

Welcome to

msqDx

The Digital Impact Company

computing
DevOps
Excellence
Awards
2023

NTA
WINNER

T Global
Business
Tech
Awards

B 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

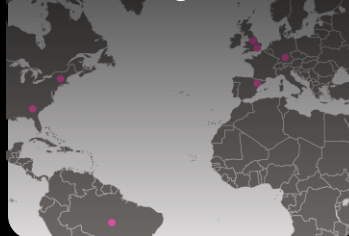


Canal &
River Trust

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



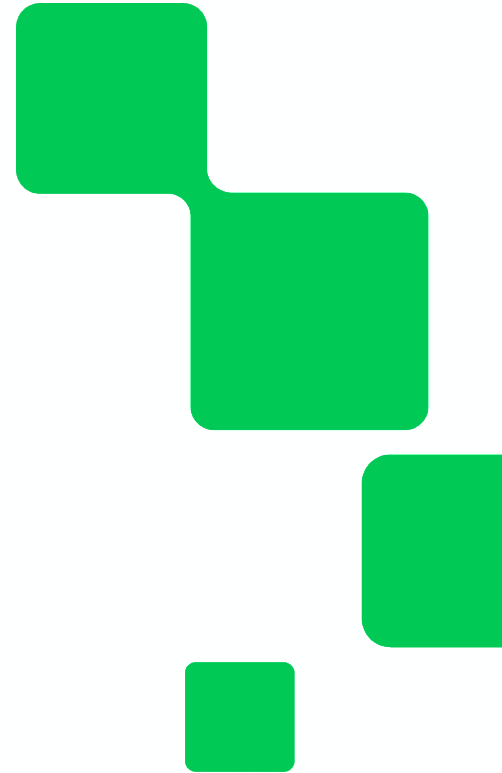
Kentico Xperience implementation

MSQ DX provides end-to-end Kentico Xperience implementation services, covering discovery, solution architecture, development, content migration, integration, and deployment. Our service includes new platform implementations, upgrades from earlier Kentico versions, and migrations from other content management systems to Kentico Xperience.

As a Kentico Gold Partner and Europe's first Kentico Quality Expert certified partner, we deliver implementations that meet Kentico's quality standards whilst addressing client-specific requirements for content management, digital marketing, and e-commerce functionality.

Partner credentials:

- Kentico Gold Partner
- First European partner certified as Kentico Quality Expert
- 20+ Kentico Site of the Month and Site of the Year Awards



Discovery and requirements definition

MSQ DX begins each Kentico Xperience implementation with a structured discovery phase to understand business objectives, technical requirements, and user needs. This phase establishes the foundation for solution architecture and implementation planning.

Discovery activities include:

- Stakeholder interviews to understand business objectives, content workflows, and success criteria
- Technical audit of existing systems, integrations, and data sources requiring migration or connection
- User research to identify content editor requirements and end-user needs
- Content audit to assess volume, structure, and migration requirements

Discovery outputs:

- Requirements specification document
- Solution architecture and technical design
- Content migration plan and information architecture
- Implementation roadmap with milestones and deliverables



Solution design and information architecture

MSQ DX designs Kentico Xperience solutions that support both content management efficiency and end-user experience. Our design phase addresses page types, content structure, workflows, and integration architecture.

Design activities include:

- Information architecture design covering content types, taxonomies, and navigation structures
- Page type and widget design to support content editor workflows
- Integration architecture for connections to CRM, marketing automation, and other enterprise systems
- User experience design for public-facing pages and content editor interfaces

Design outputs:

- Information architecture documentation
- Page type and content model specifications
- Integration specifications
- User interface designs and prototypes



