

Welcome to

msqD

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

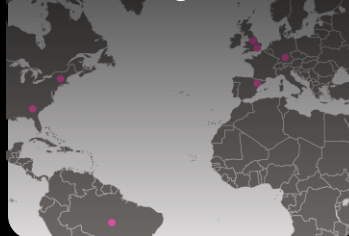


Canal &
River Trust

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



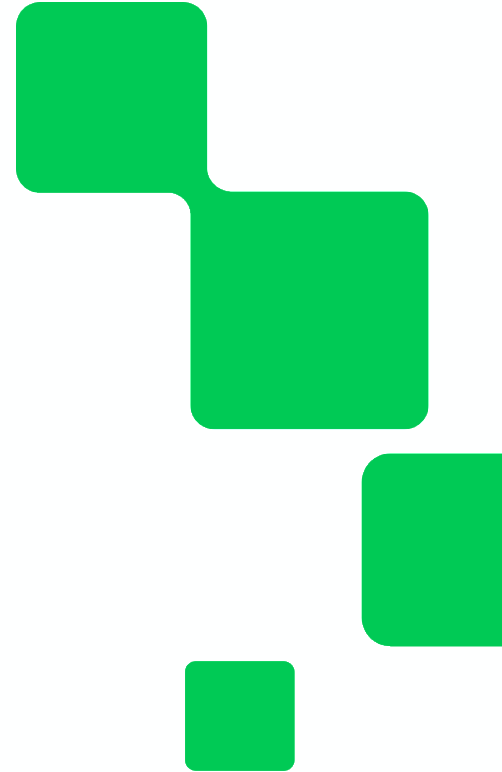
Legacy system modernisation

MSQ DX provides legacy system modernisation services covering assessment, architecture design, iterative migration, and deployment to modern cloud platforms. Our AI-assisted approach analyses existing codebases to understand business logic and intentions, enabling accelerated migration that delivers value incrementally rather than through high-risk big-bang releases.

The service addresses organisations with ageing technology stacks requiring modernisation to improve scalability, flexibility, and integration with emerging technologies including AI capabilities.

Example technologies and platforms:

- Microsoft Azure
- Amazon Web Services (AWS)
- Kubernetes and containerisation
- Terraform (Infrastructure as Code)



Legacy system assessment

MSQ DX begins modernisation engagements with a comprehensive assessment of existing systems, using AI-assisted analysis to understand business logic embedded within legacy code. This addresses one of the most time-consuming aspects of modernisation: understanding capabilities developed over many years, often by teams no longer available to the organisation.

Assessment activities include:

- AI-assisted codebase analysis to identify business logic, intentions, and edge cases
- Documentation review and stakeholder interviews to understand system history and dependencies
- Feature utilisation analysis to identify capabilities in active use versus those that can be retired
- Technical debt and risk assessment

Assessment outputs:

- Business logic documentation derived from codebase analysis
- Feature prioritisation matrix based on business impact, development complexity, and customer value
- Legacy Assessment Report
- Migration Feasibility Study



Migration roadmap development

Following assessment, MSQ DX develops a prioritised roadmap of change using an intelligent value model that balances business impact, technical complexity, and customer value. The roadmap enables business teams to prepare for new capabilities in advance and reduces time to market for digital experience improvements.

Roadmap activities include:

- Capability prioritisation using business impact and customer value modelling
- Target architecture design aligned to cloud-native principles
- Phased migration planning enabling iterative delivery of value
- Stakeholder alignment and change preparation planning

Roadmap outputs:

- Prioritised migration roadmap with phased delivery milestones
- Target state architecture documentation
- Business case report
- Cost models



Iterative migration delivery

MSQ DX delivers modernisation through agile methodology, breaking large programmes into small, iterative releases that reduce risk and enable early value realisation. Governance frameworks maintain focus on data protection and security compliance throughout delivery.

