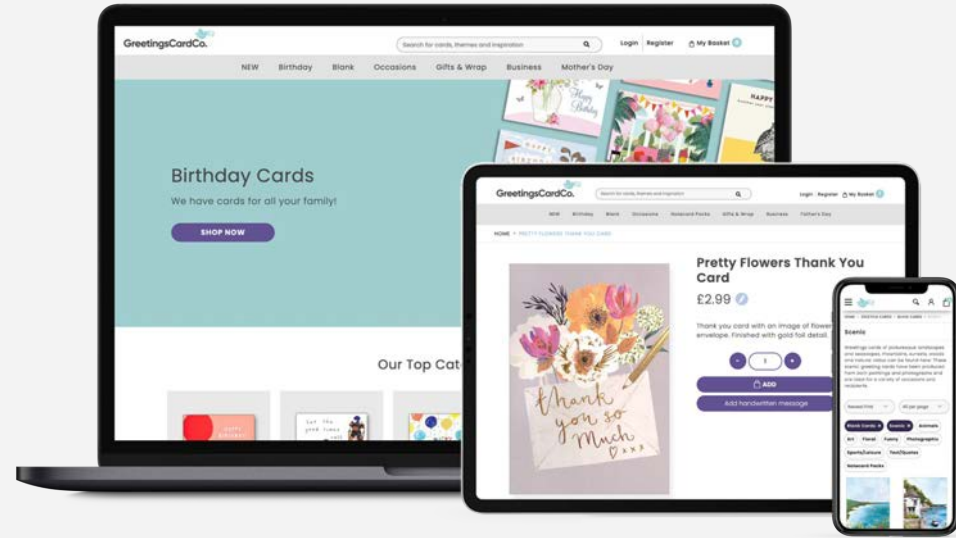
Sector: E-commerce

Platform: Umbraco, Custom Web Application & Portal

The Greetings Card Company are an online retailer of greetings cards, giftwrap, notebooks and diaries. Having started in 1999 the company had established a loyal set of both consumer and business customers.

AppCentric were appointed as primary technical resource in 2018, our task was to create a new, fully responsive and engaging website that was sympathetic to the brand and included backend systems for order processing, supplier management and charity donations.

Since the site was launched in 2019 the company has grown with orders increasing significantly and a fast expanding user base.



“We are delighted with both the result and their ongoing technical and commercial support.”

-Will Ruffman, CEO TheGreetingsCardCo

CASE STUDY

Shop&Give

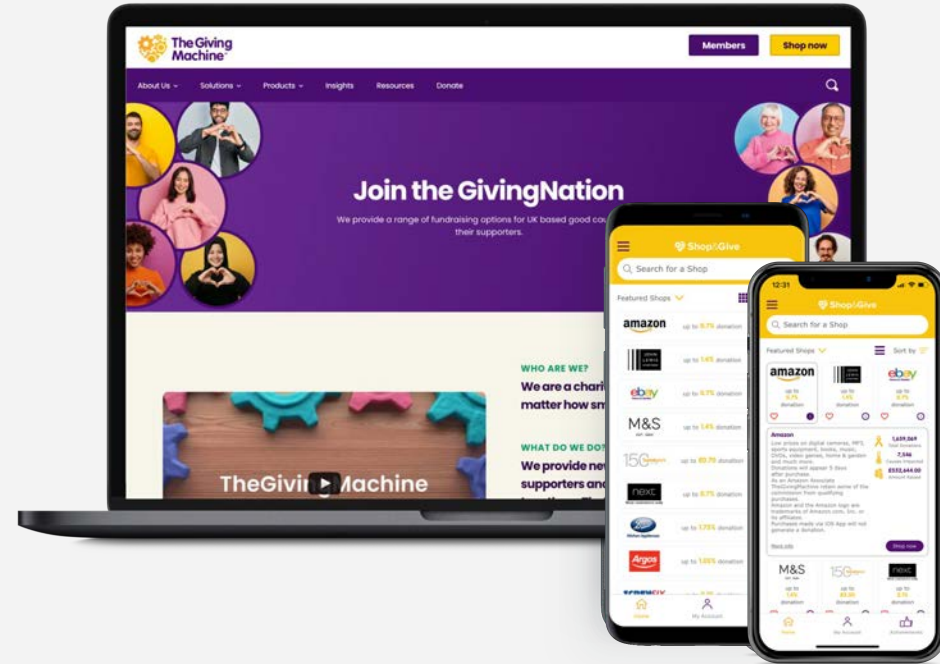
Sector: Charity, E-commerce

Platform: Umbraco, iOS, Android

AppCentric have been awarded the contract to design and build the Shop&Give Mobile application in 2016.

Alongside the Shop&Give app, TheGivingMachine provides many options to users to donate such as; clickouts from their website, a browser extensions that reminds users to donate when using their browser and more recently, a weekly GivingLottery fund that donates ticket prices to causes and funds that support them.

The Shop&Give mobile app was designed for browsing the wide variety of online retailers and has been welcomed by the Giving Community as an easy and accessible way to raise funds for good causes.



“The have always provided an excellent service from initial concepts to designs, build, testing and delivery.”

-Richard Morris, Founder, CEO TheGivingMachine