

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

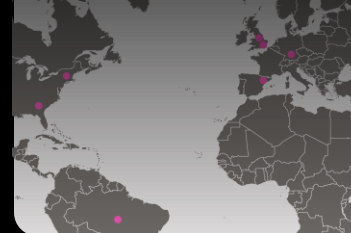


Canal &
River Trust

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



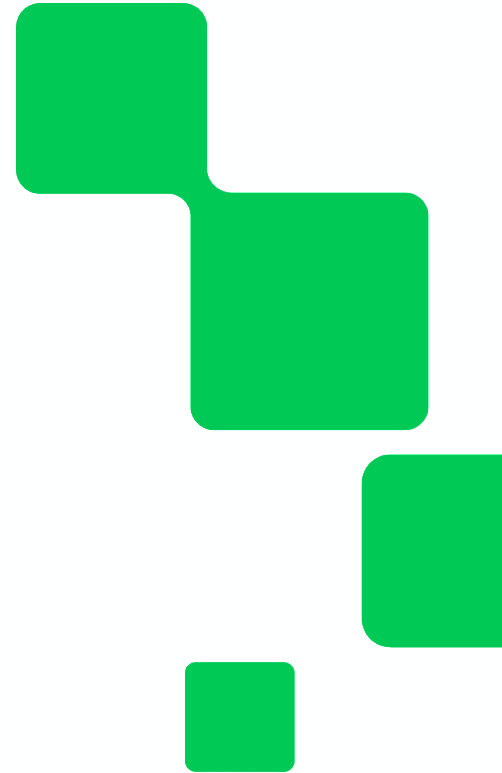
Kentico Xperience managed service

MSQ DX provides ongoing managed service and support for Kentico Xperience platforms, covering platform maintenance, performance monitoring, security patching, content management support, and continuous improvement.

Our Kentico-certified specialists deliver proactive and reactive support to maintain platform stability, security, and performance.

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



Managed service coverage

MSQ DX Kentico Xperience managed services cover the full operational lifecycle of Kentico CMS platforms.

Service scope includes:

- Platform maintenance — ongoing technical upkeep, patching, and version management
- Performance audits and enhancements — covering security, speed, and journey optimisation
- Content management support — assistance with content operations and CMS functionality
- Platform training — enabling client teams to use Umbraco effectively
- Hosting support — coordination with hosting providers and infrastructure monitoring

Service boundaries:

This service covers support and continuous improvement for existing Kentico implementations. New build projects and major platform migrations are delivered through MSQ DX's Kentico Xperience CMS Implementation service.



Reactive and proactive support

MSQ DX delivers both SLA-based reactive support and proactive strategic support within a unified service model.

Reactive support includes:

- Ringfenced support resource enabling rapid issue resolution against agreed SLAs
- Ticketed triage and support service for issue logging and tracking
- Defined escalation routes for account team and senior sponsor escalation

Proactive support includes:

- Annual strategic roadmap planning with quarterly reviews
- Weekly progress reports
- Monthly progress meetings
- Access to full agency services for enhancement and development work

Continuous improvement:

MSQ DX conducts root cause analysis for recurring or critical issues, using insights to enhance team performance, update processes, and maintain service delivery standards.



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

Client-focused team model

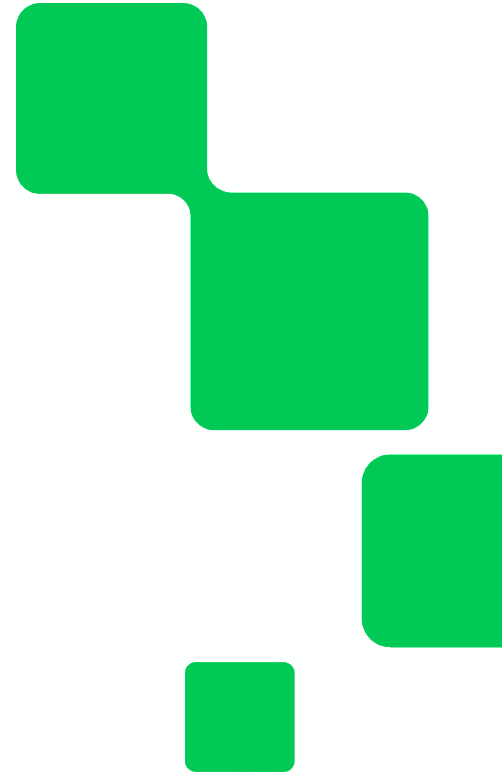
Support is delivered through a dedicated Client-Focused Team (CFT), ensuring continuity of project knowledge and consistent service delivery. The CFT model provides:

- **Designated Project Manager** — single point of coordination for all support activities
- **Client Services representative** — ongoing relationship management and service oversight
- **Developer access** — direct access to Kentico-certified developers for technical issues

The CFT structure ensures that support teams understand the client's platform, business context, and priorities, enabling faster resolution and more effective continuous improvement.

Escalation process:

MSQ DX operates a tiered escalation process with clearly defined routes. Senior sponsors are available for escalation on sensitive or critical matters, ensuring appropriate oversight for complex issues.



Working with MSQ DX

MSQ DX operates as an extension of the client's team, adapting working practices to align with client structures and governance frameworks.

1.

Integrated approach — MSQ DX immerses in client organisations and partner ecosystems, mirroring structures and frameworks to support account success

2.

Collaborative governance — shared goals, priorities, and transparent reporting empower all team members to contribute effectively

3.

Adaptive practices — while MSQ DX brings established best practices, we evolve working rhythms to ensure efficient, effective, and sustainable partnership

Contact

Chris Sheldon

Head of Business Development

chris.sheldon@msqdx.com

+44 7961 524 673

