

Welcome to

msqD 

The Digital Impact Company

computing
DevOps
Excellence
Awards
2023

NTA
WINNER

 Global
Business
Tech
Awards

 **BIMA**
Awards

The Drum
Awards



G-Cloud 15

Service Document

Overview

Best-in-class
tech. **Enterprise
partners**



We build and
translate digital
experiences into
**commercial
impact**



ISO 27001 certified for information
security management

**Sector led
expertise**



Blood and Transplant

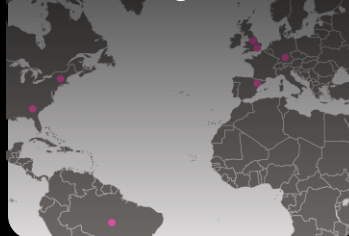


Canal &
River Trust

600+

digital experts globally

Part of the MSQ group,
reaching 1,850 people
across branding, media
& marketing.



msqdx

AI Enabled

MSQ DX Proprietary
AI tools to deliver
more for less



150+

complex integrations
across public & private
sectors

Our experience



CORINTHIA[®]
HOTELS

B/S/H/



CIPD



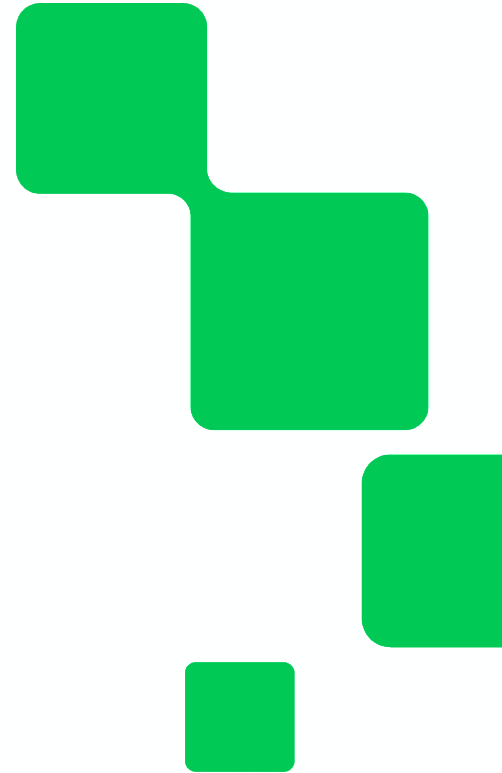
Cloud platform strategy and architecture

MSQ DX provides cloud platform strategy and architecture consultancy, covering strategic alignment, current-state assessment, target architecture design, and migration roadmapping. The service enables organisations to plan cloud adoption or modernisation with clear alignment to business objectives, security requirements, and scalability needs.

The service delivers evidence-based recommendations for cloud platform selection, architecture design, and implementation planning, ensuring IT infrastructure supports organisational goals whilst maintaining security compliance.

Example platforms and technologies covered:

- Amazon Web Services (AWS)
- Microsoft Azure
- Terraform (Infrastructure as Code)
- Kubernetes (container orchestration)



Discovery – Strategic assessment and planning

Discovery begins with understanding current business challenges and conducting analysis of the existing digital landscape to validate cloud strategy alignment with organisational objectives.

Discovery activities include:

- Business strategy alignment — Assessing how cloud technologies align with the organisation's long-term vision, goals, scalability requirements, and cost-effectiveness targets
- Service mapping and requirements gathering — Charting IT services and their interactions, identifying dependencies and system relationships, and collating functional, security, and scalability requirements
- Current-state architecture review — Gathering documentation, interviewing stakeholders, and analysing technical components including servers, databases, and security measures to establish an accurate baseline
- Guardrails and success criteria definition — Establishing boundaries, constraints (budgets, security requirements), and measurable success criteria to guide the strategy

Discovery outputs:

- Current-state architecture documentation
- Service dependency mapping
- Business requirements specification
- Cloud strategy guardrails and success criteria
- Target-state architecture recommendations



Target architecture and roadmap development

Following discovery, MSQ DX develops target-state cloud architecture aligned to business objectives and technical requirements. Architecture design addresses scalability, security, cost optimisation, and operational requirements.

