

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

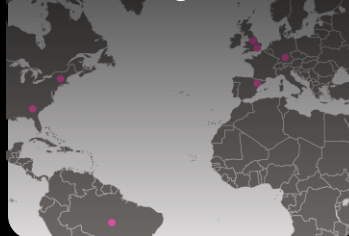


Canal &
River Trust

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



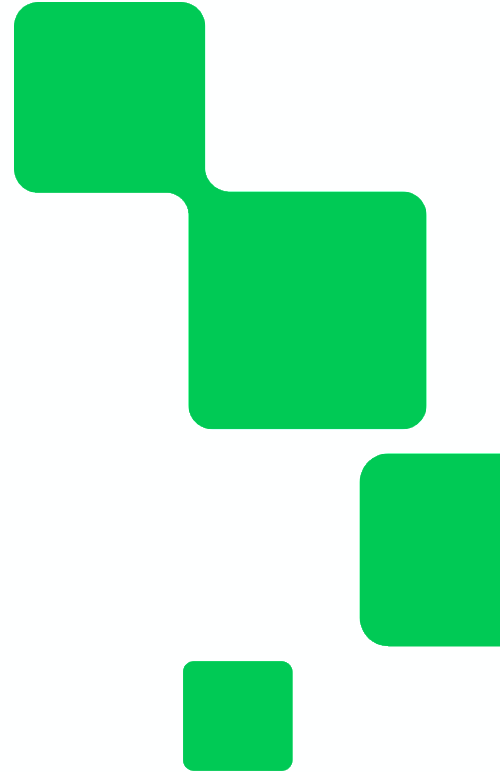
Optimizely DXP implementation

MSQ DX implements Optimizely CMS and digital experience platform (DXP) solutions, covering discovery, user experience design, technical development, integration, content migration, and deployment. Our implementation approach combines customer journey analysis with platform expertise to deliver solutions that meet both user needs and organisational objectives.

MSQ DX is an Optimizely Platinum Solution Partner, Digital Experience Solution Partner of the Year 2023, and member of the Optimizely Partner Advisory Board. Our team includes four Optimizely MVPs and certified developers across .NET and Azure technologies.

Example Platform coverage:

- Optimizely Content Management System (CMS)
- Optimizely Digital Experience Platform (DXP)
- Optimizely Customized Commerce
- Optimizely Data Platform (ODP)
- Optimizely experimentation and personalisation
- Optimizely Opal



Discovery and requirements definition

MSQ DX combines customer journey mapping, data analysis, and stakeholder engagement to define implementation requirements that connect platform capabilities to user needs and business objectives.

Discovery activities include:

- Customer journey mapping — identifying touchpoints across awareness, consideration, purchase, retention, and post-purchase stages to understand how the website relates to other channels
- Customer experience mapping — visualising phases and touchpoints to identify goals, pain points, and opportunities that inform content, design, navigation, and technology decisions
- User journey analysis — creating journey diagrams based on persona goals to ensure site structure and navigation supports user paths
- Evidence-based validation — leveraging existing client personas, sector expertise, and user testing through our biometrics lab where required

Discovery outputs:

- Requirements documentation
- Customer journey maps
- User personas and user journeys
- Content and technology recommendations



User experience and visual design

MSQ DX delivers user experience design that aligns user needs with business objectives, creating responsive, accessible interfaces optimised for performance across devices.

Design activities include:

- UX design and prototyping — creating wireframes and interactive prototypes through iterative collaboration, testing and validating design decisions against user requirements
- Visual design — developing cohesive brand experiences aligned to client visual identity, with responsive layouts optimised for all devices
- Accessibility compliance — designing to WCAG standards to ensure inclusive access for all users
- Performance optimisation — applying techniques to optimise page speed and minimise environmental impact

Design outputs:

- Wireframes and interactive prototypes
- Visual design specifications
- Responsive design templates
- Component and pattern libraries



Technical implementation

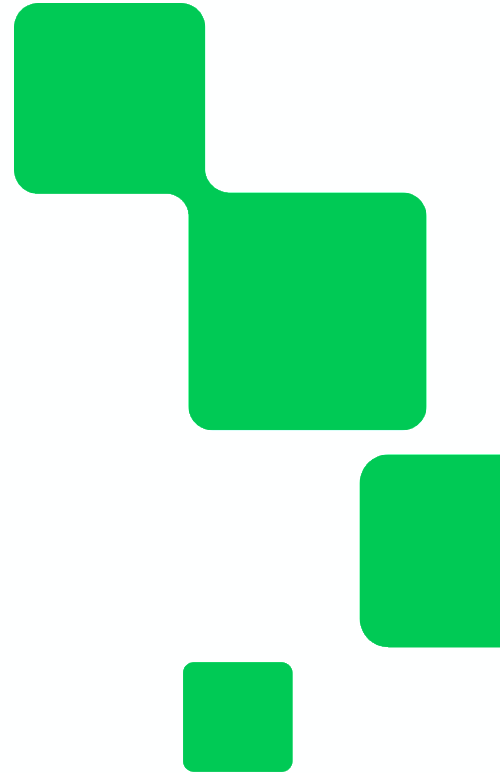
MSQ DX development teams are Optimizely-certified and trained in current platform capabilities. We build on Microsoft .NET and Azure, delivering scalable architectures capable of handling high traffic volumes and complex integrations.

Implementation approach includes:

- Platform configuration — configuring Optimizely CMS and DXP components to client requirements, including content modelling, workflow configuration, and user permissions
- Custom development — building bespoke functionality using .NET where standard platform features require extension
- Integration — connecting Optimizely with enterprise systems including Salesforce, SAP, and other business applications through APIs and middleware
- Mobile-first development — building responsive experiences optimised for performance on mobile devices using techniques including lazy loading and asynchronous programming

Quality assurance:

Solutions are fully tested prior to release using separate environments for QA, UAT, and post-release validation. We use agile methodologies and CI/CD pipelines to maintain code quality and enable controlled deployments. Test automation is embedded to improve quality and enable faster release cycles.



Post launch support

MSQ DX provides ongoing support services following implementation, available as part of the implementation engagement or as a separate managed service.

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 assigns dedicated client teams to each engagement, providing continuity of knowledge and relationships throughout implementation and into ongoing support. Teams include a designated Project Manager, Client Services representative, and technical leads with direct developer access.

1.

Dedicated team structure — client-focused teams maintain project continuity, with defined escalation routes to senior sponsors for sensitive or critical matters

2.

Collaborative ways of working — transparent communication with shared goals, priorities, and progress reporting adapted to client governance requirements

3.

Flexible delivery — approach and rhythm adjusted to client needs, with the ability to scale resource as requirements evolve

Contact

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