Development and implementation

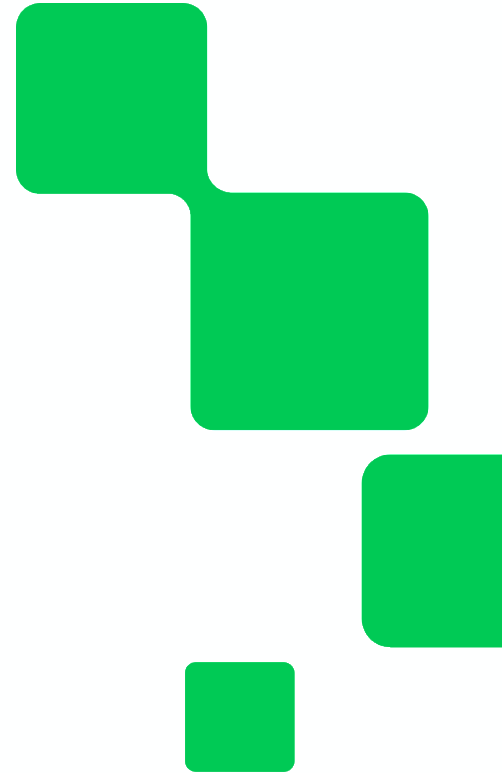
MSQ DX implements Kentico Xperience solutions using agile methodology, delivering working functionality in iterative releases. Our development team includes certified Kentico developers with experience across the platform's content management, digital marketing, and e-commerce capabilities.

Implementation approach includes:

- Agile delivery with regular sprint cycles and client review points
- Development against Kentico best practices and quality standards
- Content migration using structured processes to maintain data integrity and SEO continuity
- Integration development connecting Kentico Xperience with enterprise systems

Quality assurance:

We test solutions prior to release using dedicated QA, UAT, and post-release testing environments. Testing covers functionality, performance, accessibility, security, and cross-browser compatibility. We use continuous integration and continuous deployment (CI/CD) pipelines to maintain code quality throughout delivery.



Ongoing support and managed services

MSQ DX provides ongoing support for Kentico Xperience implementations, covering platform maintenance, issue resolution, and continuous improvement. Support is delivered by the same team involved in implementation, ensuring continuity of knowledge.

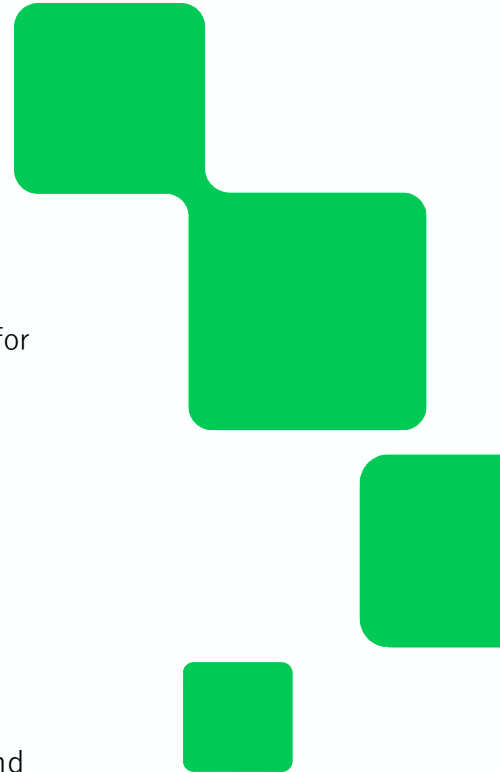
Support includes:

- Reactive support — SLA-based issue resolution through ticketed triage, with ringfenced resource for rapid response
- Proactive support — strategic roadmap planning, quarterly reviews, performance audits, and continuous improvement recommendations
- Platform maintenance — security updates, performance enhancements, and hosting support

Service levels:

- Priority 1 (Critical): 30-minute response, 2-hour resolution target
- Priority 2 (High): Response within hours, resolution within days
- Priority 3/4 (Medium/Low): Response within days, resolution within agreed timeframes

Standard support operates during UK office hours (9am–5:30pm, Monday–Friday). Extended hours and 24/7/365 support are available.



Working with MSQ DX

MSQ DX operates as an extension of client teams, with dedicated Client-Focused Teams (CFT) providing project and knowledge continuity. Each CFT includes a designated Project Manager, Client Services representative, and developer access.

1.

Dedicated Client-Focused Team including Project Manager, Client Services lead, and development resource

2.

Regular progress reporting with weekly updates and monthly review meetings

3.

Flexible resourcing to scale team capacity based on project phase and requirements

Contact

Chris Sheldon

Head of Business Development

chris.sheldon@msqdx.com

+44 7961 524 673

