

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

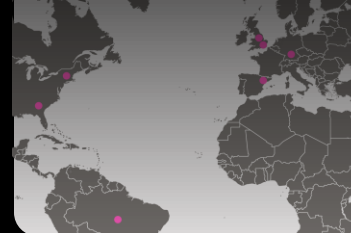


Canal &
River Trust

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



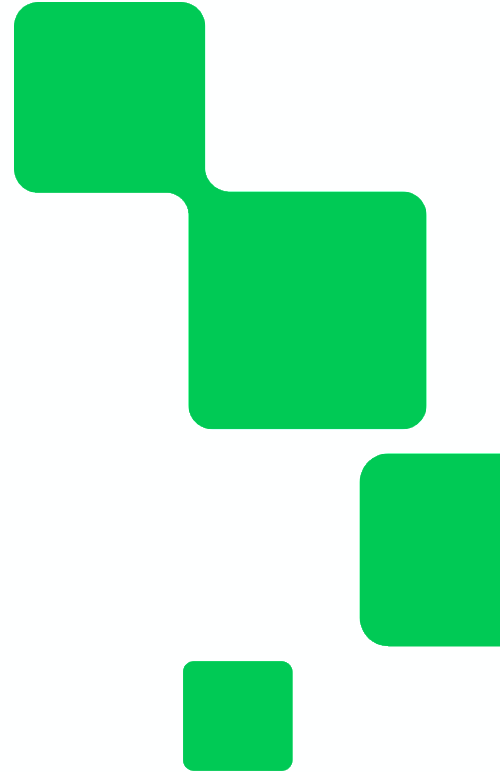
Optimizely DXP managed service

MSQ DX provides managed service and continuous improvement for Optimizely CMS and Digital Experience Platform (DXP) implementations. This service covers platform maintenance, performance optimisation, security management, content management support, and strategic roadmap planning to ensure clients maximise value from their Optimizely investment.

MSQ DX is an Optimizely Platinum Solution Partner, Digital Experience Solution Partner of the Year 2023, and member of the Optimizely Partner Advisory Board 2024.

Platform coverage:

- Optimizely CMS
- Optimizely Digital Experience Platform (DXP)
- Optimizely Commerce (where applicable)
- Optimizely Opal
- Associated integrations and third-party systems



Managed service onboarding

MSQ DX establishes managed service arrangements through a structured onboarding process that ensures continuity, knowledge transfer, and alignment with client operational requirements.

Onboarding activities include:

- Platform audit and documentation review to establish baseline understanding
- Stakeholder mapping and communication protocol definition
- Support process alignment with client governance frameworks
- SLA and priority level agreement based on client requirements

Onboarding outputs:

- Service Level Agreement documentation
- Support process and escalation procedures
- Client-Focused Team allocation
- Communication and reporting schedule



Managed service and support

MSQ DX provides a comprehensive and flexible support model combining reactive issue resolution with proactive strategic improvement.

Reactive Support:

- Ringfenced support resource for rapid issue resolution
- Ticketed triage and support service
- SLA-based response and resolution times

Proactive Support:

- Annual strategic roadmap planning with quarterly reviews
- Weekly reports and monthly progress meetings
- Performance audits covering security, speed, and journey optimisation
- Platform maintenance and enhancement recommendations
- Access to full agency services for larger improvement initiatives

Service coverage includes:

- Platform maintenance and updates
- Performance audits and enhancements
- Security monitoring and updates
- Content management support
- Platform training
- Hosting support



Service level agreements

MSQ DX operates defined SLAs based on issue priority levels, ensuring appropriate response and resolution times for all support requests.

Standard support hours:

UK office hours (9:00am – 5:30pm), excluding weekends and bank holidays

Extended support options: Extended hours support and 24/7/365 support available alongside standard offering

Response and resolution targets:

- Priority levels defined collaboratively during service onboarding
- Target response times range from 30 minutes to 1 week depending on priority
- Target resolution times range from 2 hours to 2 months depending on priority and complexity

Escalation process:

- Tiered escalation with defined routes for account team and senior sponsor escalation
- Senior sponsors available for sensitive or critical matters
- Root cause analysis conducted for recurring or critical issues

Continuous improvement approach

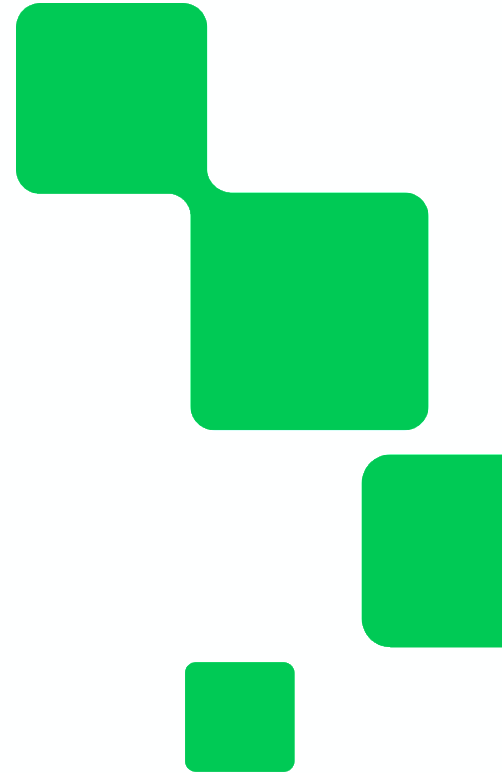
Beyond individual tests, MSQ DX helps organisations establish experimentation as a long-term operating model. This approach de-risks development programmes by validating ideas before significant resource commitment and builds internal capability for ongoing optimisation.

Improvement activities include:

- Root cause analysis for recurring or critical issues
- Insights from issue escalation used to enhance processes
- Regular performance reviews and optimisation recommendations
- Platform upgrade planning and implementation support
- Feature adoption guidance for new Optimizely capabilities

Reporting and analysis:

- Weekly operational reports
- Monthly progress meetings with trend analysis
- Quarterly strategic reviews aligned to roadmap
- Annual roadmap planning sessions



Working with MSQ DX

Support is managed within a dedicated Client-Focused Team (CFT), ensuring project continuity and retained knowledge across the partnership. The CFT includes a designated Project Manager, Client Services representative, and developer access.

1.

Dedicated team structure — support managed within Client-Focused Teams (CFT) with designated Project Manager, Client Services representative, and developer access ensuring project and knowledge continuity

2.

Governance and reporting — weekly reports, monthly progress meetings, and quarterly strategic reviews aligned to improvement roadmap

3.

Tiered escalation — clearly defined routes for account team and senior sponsor escalation on sensitive or critical matters

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