



UMBRACO CMS FOR ACCESSIBLE WEBSITES AND GDS COMPLIANT FORMS

Delivering measurable value in the public sector,
with modern business applications and content management tools

SERVICE OVERVIEW

Brightwire provides comprehensive end-to-end services centred on **Umbraco CMS**, delivering **citizen and stakeholder portals and content managed websites** aligned to your digital and content strategy. Umbraco is a flexible, integration capable, open-source content management platform that is easy for users to adopt, supports intuitive content editing, and enables high-quality, consistent digital experiences.

Umbraco CMS is well suited to **citizen, stakeholder, and membership websites and portals**, supporting content-led services, campaign sites, and self-service information portals designed for accessibility, usability, and performance.

We work with forward thinking clients across multiple sectors and industries, providing **Umbraco design, development, and integration services**, alongside user-centred design, accessibility assurance, business intelligence, and custom development. We specialise in integration between Umbraco and other applications including Dynamics 365 and the Power Platform.

At Brightwire we work closely with clients to understand their needs and design solutions that prioritise requirements and maximise value, using modular, reusable Umbraco components and modern development practices to support accessibility, scalability and maintainability.

We also have extensive experience delivering GDS compliant web forms and portals, including WCAG aligned accessibility, content modelling, and integration with enterprise systems, with proven case studies demonstrating improved engagement, content governance, and service delivery.

Success by Design, our proven approach to planning, development and project management, alongside our agile delivery methodology for maximum visibility of progress, ensures our customer projects are a success.

Our work delivers measurable benefits to our clients and their people, through accessible, well-governed digital services, supporting organisational transformation and improved outcomes for citizens and stakeholders. Our customer engagement and business transformation programmes deliver tangible, quantifiable outcomes.

At Brightwire, our experienced solution architects, consultants and developers help organisations to design, plan, build, customise, deliver and support Umbraco applications, streamlining operations, delivering productivity gains, and improving engagement.



SERVICE SUMMARY

- ▶ As an Umbraco Gold Partner, Brightwire provides proven expertise, reduced delivery risk, and direct access to platform best practice and support.
- ▶ Delivery of **cloud-based portal and web solutions built on Umbraco CMS**, drawing on Brightwire's extensive public sector and regulated-environment experience
- ▶ Proven delivery of **citizen, stakeholder, and membership portals**, including self-service journeys, digital forms, and content-led services
- ▶ Strong expertise in **designing and configuring Umbraco CMS** to support real user and content management processes, with tailored customisation where appropriate
- ▶ Use of automation, business rules, and integrations to improve data quality, consistency, and routing of submissions and interactions
- ▶ Extensive experience integrating **Umbraco CMS with Dynamics 365**, Microsoft 365, SharePoint, and line-of-business systems - seamless integration with third-party systems through webhooks and APIs.
- ▶ End-to-end service from **discovery, design, build, configuration, integration, training, and support**
- ▶ **Configuration-first and component-based approach**, using custom development only where it adds value, reducing risk and cost
- ▶ Support for the full solution lifecycle, from early discovery and prototyping through live operation and continuous improvement
- ▶ Rapid discovery and **proof-of-concept delivery** as part of Brightwire's agile methodology
- ▶ Experienced, **security-cleared architects, developers, and engineers**
- ▶ Business transformation, process, and analysis expertise ensuring priorities are addressed and value delivered early
- ▶ **Enterprise-grade security**, with role-based access, full auditability, and hosting on cloud platforms certified to recognised security and privacy standards, including ISO 27001 and GDPR
- ▶ Support for the full solution lifecycle, from early discovery and prototyping through to live operation and continuous improvement
- ▶ Brightwire's business transformation, process and analysis experts ensure business priorities are addressed, minimising risk and delivering immediate value



BRIGHTWIRE'S EXPERTISE AND EXPERIENCE

Brightwire has a solid track record in designing and developing applications based on Umbraco CMS, aligned with your strategic digital objectives and achieving business transformation and organisational change.

