

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**

 **UK
Parliament** **CIPD**

hpc health & care
professions
council

NHS

Blood and Transplant

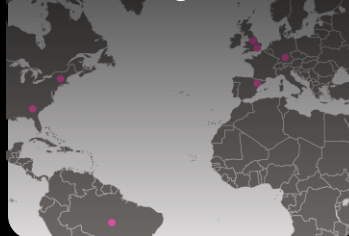


**Canal &
River Trust**

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

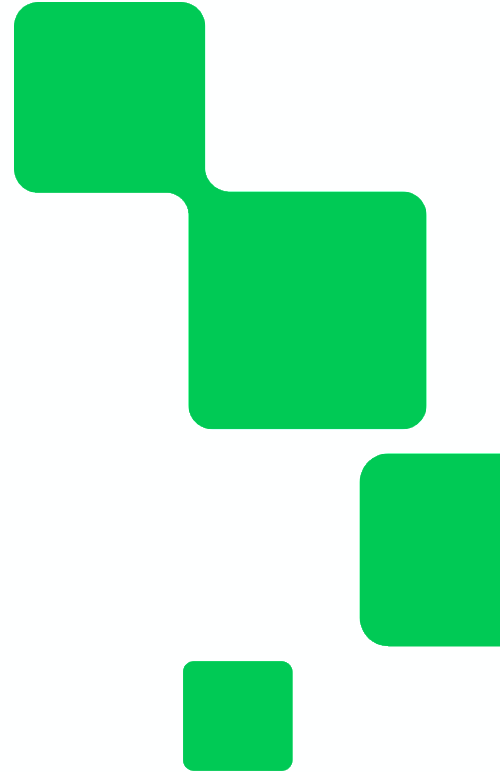
CMS & DXP Selection Consultancy

MSQ DX provides content management system (CMS) and digital experience platform (DXP) selection consultancy services. This service helps organisations identify the right platform for their requirements through structured assessment of business needs, technical constraints, and future goals.

The service delivers a technology-agnostic evaluation of platform options, ensuring recommendations are based on organisational requirements rather than vendor relationships. MSQ DX holds partner status across all major CMS and DXP platforms, enabling objective guidance informed by direct implementation experience.

Platforms covered:

Optimizely, Umbraco, Kentico Xperience, Kontent.ai, Contentful, Acquia, and other enterprise CMS/DXP platforms as required.



Requirements Discovery

MSQ DX begins CMS and DXP selection with a structured discovery phase to understand organisational context, stakeholder needs, and technical requirements.

Discovery activities include:

- Stakeholder interviews and workshops — gathering requirements from content editors, technical teams, marketing, and leadership to understand diverse needs and priorities
- Current state assessment — reviewing existing systems, content volumes, integration requirements, and technical constraints
- User research — examining how content is created, managed, and consumed to inform platform capability requirements
- Competitive and market analysis — understanding sector-specific requirements and how comparable organisations approach content management

Discovery outputs:

- Requirements documentation
- Stakeholder alignment on priorities and constraints
- Assessment criteria for platform evaluation



Composable Technology Assessment

MSQ DX applies composable architecture principles when assessing CMS and DXP options. This approach considers current requirements alongside future goals, ensuring the recommended platform is flexible, scalable, and adaptable.

Assessment criteria include:

- Capability fit — how well platform features match documented requirements for content management, personalisation, multi-channel delivery, and workflow
- Integration architecture — API-first capabilities, compatibility with existing systems, and support for future integration needs
- Scalability and flexibility — ability to handle growth in content volumes, users, and channels without requiring platform replacement
- Total cost of ownership — licensing, implementation, hosting, and ongoing maintenance costs across the platform lifecycle
- Vendor stability and roadmap — platform maturity, vendor investment, and alignment with organisational technology direction

Assessment outputs:

- Platform comparison matrix against weighted requirements
- Architecture options analysis
- Risk assessment for shortlisted platforms



Selection recommendation

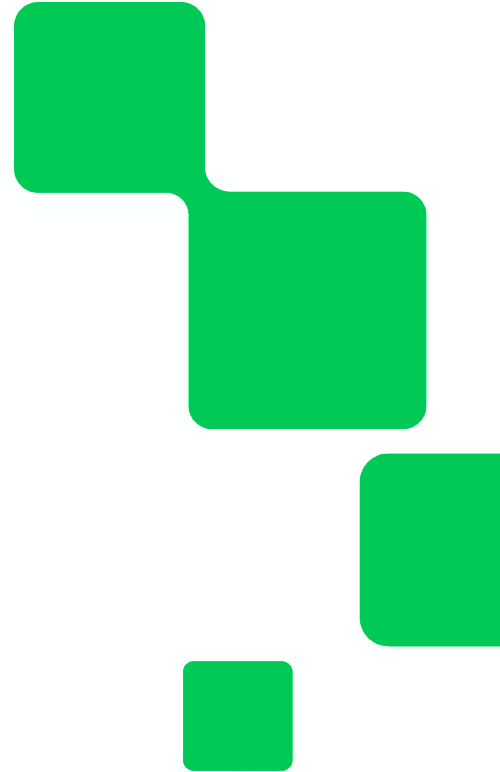
Following discovery and assessment, MSQ DX delivers a documented platform recommendation with supporting rationale and implementation guidance.

Recommendation deliverables include:

- Platform recommendation report — documented recommendation with clear rationale linked to requirements and assessment criteria
- Implementation considerations — key technical, resourcing, and timeline factors for the recommended platform
- Migration assessment — where replacing an existing CMS, high-level assessment of content migration approach and complexity
- Delivery roadmap — phased approach to implementation, identifying dependencies, risks, and decision points

Engagement approach:

- MSQ DX presents recommendations to stakeholders and supports procurement planning where required, including input to business cases and technical specifications.



Working with MSQ DX

MSQ DX works collaboratively with client teams throughout the selection process, ensuring knowledge transfer and stakeholder alignment at each stage.

1.

Dedicated consultant team — experienced CMS/DXP consultants with direct platform implementation backgrounds

2.

Transparent methodology — documented assessment criteria and scoring shared with client teams

3.

Stakeholder engagement — regular workshops and presentations to maintain alignment across technical and business stakeholders

4.

Vendor-neutral guidance — recommendations based on client requirements, not partner commercial relationships

Contact

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