

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

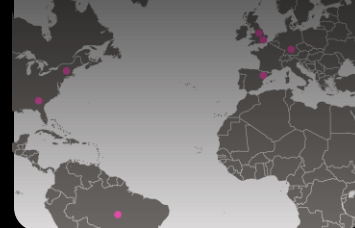


Canal &
River Trust

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



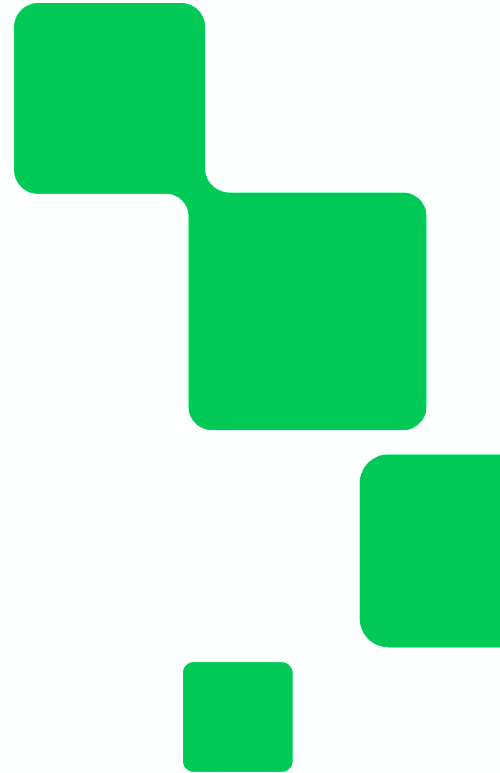
Digital platform training and enablement

MSQ DX delivers training and enablement services that empower client teams to effectively use, manage, and evolve their CMS and DXP platforms. Our approach combines platform expertise with an understanding of each client's digital landscape, organisational objectives, and target audiences.

Training and enablement is delivered by certified practitioners across all supported platforms, with expertise in Microsoft technologies including .NET, Azure and many others.

Service scope includes:

- Platform training for content editors, administrators, and technical teams
- Knowledge transfer aligned to organisational processes and workflows
- Enablement workshops covering platform capabilities and best practices
- Documentation and reference materials for ongoing team support



Training needs assessment

MSQ DX conducts a structured assessment to understand the current digital landscape, organisational goals, and team capabilities before developing a training programme.

Assessment activities include:

- Stakeholder interviews and workshops to capture requirements and align objectives
- Assessment of existing platform knowledge and skill gaps within client teams
- Review of current processes, workflows, and content operations
- Evaluation of platform configuration and how it relates to editorial and technical requirements

Assessment outputs:

- Training needs analysis documenting skill gaps and priorities
- Recommended training programme aligned to organisational requirements
- Training roadmap prioritising initiatives based on impact and team readiness



Platform training delivery

MSQ DX delivers training across all supported CMS and DXP platforms, tailored to different user roles and skill levels.

Training covers:

- Content editor training — creating, managing, and publishing content within the platform
- Administrator training — user management, permissions, workflow configuration, and platform settings
- Technical training — development practices, integration points, API usage, and platform architecture
- Editorial workflow training — content creation, review, and publishing processes

Training approach:

- Role-based curriculum ensuring relevance to each participant's responsibilities
- Hands-on exercises using client platform environments where available
- Scenario-based learning aligned to real organisational use cases
- Reference documentation for post-training support

Example platforms covered:

Optimizely, Umbraco, Kentico Xperience, Kontent.ai, Contentful, Storyblok



Enablement workshops

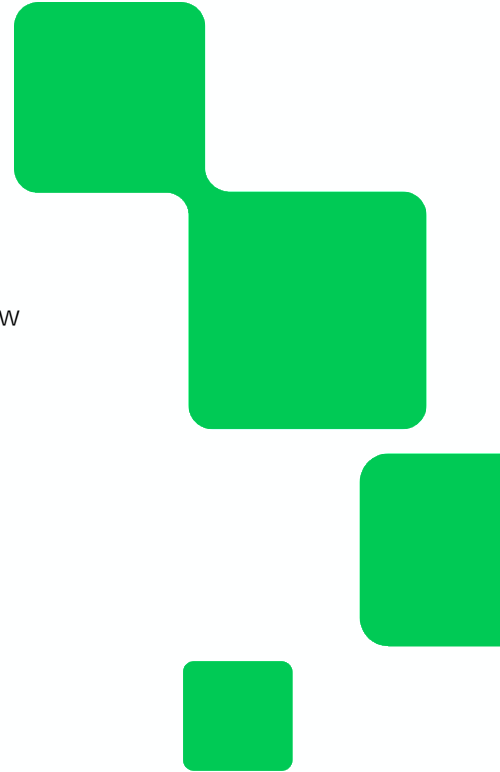
MSQ DX operates defined SLAs based on issue priority levels, ensuring appropriate response and resolution times for all support requests.