Applications we've delivered in the public sector range from corporate websites, microsites and GDS compliant forms, to customer and citizen portals - as the front door to complaints cases and enquiry management.

We provide innovative solutions which are integrated into business applications such as Dynamics 365, using APIs to extract approved documents ready for publishing online as well as award winning GDS compliant digital front doors.

This service provides end-to-end professional services for the design, configuration, customisation and support of solutions we build using Umbraco CMS. As Umbraco Gold Partners we offer licensing advice and guidance for our customers as well as early notifications of upcoming features. Our service is proven and designed to help public sector organisations deliver modern, secure and user-centred digital services, enabling effective engagement with customers, citizens, members and stakeholders.

The service leverages our other core capabilities of Dynamics 365 and the Power Platform to deliver configurable portals for case management, relationship management including workflow automation, reporting and integration with wider Microsoft and third-party services. Solutions are tailored to each organisation's operational and governance requirements, using a configuration-first approach and proportionate custom development where required.

This service supports organisations at all stages of their digital journey, from initial discovery and proof of concept through to live service operation and ongoing improvement.

WHAT WE DELIVER

- ▶ Discovery and analysis to understand user needs, operational processes and outcomes
- ▶ UX design and branding
- ▶ Information architecture design, user experience and accessibility testing, including tree tests and visual design tests
- ▶ Content planning
- ▶ Content migration
- ▶ Accessibility aligned with WCAG
- ▶ Wireframing, storyboards and visual creative design
- ▶ Development of the Umbraco CMS in line with your needs
- ▶ Training to support user adoption, knowledge transfer and long-term capability
- ▶ Integration with apps such as Dynamics, SharePoint, M365 and third-party systems
- ▶ Integration with forms engines or custom forms build
- ▶ Ongoing application support, maintenance and continuous improvement
- ▶ Integration with Google Analytics



KEY FEATURES

- ▶ Robust, usable and secure capabilities to enhance communications and interactions
- ▶ Intuitive content editing with drag-and-drop media and rich text editing tools
- ▶ Clear, accessible user interfaces that support adoption for content editors and service teams
- ▶ AI-supported triage and analysis of form submissions and enquiries through integrated services
- ▶ Online complaints forms and portals integrates with Dynamics 365 for triage and case handling
- ▶ Online eligibility checkers for complaints and cases to validate submissions prior to ingestion in integrated case and complaints management tools such as Dynamics 365 and Power Platform
- ▶ AI-assisted content creation, tagging, and optimisation to improve consistency and relevance
- ▶ Delivery of multilingual Umbraco sites, supporting localisation and translation workflows
- ▶ Enterprise level workflows and approval processes
- ▶ Content publishing tools including scheduled publishing
- ▶ Flexible, open-source CMS architecture with full customisation built on .NET.
- ▶ Portals - stakeholder, membership, case and citizen portals allowing people to manage their enquiries, feedback, complaints, cases and interactions
- ▶ Secure data capture via forms, portals and integrations
- ▶ Role-based security and permissions
- ▶ Workflow automation and business rules, reporting and dashboards

KEY BENEFITS

- ▶ Rapid delivery using agile approach and proven expertise in Umbraco
- ▶ Content kept up to date with retention periods
- ▶ Improved stakeholder, citizen, service user and customer experience
- ▶ Alignment with digital and security expectations and ISO compliant
- ▶ Delivers immediate value and a quick return on investment
- ▶ Lower total cost of ownership compared to proprietary CMS platforms
- ▶ Reduced implementation risk through configuration-first approaches
- ▶ Accessibility baked in to the platform to help content managers
- ▶ Improved data quality and visibility
- ▶ Easy-to-use content editing improves adoption across teams
- ▶ Flexible CMS supports bespoke and complex digital services
- ▶ Integrates easily with enterprise and line-of-business systems
- ▶ Alignment with UK public sector digital and security expectations



