

Welcome to

msqDx

# 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

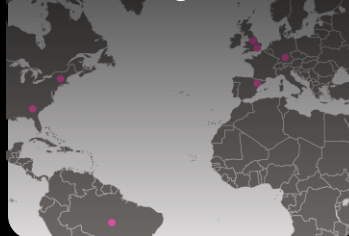


Canal &  
River Trust

**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<sup>®</sup>  
HOTELS

B/S/H/



CIPD



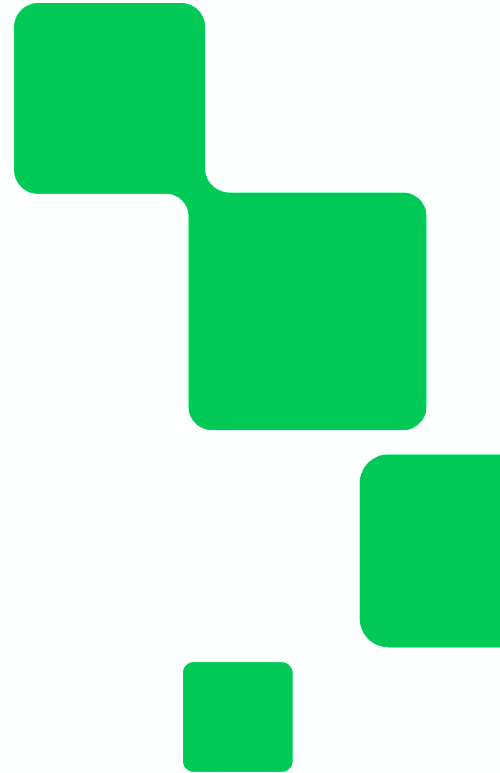
# Digital platform observability and monitoring

MSQ DX provides observability and monitoring services for digital platforms, enabling organisations to detect, diagnose, and resolve issues before they impact users. The service covers log aggregation, application performance monitoring, infrastructure monitoring, alerting, and incident management integration.

Our approach protects client investments by setting clear strategies for observability, incident management, and security compliance by design. Monitoring is not an afterthought but an integral component of platform operations.

## Example technologies covered:

- DataDog (application and infrastructure monitoring)
- ServiceNow (incident management integration)
- AWS CloudWatch and Azure Monitor (cloud-native monitoring)
- Custom dashboarding and alerting solutions



# Observability assessment and planning

MSQ DX begins each engagement with an assessment of current monitoring capabilities and requirements. This ensures the observability strategy aligns with business objectives, technical architecture, and operational needs.

## Discovery activities include:

- Review of existing monitoring tools and coverage gaps
- Service mapping to identify critical paths and dependencies
- Definition of key performance indicators and service level objectives
- Assessment of alerting thresholds and escalation requirements

## Discovery outputs:

- Observability strategy document
- Monitoring architecture recommendations
- Service level objective definitions
- Implementation roadmap



# Monitoring configuration and integration

MSQ DX configures and integrates monitoring tools to provide comprehensive visibility across digital platforms. Implementation follows infrastructure-as-code principles where possible, ensuring repeatable and auditable configurations.

## Implementation approach includes:

- Dashboard creation for operational and business stakeholders
- Alert configuration with defined thresholds and routing
- Log aggregation and structured logging implementation
- Integration with incident management workflows
- Runbook documentation for common scenarios

## Quality assurance:

**Monitoring implementations are validated through simulated failure scenarios and alert testing to ensure coverage meets defined service level objectives.**



