

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

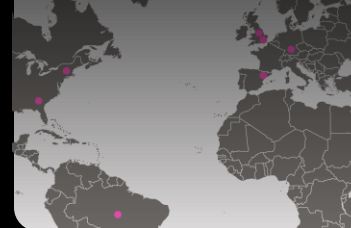


Canal &
River Trust

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



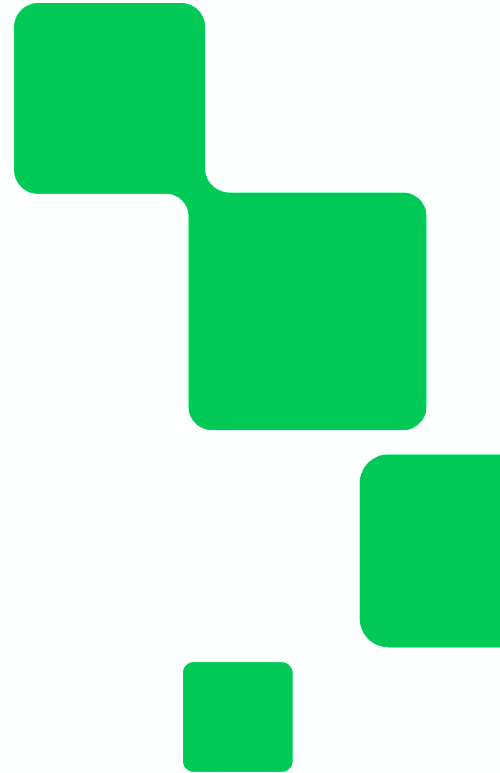
Content and data migration services

MSQ DX provides content and data migration services for organisations transitioning between content management systems and digital experience platforms. Services cover migration planning and assessment, content audit and analysis, data structure design, automated migration execution using our proprietary Nimbus platform, validation testing, and post-migration support.

Migration approaches include AI-powered automation for high-volume migrations and hybrid methodologies combining automated processing with manual quality assurance for complex content requirements.

Technologies and tools:

- Nimbus (MSQ DX proprietary AI-powered migration platform)
- Migration to all major CMS/DXP platforms including Optimizely, Umbraco, Kentico Xperience, Kontent.ai, Contentful and Storyblok.



Discovery and migration planning

MSQ DX begins migration projects with structured discovery to assess source content, define target architecture, and establish migration rules. Our planning approach connects migration decisions to business objectives and user needs.

Planning activities include:

- Content audit and inventory — cataloguing existing content assets, identifying content types, and assessing content quality and relevance
- Source system analysis — evaluating current CMS architecture, template structures, and content relationships
- Target architecture design — defining information architecture, content models, and template mapping for the destination platform
- Migration rule definition — establishing transformation rules, metadata mapping, and validation criteria

Planning outputs:

- Content inventory and audit report
- Migration mapping specification
- Target information architecture
- Migration timeline and phased delivery plan



Migration design and mapping

MSQ DX designs migration mappings that transform source content structures into optimised target architectures. Our approach consolidates legacy templates, improves content organisation, and enhances metadata for improved findability and SEO.

Design activities include:

- Template consolidation — rationalising legacy template structures into streamlined, reusable components (e.g., 250+ templates to 11 for Mott MacDonald)
- Metadata mapping and creation — mapping existing metadata fields and creating new metadata where required to enhance SEO and content governance
- Content transformation rules — defining how content elements translate between source and target systems
- Media asset processing — establishing rules for image tagging, scaling, and focal point optimisation

Design outputs:

- Template mapping documentation
- Metadata transformation specification
- Content model design for target platform
- Media asset processing rules