EXAMPLES OF OUR WORK

Examples of our Umbraco implementations

- ▶ Corporate website for a leading Government organisation focused on news, publications, site locations and inspection reports
- ▶ Integrated customer portals for a national debt advice agency, with data being ingested into a Dynamics 365 case management system
- ▶ Integration with a Dynamics 365 inspection management system to surface final approved publications directly to the website in html format
- ▶ Complaints portal for a national ombudsman, allowing customers to check their eligibility, submit complaints and complete EDI data – all aligned with GDPR
- ▶ Online ticketing and booking sites, including use of multi-venue, multi-event slots taking tens of thousands of bookings each year, fully integrated with secure payment mechanisms
- ▶ eCommerce sites, with voucher schemes and loyalty for leading nationwide retailers
- ▶ Accessible and GDS compliant digital front door for customer and stakeholder engagement
- ▶ Complaints and case handling, integrated with Dynamics 365 case management system for a central Government prosecution service;
- ▶ Bi-lingual website and translation support for a nationwide ombudsman;
- ▶ Integration with secure authentication and access, including Azure AD B2B/B2C and social identity providers;
- ▶ Integration with postcode lookups for address validation (see Brightwire's service offering Postcode Pro) as well as third party providers;
- ▶ Handling customer facing activities such as Freedom of Information and Subject Access Requests across a range of sectors;
- ▶ Custom integration with other line of business applications such as DVLA, Smart Meters, Power BI and mapping software.



ONBOARDING

When we engage with you our focus is on understanding your organisational needs and problem areas, in order to make appropriate and relevant recommendations. Usually this takes place in an initial Discovery meeting. We have a proven approach to client engagement with the Success by Design model, using a structured set of stages, processes and tasks to manage the project successfully, and at each step we provide appropriate documentation to support this.

We set out to quickly understand your current situation in sufficient depth to be able to make useful and pragmatic recommendations. Our client-focussed mindset helps us to engage with you quickly and efficiently, and results in enjoyable and productive relationships in the long-term. We are proud of the relationships we have with our clients and in helping to make a positive difference to their organisations through smarter use of technology. All of our projects are structured with a project team comprising a Project Manager, an Account Manager and a designated Lead Developer. We use an agile methodology to develop projects in defined sprints, with early visibility of progress and early validation with users.

WHAT YOU CAN EXPECT

- ▶ A **structured discovery stage** to confirm scope, objectives, success measures and delivery approach
- ▶ **Establishing the agreed governance model** and communications plan
- ▶ **Engaging with your teams and stakeholders** to ensure business needs and processes are well understood
- ▶ Agreeing the **development approach**
- ▶ **Process mapping** (from as-is to to-be) and wireframing
- ▶ **Customer journey and UX design;**
- ▶ **Content architecture guidance and usability testing including tree tests;**
- ▶ **Technical and business solutions blueprint** including:
 - Program strategy: vision, drivers, governance, timelines
 - Application strategy: architecture, integrations, D365 components
 - Data strategy: governance, architecture, entities, migration approach
 - Integration strategy: interfaces and external systems
 - Test strategy: testing including automation, and responsibilities
 - Business process strategy: process maturity, scope, fit gap analysis
 - Security strategy: roles, access, compliance, governance
 - Application lifecycle management (ALM): DevOps, CI/CD environments
 - Environment and capacity strategy: deployment topology, environments
 - Intelligence strategy: analytics and reporting design
- ▶ **Classification of risks, issues and assertions**
- ▶ **Recommendations**
- ▶ Agreement of commercial terms, and a **clear programme work and deliverables**
- ▶ **Agile development and delivery** with iterative sprints, playbacks and feedback loops
- ▶ **Automated deployments** aligned with secure development practices
- ▶ **Ongoing support**, maintenance, guidance and consulting
- ▶ **Evergreening and platform optimisation**, including proactive advice on new Dynamics 365 and Power Platform features, ongoing compatibility assurance, and support to adopt enhancements as the platform evolves.