Migration approach includes:

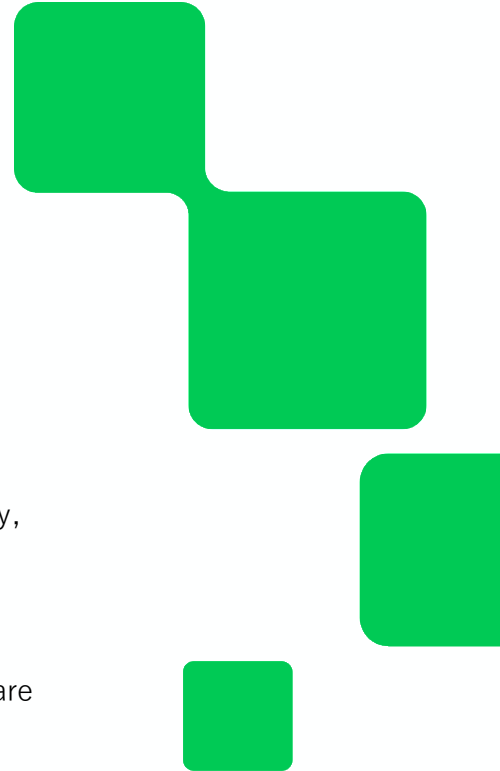
- Agile delivery with predictable, iterative releases of capability
- Containerisation and Infrastructure as Code (IaC) for repeatable, automated environment builds
- DevSecOps practices with continuous integration and continuous deployment (CI/CD) pipelines
- Security and data protection compliance embedded within delivery governance

Cloud deployment:

Modernised services are deployed to cloud platforms (AWS and Azure), providing scalability, flexibility, and integration with emerging technologies including AI. Cloud deployment enables automation and supports future innovation by empowering teams to experiment and iterate.

Quality assurance:

Testing is embedded throughout delivery using automated testing within CI/CD pipelines. Solutions are validated prior to release using separate environments for QA, UAT, and post-release testing.



Performance monitoring and optimisation

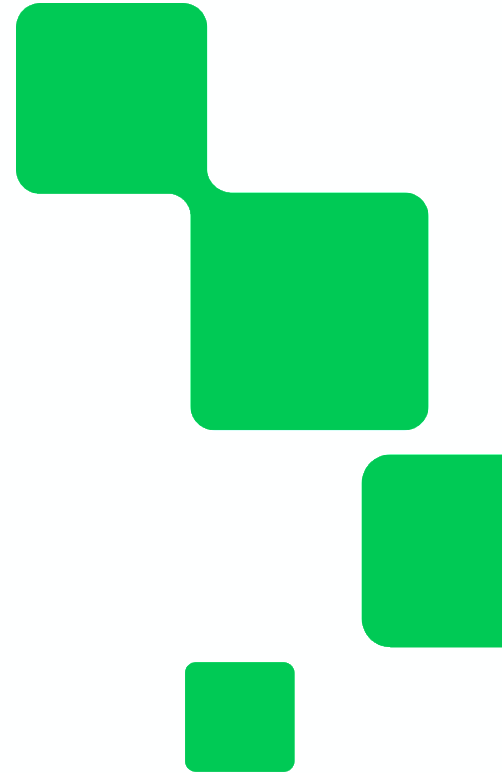
MSQ DX establishes monitoring and observability capabilities to protect the investment in modernised systems and maximise return on investment. The "Build, Measure and Learn" approach enables organisations to safely operate services whilst gathering data insight to adapt to emerging technologies and user behaviours.

Monitoring includes:

- Performance monitoring and observability implementation
- Issue detection and alerting for expedited resolution
- Security compliance monitoring
- Usage analytics to inform ongoing optimisation

Example technologies:

- DataDog
- ServiceNow



Working with MSQ DX

MSQ DX operates as an extension of client teams, immersing in organisational structures and partner ecosystems to deliver modernisation programmes collaboratively. Delivery management maintains focus on risk identification and mitigation, with agile practices enabling responsive adaptation as requirements evolve.

1.

Dedicated delivery team with project manager, client services, and technical specialists

2.

Agile delivery with defined backlogs, iterative releases, and continuous feedback integration

3.

Risk and dependency management with clear escalation routes

4.

Knowledge transfer and training to enable ongoing innovation within client teams

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