Nimbus AI powered migration

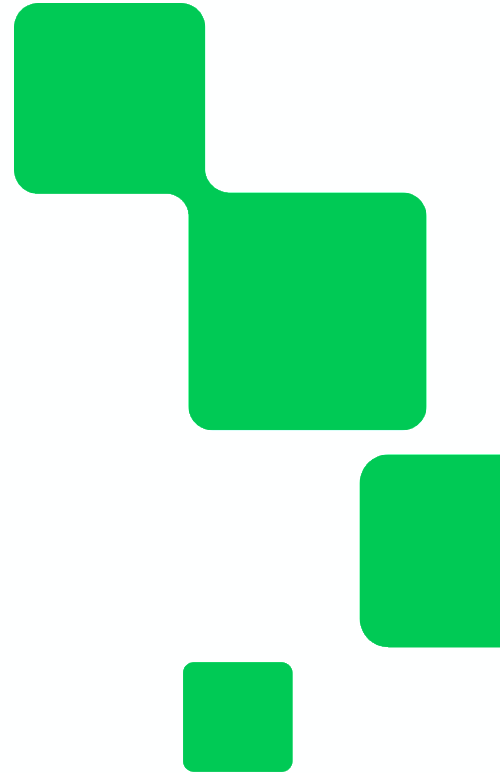
MSQ DX executes content migration using Nimbus, our proprietary AI-powered migration platform. Nimbus automates the end-to-end migration pipeline, eliminating manual error and delivering content to destination platforms with quality assurance and governance reporting.

Migration process (Nimbus pipeline):

- Fetch — automated extraction of content from source systems
- Analyse — AI-powered content analysis, structure identification, and quality assessment
- Prepare — content transformation, metadata enhancement, and target structure mapping
- Deliver — automated content population into destination CMS/DXP
- QA — validation testing against migration rules and quality criteria
- Report — governance reporting, migration audit trails, and exception logging

Proven outcomes:

- Up to 10x cost reduction compared to manual migration methods
- 5–8 times faster migration delivery
- Scalable from hundreds to hundreds of thousands of pages
- Zero manual transcription errors



Migration validation and handover

MSQ DX provides post-migration support to ensure content integrity, resolve exceptions, and enable client teams to manage migrated content effectively.

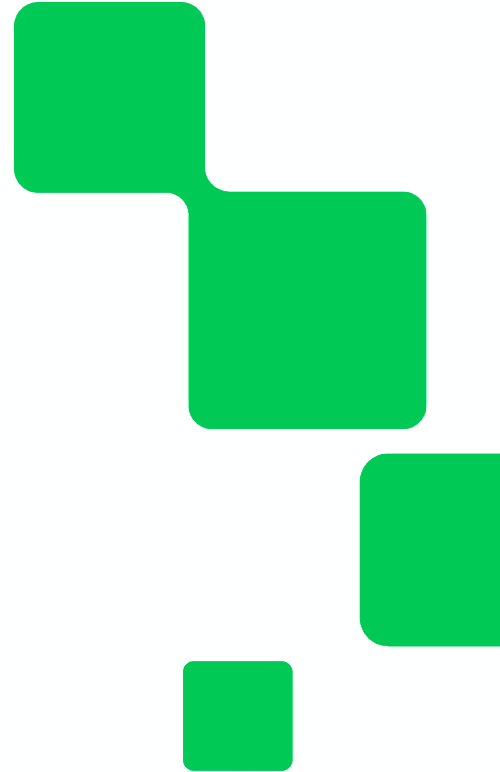
Post-migration support includes:

- Migration validation — systematic verification of migrated content against source, including link checking, media validation, and formatting review
- Exception resolution — addressing content items flagged during automated QA for manual review or correction
- Knowledge transfer — documentation and training to enable client teams to manage ongoing content operations

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, adapting our working practices to each organisation's requirements while bringing established migration methodologies. Migration projects are managed within Client-Focused Teams with designated project management and technical leads.

1.

Dedicated team structure —

Project Manager, migration specialists, and QA engineers with knowledge continuity throughout the migration programme

2.

Governance and reporting —

weekly progress reports, milestone reviews, and migration dashboards showing completion metrics and exception status

3.

Phased delivery — staged migration approach enabling validation at each phase before proceeding, reducing risk and enabling early course correction

Contact

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