Architecture activities include:

- Target architecture design — Defining cloud architecture that supports business objectives whilst addressing security, scalability, and performance requirements
- Domain-driven architecture configuration — Structuring cloud services with clear roles and responsibilities, security foundations, and visibility across cost and service usage
- Infrastructure as Code planning — Designing repeatable, automated environment builds using Terraform and containerisation approaches
- Security and compliance design — Embedding security requirements and compliance considerations into architecture design

Architecture outputs:

- Target-state architecture documentation
- Cloud platform recommendations with rationale
- Security and compliance architecture
- Cost model and optimisation recommendations
- Implementation roadmap



Migration and implementation planning

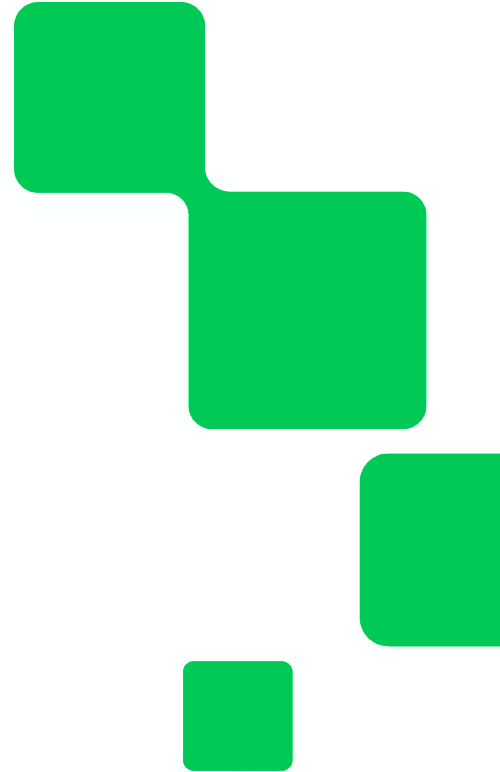
MSQ DX develops detailed roadmaps that enable organisations to plan cloud adoption with confidence. Roadmaps prioritise capability delivery based on business impact, complexity, and customer value.

Planning approach includes:

- Prioritised capability roadmap — Sequencing cloud adoption activities based on business impact, technical dependencies, and risk profile
- Agile delivery planning — Breaking large programmes into iterative releases that deliver value incrementally whilst managing risk
- Risk and dependency identification — Identifying and planning mitigation for risks that could disrupt or delay delivery
- Governance framework definition — Establishing delivery governance with focus on data protection and security compliance

Planning outputs:

- Phased migration roadmap
- Risk register and mitigation plan
- Delivery governance framework
- Resource and capability requirements
- Success metrics and measurement approach



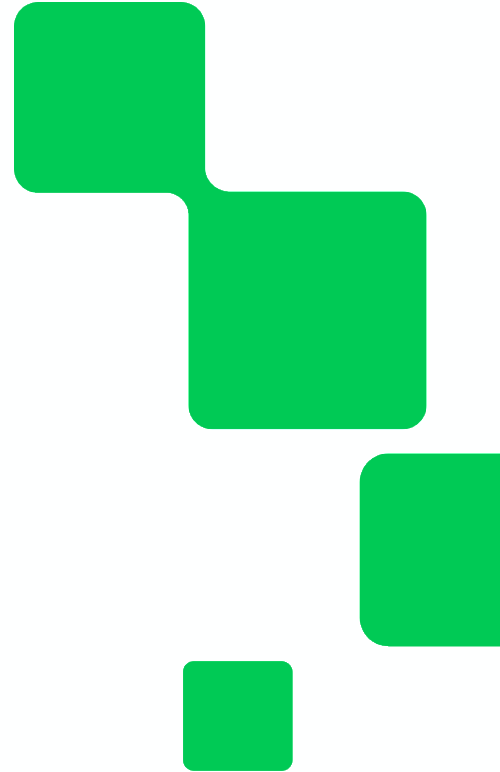
Transition to delivery

Cloud Platform Strategy and Architecture consultancy provides the foundation for successful implementation. MSQ DX can support transition to delivery through additional implementation services or provide documentation enabling client teams or third parties to execute the strategy.

Transition support includes:

- Handover documentation and knowledge transfer sessions
- Technical specifications for implementation teams
- Procurement guidance for cloud services
- Ongoing advisory support during implementation (optional)

MSQ DX also delivers cloud systems engineering, site reliability engineering, and managed cloud services as separate GCloud 15 offerings for organisations requiring end-to-end delivery support.



Working with MSQ DX

MSQ DX works as an extension of client teams, providing strategic expertise whilst building internal capability. Engagements are structured to ensure knowledge transfer and sustainable outcomes.

1.

Dedicated team — Named consultants with cloud architecture expertise, supported by technical specialists as required

2.

Collaborative working — Regular engagement with client stakeholders to ensure alignment and build internal understanding

3.

Transparent governance — Clear reporting, progress tracking, and escalation routes throughout the engagement

4.

Flexible scaling — Ability to adjust team composition and engagement intensity based on client requirements

Contact

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