

Welcome to

msqD 

The Digital Impact Company

computing
DevOps
Excellence
Awards
2023

NTA
WINNER

 Global
Business
Tech
Awards

 **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

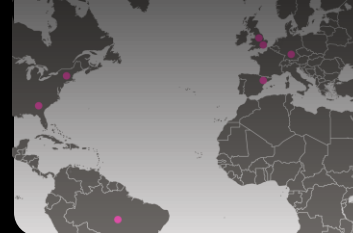


Canal &
River Trust

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

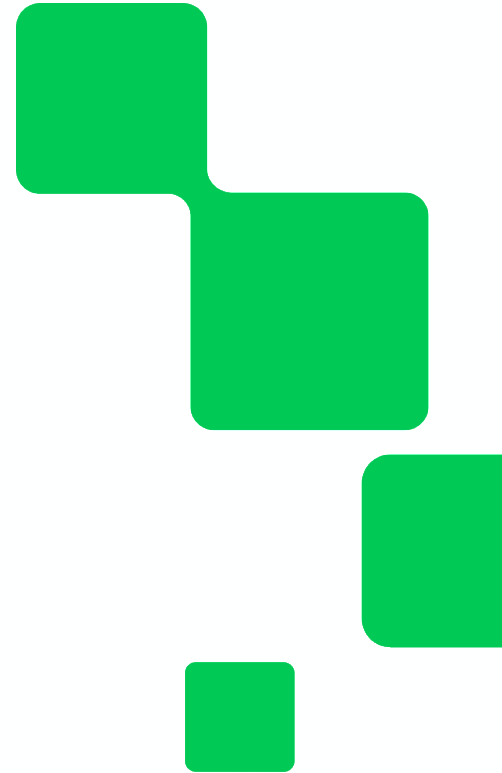


Enterprise CMS and DXP Implementation

MSQ DX provides end-to-end content management system (CMS) and digital experience platform (DXP) implementation services, covering discovery, user experience design, solution architecture, development, data migration, integration, quality assurance, and deployment. Our approach connects technology decisions to user needs and business objectives through evidence-based discovery.

Example platforms covered:

- Optimizely (Platinum Partner)
- Umbraco (Platinum Partner)
- Kentico Xperience (Gold Partner)
- Kontent.ai (Gold Partner)
- Contentful (Silver Partner)
- Storyblok



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 user needs and business objectives.

Discovery activities include:

- Customer journey mapping — identifying touchpoints, pain points, and opportunities across awareness, consideration, purchase, retention, and post-purchase stages
- Customer experience mapping — visualising phases and touchpoints across channels to reveal how the website relates to other systems
- Stakeholder interviews and workshops — aligning organisational goals with user needs
- Evidence-based analysis — leveraging existing personas, sector expertise, and user testing through our biometrics lab where required

Discovery outputs:

- User personas and journey maps
- Requirements documentation
- Information architecture recommendations
- Technology recommendations aligned to user needs



User experience and visual design

MSQ DX creates user-centric digital experiences that align user needs with business objectives. Our design approach uses discovery insights to identify opportunities for improvement and innovation.

Design activities include:

- UX design and prototyping — creating wireframes and interactive prototypes to test and validate design decisions through collaborative iteration
- Visual design — developing responsive, accessible designs aligned to brand identity that work across all devices and platforms
- Performance optimisation — applying best practices for page speed and efficiency throughout the design process
- Accessibility compliance — designing to WCAG standards for inclusive digital experiences

Design outputs:

- Wireframes and interactive prototypes
- Visual design specifications
- Responsive design templates
- Design system documentation



Development and quality assurance

MSQ DX development teams are certified across all supported CMS and DXP platforms, with expertise in Microsoft technologies including .NET and Azure. We deliver scalable architectures that handle high traffic volumes and complex integrations.

Implementation approach includes:

- Mobile-first development — optimised for performance, speed, and usability across devices using responsive design, lazy loading, and asynchronous programming
- System integration — connecting CMS platforms with enterprise systems including Salesforce, SAP, and custom APIs to create unified digital experiences
- Agile delivery — using continuous integration/continuous deployment (CI/CD) pipelines for quality code deployed safely
- Content migration — structured migration of existing content with validation testing

Quality assurance:

MSQ DX ensures high-quality deliverables through comprehensive testing across QA, UAT, and post-release environments. We embed test automation to improve quality, reduce time, and enable faster releases.

Ongoing support and managed services

MSQ DX provides support services following implementation to ensure platform stability and continuous improvement.

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, immersing ourselves in organisational structures and partner ecosystems. We adapt our working practices to each client's requirements while bringing established delivery methodologies.

1.

Dedicated team structure — support managed within Client-Focused Teams (CFT) with designated Project Manager, Client Services representative, and developer access ensuring project and knowledge continuity

2.

Governance and reporting — weekly reports, monthly progress meetings, and quarterly strategic reviews

3.

Tiered escalation — clearly defined routes for account team and senior sponsor escalation

Contact

Chris Sheldon

Head of Business Development

chris.sheldon@msqdx.com

+44 7961 524 673

