

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

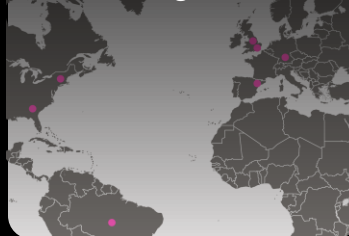


**Canal &
River Trust**

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



CORINTHIA[®]
HOTELS

B/S/H/



CIPD



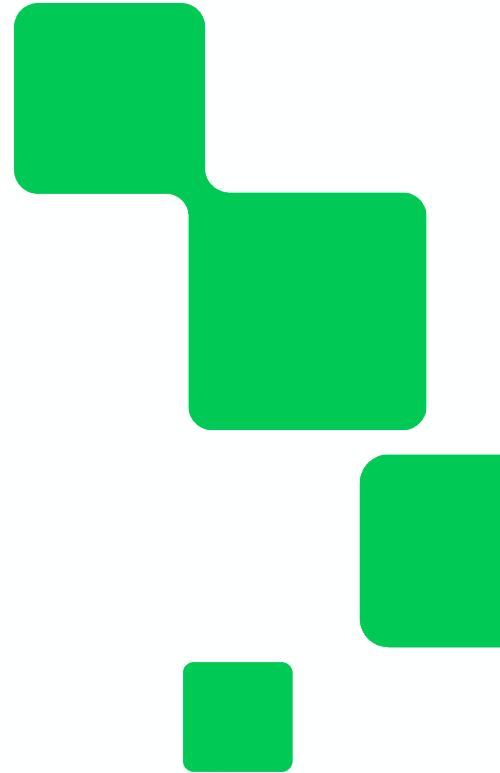
Umbraco CMS implementation

MSQ DX provides end-to-end Umbraco CMS implementation services, covering discovery, user experience design, development, integration, and deployment. As an Umbraco Gold Partner and Contributing Partner, we deliver composable Umbraco CMS solutions configured for customer experience excellence and organisational enablement.

Our Umbraco specialists have expertise in the Umbraco product, composable architectures, platform roadmap, and new releases. Implementation services include solution architecture, front-end and back-end development, content migration, third-party system integration, quality assurance, and deployment.

Partner credentials:

- Umbraco Gold Partner
- Umbraco Contributing Partner (2023)
- 15+ years Umbraco implementation experience



Discovery and requirements definition

MSQ DX combines human-centric design thinking, data-driven insights, and journey mapping in our discovery process to connect technology decisions to customer needs and business objectives.

Discovery activities include:

- Customer journey mapping — Identifying touchpoints and areas for improvement across awareness, consideration, purchase, retention, and post-purchase stages
- Customer experience mapping — Visualising phases and touchpoints across channels to identify unmet needs and opportunities, informing content, design, navigation, and technology decisions
- User journey definition — Creating user journey diagrams based on persona goals to ensure site structure and navigation supports user paths
- Evidence-based requirements — Leveraging existing personas, sector expertise, and trends data to support customer needs and business objectives

Discovery outputs:

- Customer journey maps
- User personas and journey diagrams
- Requirements documentation
- Content, design, and technology recommendations



User experience and visual design

MSQ DX creates user-centric digital experiences aligned with user needs and business objectives. Our design process translates discovery insights into validated designs ready for implementation.

Design activities include:

- UX design and prototyping — creating wireframes and interactive prototypes through iterative collaboration, testing and validating design decisions against user requirements
- Visual design — developing cohesive brand experiences aligned to client visual identity, with responsive layouts optimised for all devices
- Accessibility compliance — designing to WCAG standards to ensure inclusive access for all users
- Performance optimisation — applying techniques to optimise page speed and minimise environmental impact

Design outputs:

- Wireframes and interactive prototypes
- Visual design specifications
- Responsive design templates
- Component and pattern libraries



Umbraco development and deployment

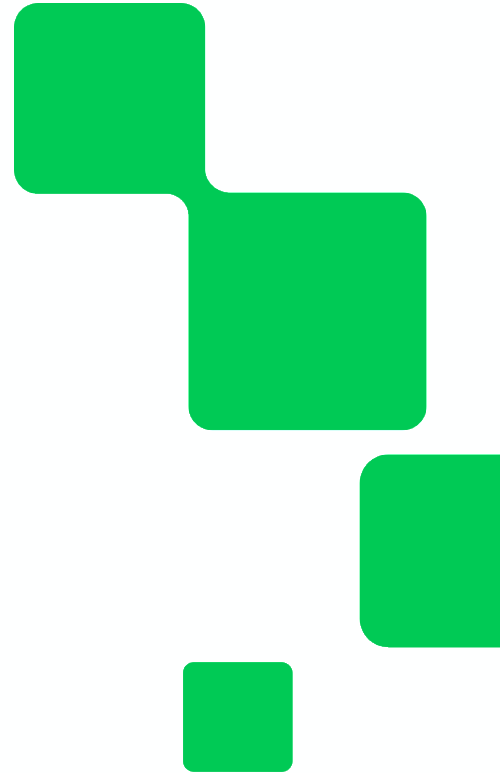
MSQ DX delivers Umbraco implementations using Microsoft technologies including .NET and Azure, building scalable architectures capable of handling high traffic volumes and complex integrations.

Implementation approach includes:

- Composable architecture — Building flexible Umbraco CMS stacks that support future evolution and integration requirements
- Mobile-first development — Optimising for performance, speed, and usability on mobile devices using responsive design, lazy loading, and asynchronous programming
- System integration — Connecting Umbraco with enterprise systems including Salesforce, SAP, and other platforms to create unified digital experiences
- Agile delivery — Using continuous integration/continuous deployment (CI/CD) pipelines for rapid, safe deployment

Quality assurance:

Solutions are fully tested prior to release using separate environments for QA, UAT, and post-release testing. Automation is embedded to improve quality, reduce time, and enable faster releases.



Ongoing support and managed services

MSQ DX provides ongoing support services following implementation, available as part of the implementation engagement or as a separate managed service.

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.

Mirrored structure —

We understand and mirror client organisational structures and frameworks to support account success

2.

Transparent collaboration —

Shared goals, priorities, and results empower all team members to make a positive impact

3.

Adaptive working —

We bring best practice while evolving working rhythms to ensure efficient, effective partnerships

Contact

Chris Sheldon

Head of Business Development

chris.sheldon@msqdx.com

+44 7961 524 673

