

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

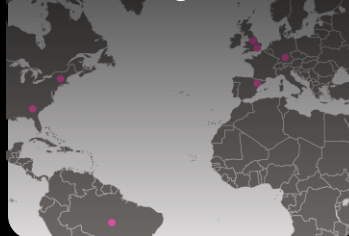


Canal &
River Trust

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



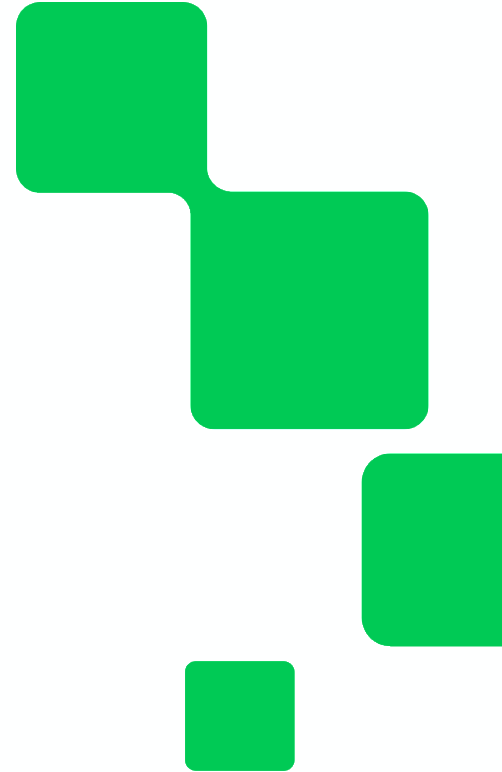
API and Integration Development

MSQ DX provides RESTful API and microservice development services, enabling organisations to connect digital platforms with enterprise systems and third-party services. The service covers API design, development, testing, deployment, and documentation, with expertise in both .NET and JavaScript technology stacks.

Our integration capability enables organisations to create unified digital experiences by connecting disparate systems including CRM platforms (Salesforce), ERP systems (SAP), content management systems, and other enterprise applications.

Example technologies covered:

- .NET and Azure
- JavaScript/Node.js
- RESTful API development
- Microservice architecture
- Enterprise system integration (Salesforce, SAP, and other platforms)



API and Integration design

Our API development follows RESTful design principles, prioritising consistency, scalability, and developer experience. We use OpenAPI (Swagger) specifications to document all endpoints, ensuring clear contracts between systems and enabling seamless integration with third-party platforms. Security is embedded from the outset through OAuth 2.0 authentication, rate limiting, and input validation, while our versioning strategy protects existing integrations as APIs evolve.

We design for composability—building modular, purpose-driven endpoints that support headless architectures and future flexibility without creating brittle dependencies.

Design activities include:

- API endpoint design and specification
- Data model and schema design
- Security and authentication design
- Error handling and logging approach

Design outputs:

- API specification documentation
- Data mapping documentation
- Integration architecture design



Agile development and delivery

MSQ DX delivers API and integration development using agile methodologies, with iterative releases that provide early value whilst building toward the complete solution. Our development teams are fully certified across relevant platforms and contribute best practice insights to the developer community.

Implementation approach includes:

- Back-end development using Microsoft technologies including .NET and Azure, building robust, scalable architectures that handle high traffic volumes and complex integrations
- Agile delivery with continuous integration/continuous deployment (CI/CD) pipelines ensuring code quality and safe, rapid deployment
- System integration connecting disparate systems and platforms to create unified, cohesive digital experiences
- Mobile-first development with responsive design, lazy loading, and asynchronous programming for performance optimisation

Quality assurance:

MSQ DX ensures high-quality deliverables through comprehensive testing prior to release. We use best practice test and deploy processes, utilising different environments for QA, UAT, and post-release testing. Automation is embedded to improve quality, save time, and enable faster releases.



Ongoing support and maintenance

MSQ DX provides comprehensive support for deployed APIs and integrations, ensuring continued operation and enabling continuous improvement.

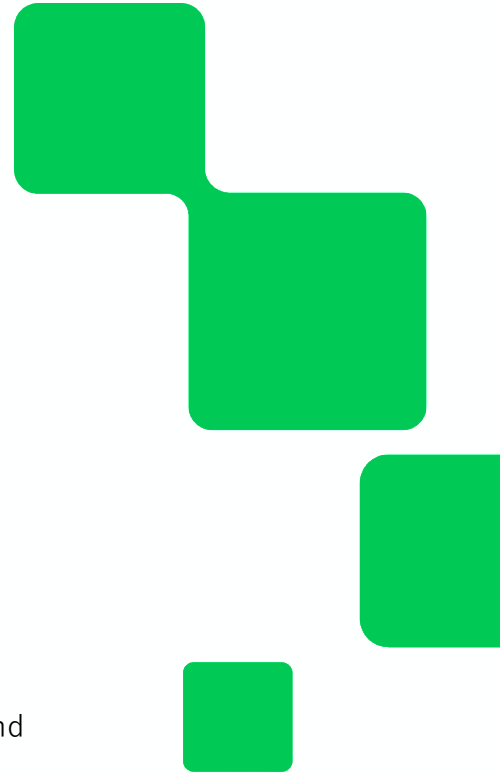
Support includes:

- Platform maintenance and monitoring
- Performance audits and enhancements
- Security updates and patching
- Issue resolution and bug fixes

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.

Flexible scaling — ability to scale resource up or down based on project requirements

Contact

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