OFFBOARDING

Where required, we support orderly offboarding at the end of an engagement. This includes knowledge transfer, documentation handover, and support for data export or transition in line with customer requirements and Microsoft platform capabilities. We develop, agree and maintain an Exit Plan that supports offboarding, and allows for a smooth and orderly transition at the end of the service period.

SUPPORT SERVICES

Application support is provided via a service desk with email, phone and online issue tracking during agreed service hours. Incidents are managed using predefined, ITIL-aligned processes and prioritised in line with agreed service levels. Support services are tailored to the needs of our customers.

TRAINING SERVICES

Our team provide training for each delivered client application. This training covers technical training on the platform and customisation, administrator and end-user training as well as 'train the trainer' training. Where agreed we will provide detailed manuals, documentation, quick user guides and video guides. Training sessions are done in person or remotely with a workshop style and are based on common user scenarios, covering the overall concepts of the application as well as a hands-on element.

We engage with our customers' teams early on, ensuring that the right people take part in sprint playbacks and progress updates and become quickly familiar with the application as it's developed. These sessions help increase confidence and allow a critical feedback loop, ensuring the application will be readily adopted by a wider user base. These sessions also help to equip your teams and application 'champions' with expertise and knowledge of the application, encouraging other users and supporting their training needs too – ensuring continuous improvement and knowledge sharing.



SOCIAL VALUE CONTRIBUTIONS

We support delivery of social value in line with the G-Cloud 15 Social Value Model through our delivery approach and business practices:

- ▶ **Tackling economic inequality:** We create opportunities for skills development through mentoring and training, and support public sector customers to build internal capability and digital skills. Our delivered applications are designed to be user-friendly and easy to adopt, reducing the training period for customer staff and new hires, which accelerates their productivity. In addition our solutions are designed to be accessible and flexible, enabling part time workers to contribute effectively from their preferred environments. Our approach to areas of the project such as co-development and training means that we enable customers' staff to upskill, and transfer knowledge to others.
- ▶ **Fighting climate change:** We deliver cloud-first solutions using Microsoft cloud services, reducing reliance on on-premise infrastructure and minimising travel through remote-first delivery practices. This cloud infrastructure optimises operational efficiency and promotes environmental stewardship through data-driven insights and streamlined processes.

Dynamics 365 and the Power Platform reduces the need for physical IT resources, by centralising data storage and computing in Microsoft's energy-efficient datacentres that prioritise renewable energy and minimise carbon footprints.

Additionally, it automates workflows and optimises resource allocation, reduces the need for physical resources and decreasing the environmental footprint of daily operations.

- ▶ **Increasing supply chain resilience:** We work with a network of and specialist suppliers, supporting a diverse and resilient supply chain aligned to the G-Cloud marketplace ethos.
- ▶ **Building healthier communities:** We promote staff wellbeing through flexible working practices and design user-centred digital services that improve accessibility and outcomes for service users. Our business applications are not only designed to enhance operational efficiency but also to support the wellbeing of our customers' workforce. By fostering a user-friendly environment, our solutions help alleviate stress and promote a positive work atmosphere, contributing significantly to employee satisfaction and mental health. For the Brightwire team on this contract, all staff already have access to a wellbeing programme. This includes access to resources through our provider, as well as other initiatives too.
- ▶ **Driving innovation:** We apply modern Microsoft technologies, including low-code and automation capabilities within Dynamics 365 and the Power Platform, to deliver practical innovation tailored to public sector needs. Where appropriate, we support the responsible use of AI-enabled features to improve insight, efficiency and service responsiveness, such as intelligent routing, data analysis and assisted content generation. All solutions are designed to be transparent, secure and aligned with customer governance, data protection and ethical AI requirements.