# Ongoing observability and incident response

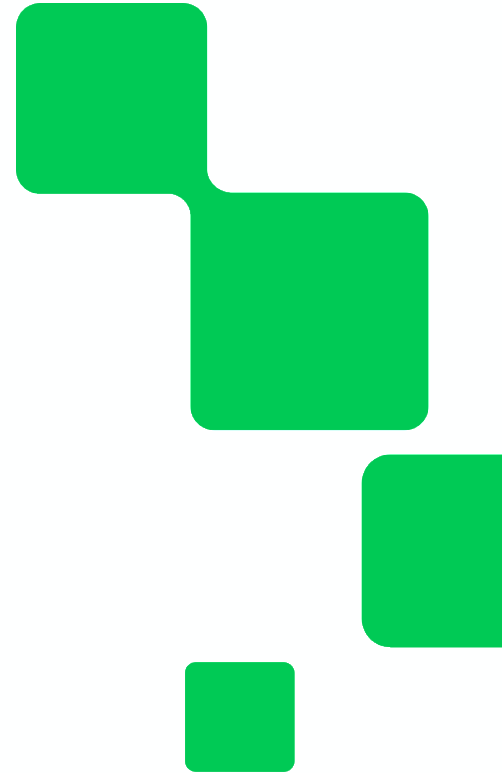
MSQ DX provides ongoing managed monitoring services, combining automated detection with expert analysis to maintain platform health and performance.

## Service includes:

- Continuous monitoring of platform health and performance metrics
- Proactive identification of degradation or anomalies
- Root cause analysis for incidents and recurring issues
- Regular reporting on platform performance and trends
- Recommendations for optimisation based on monitoring data

## Reporting and analysis:

- Weekly performance reports
- Monthly trend analysis and recommendations
- Quarterly strategic reviews



# Continuous improvement approach

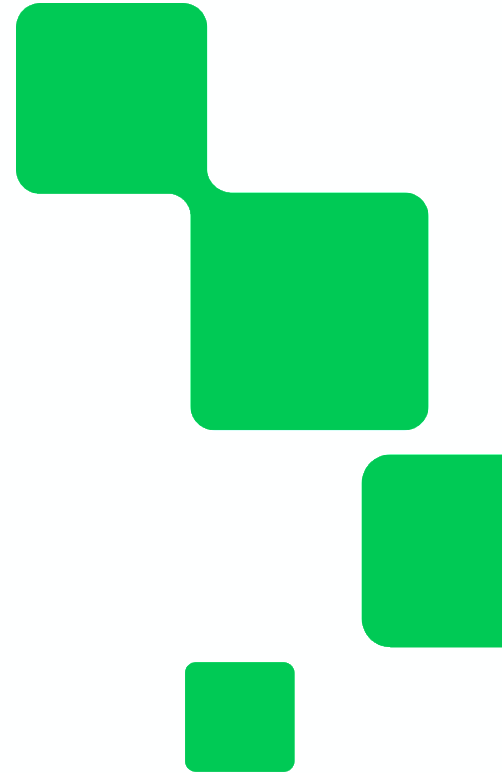
MSQ DX focuses on continuous improvement beyond reactive maintenance, helping organisations optimise their digital presence for long-term success.

## Continuous improvement includes:

- Root cause analysis for recurring or critical issues
- Insights from issue escalation used to enhance team performance and update processes
- Proactive identification of platform enhancement opportunities
- Regular performance audits covering security, speed, and user journey optimisation

## Improvement governance:

- Quarterly strategic reviews against roadmap
- Monthly progress reporting
- Documented recommendations for platform evolution



# Working with MSQ DX

MSQ DX operates as an extension of client teams, providing transparent collaboration and shared accountability for platform performance. Monitoring services are managed within dedicated client-focused teams, ensuring continuity of knowledge and consistent service delivery.

1.

Dedicated team including Project Manager, Client Services lead, and technical specialists

2.

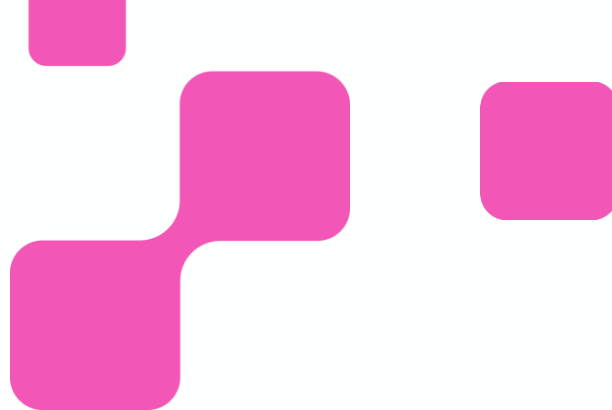
Shared access to monitoring dashboards and reporting

3.

Regular service reviews with continuous improvement focus

4.

Flexible scaling to meet changing requirements



# Contact

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