

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

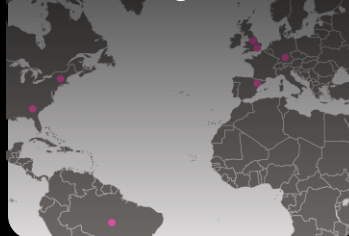


Canal &
River Trust

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



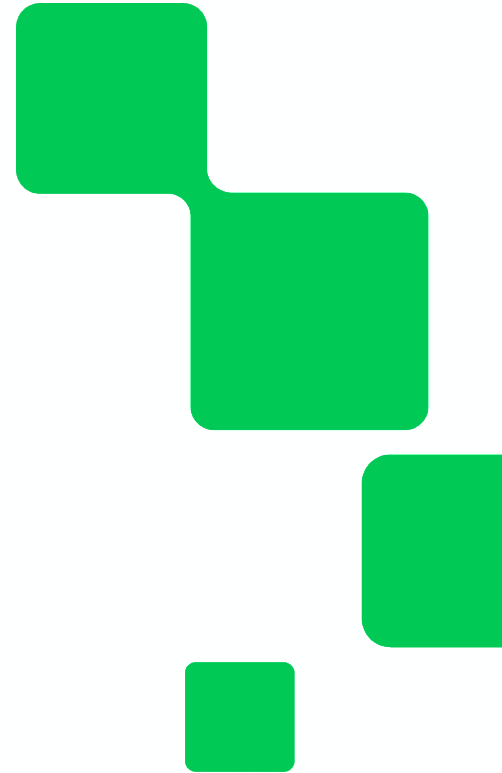
Digital experience platform strategy

MSQ DX provides digital experience platform strategy services covering discovery research, stakeholder alignment, technology assessment, and transformation roadmap development. This service establishes the strategic foundation for CMS and DXP initiatives, defining user needs, technical requirements, and prioritised delivery plans.

The service is technology-agnostic, evaluating platforms based on organisational requirements rather than vendor relationships. Strategy engagements produce evidence-based recommendations that inform platform selection, architecture decisions, and implementation planning.

Platforms covered in technology assessments:

- Optimizely (Platinum Partner)
- Umbraco (Platinum Partner, 15+ years)
- Kentico Xperience (Gold Partner, first European Kentico Quality Expert)
- Kontent.ai (Gold Partner)
- Contentful (Silver Partner)
- Acquia



Discovery and research phase

MSQ DX discovery engagements combine diverse research methods, technical assessments, and collaborative workshops to deliver evidence-based insights. Discovery typically completes within 4-6 weeks, providing the foundation for informed platform and architecture decisions.

Discovery activities include:

- Stakeholder interviews and alignment workshops to understand organisational goals, constraints, and success criteria
- User research including customer journey mapping, persona development, and touchpoint analysis across awareness, consideration, purchase, retention, and post-purchase stages
- Technical audit of existing systems, integrations, and infrastructure to assess current state capabilities and limitations
- Competitive analysis and market trends evaluation to inform strategic positioning

Discovery outputs:

- Current state assessment documenting existing digital landscape, systems, and processes
- User personas and customer journey maps identifying needs, pain points, and opportunities
- Requirements documentation capturing functional, technical, and organisational needs
- Gap analysis identifying areas requiring transformation



Digital Strategy & North Star Definition

Following discovery, MSQ DX works collaboratively with client teams to establish digital strategy, define a guiding vision, and create actionable roadmaps. Strategy development synthesises discovery findings into clear direction and prioritised initiatives.

Strategy activities include:

- Vision definition establishing a clear strategic direction that aligns digital initiatives with organisational goals
- Technology options analysis evaluating platform capabilities against documented requirements using composable architecture principles
- Architecture design considering factors including API-first integration, cloud infrastructure scalability, orchestration complexity, and enterprise data management
- Business case development connecting proposed initiatives to measurable outcomes

Strategy outputs:

- Digital strategy document outlining objectives, initiatives, and tactical plans
- Technology recommendations with rationale based on requirements analysis
- Target architecture defining proposed technical approach and integration points
- Success metrics framework establishing how outcomes will be measured



Transformation Roadmap

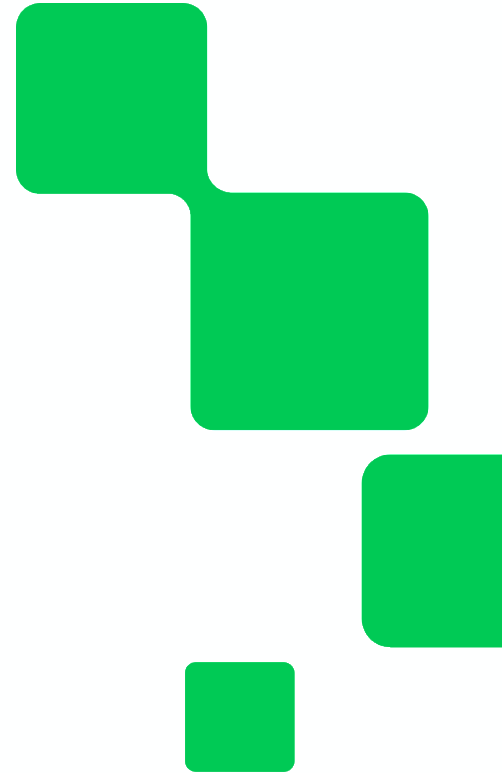
MSQ DX produces prioritised transformation roadmaps that bridge current state to target outcomes. Roadmaps balance ambition with pragmatism, identifying quick wins alongside longer-term strategic initiatives.

Roadmap development approach:

- Initiative prioritisation based on impact, feasibility, dependencies, and resource requirements
- Phased delivery planning that sequences work to demonstrate early value while building toward strategic goals
- Risk identification and mitigation planning for technical, organisational, and delivery risks
- Resource and capability planning identifying skills, team structures, and governance requirements

Roadmap outputs:

- Prioritised initiative backlog with sequencing rationale
- Phased delivery plan with indicative timelines and milestones
- Dependency map showing relationships between initiatives, systems, and teams
- Investment profile outlining resource requirements across phases



Composable & technology-agnostic evaluation

MSQ DX takes a composable approach when assessing technology requirements, considering current needs alongside future goals. Technology recommendations are based on organisational fit rather than vendor relationships.

Assessment criteria include:

- Swappable capabilities: platforms with manageable capability footprints that allow component changes as needs evolve
- Orchestration requirements: ability to coordinate experiences, data, and processes across the technology stack
- Experimentation support: tooling for testing and iterating on capability and experience changes
- Cloud infrastructure: scalability without premature investment in excess capacity
- API-first integration: support for independent component scaling and interoperability
- Enterprise data handling: management of data volumes and consistency across systems
- Rapid value delivery: preference for SaaS/PaaS solutions where pre-built functionality meets requirements
- Iterative delivery support: enablement of continuous enhancement by multi-skilled teams
- Contract flexibility: vendor terms that allow adaptation while providing planning stability



Working with MSQ DX

MSQ DX strategy engagements are structured as collaborative partnerships, with joint teams working toward shared objectives. Governance and communication approaches are established at engagement outset and adapted as working rhythms develop.

1.

Dedicated strategy team including strategists, researchers, technical architects, and engagement lead

2.

Regular steering group sessions with client stakeholders to review progress, validate findings, and confirm direction

3.

Collaborative workshops bringing together MSQ DX expertise with client organisational knowledge

4.

Transparent documentation with all findings, analysis, and recommendations shared in accessible formats

Contact

Chris Sheldon

Head of Business Development

chris.sheldon@msqdx.com

+44 7961 524 673