Workshop topics 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
- Content strategy and architecture — understanding content models, information architecture, and multi-channel delivery
- Performance and optimisation — best practices for page speed, efficiency, and user experience

Workshop outputs:

- Documented insights and recommendations
- Action plans for implementation
- Reference materials for ongoing team use



Knowledge transfer and documentation

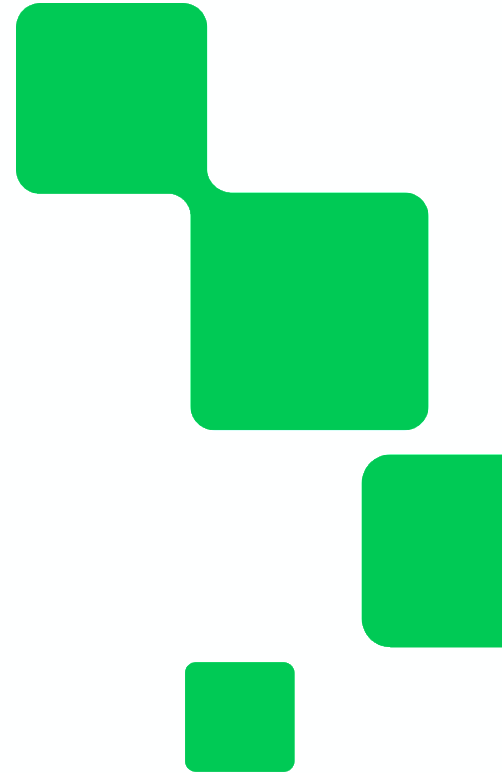
MSQ DX provides comprehensive knowledge transfer as part of training and enablement engagements, ensuring client teams have the resources needed for ongoing platform management.

Knowledge transfer includes:

- Platform documentation covering configuration, workflows, and technical architecture
- User guides tailored to different roles (content editors, administrators, developers)
- Process documentation aligned to organisational workflows
- Best practice guidelines for content management and platform maintenance

Documentation approach:

- Structured documentation aligned to platform capabilities and client configuration
- Visual guides and step-by-step instructions for common tasks
- Technical documentation for development and integration requirements
- Living documentation updated as platforms evolve



Ongoing enablement support

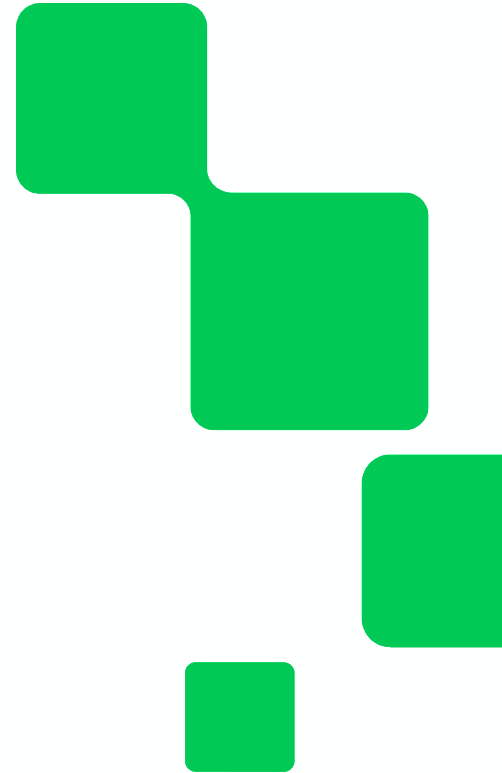
MSQ DX provides ongoing support following training delivery to ensure continued platform adoption and team development.

Support includes:

- Post-training support for questions and guidance as teams apply new skills
- Refresher sessions to reinforce learning and address emerging needs
- Access to updated documentation as platforms and processes evolve
- Escalation routes for complex queries requiring specialist input

Continuous improvement:

- Root cause analysis for recurring knowledge gaps or process issues
- Insights from support queries used to enhance training materials and processes
- Proactive identification of additional training opportunities
- Regular reviews to assess team capability and recommend further enablement



Working with MSQ DX

MSQ DX operates as an extension of the client's team, adapting working practices to align with client structures and governance frameworks.

1.

Integrated approach — MSQ DX immerses in client organisations and partner ecosystems, mirroring structures and frameworks to support account success

2.

Collaborative governance — shared goals, priorities, and transparent reporting empower all team members to contribute effectively

3.

Adaptive practices — while MSQ DX brings established best practices, we evolve working rhythms to ensure efficient, effective, and sustainable partnership

Contact

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