

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

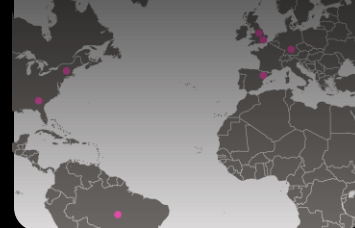


Canal &  
River Trust

**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<sup>®</sup>  
HOTELS

B/S/H/



CIPD

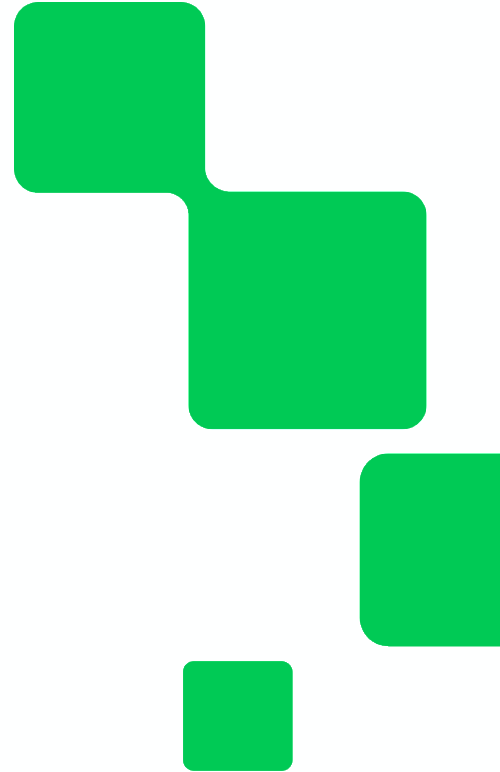


# Headless CMS Implementation

MSQ DX provides consultancy, selection, implementation, and support for headless and composable content management systems. Our approach to assessing technology requirements considers both current needs and future goals, ensuring the CMS architecture we implement is flexible, scalable, and adaptable. We deliver API-first content management solutions that enable content delivery across multiple channels and touchpoints.

## Example platforms covered:

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



# Discovery and requirements definition

MSQ DX conducts a structured discovery process to understand the current digital landscape, organisational goals, and user needs before recommending a headless CMS solution. This evidence-based approach ensures technology decisions are driven by requirements rather than platform preferences.

## Discovery activities include:

- Stakeholder interviews and workshops to capture requirements and align objectives
- User research and customer journey mapping to identify content delivery touchpoints
- Competitive analysis and assessment of existing systems and processes
- Technical audit evaluating current architecture, integration points, and data flows

## Discovery outputs:

- Requirements specification documenting functional and technical needs
- Platform recommendation with rationale aligned to organisational requirements
- Transformation roadmap prioritising initiatives based on impact and feasibility
- Content model definition for headless architecture



# Content architecture and experience design

MSQ DX designs headless CMS solutions with a focus on content structure, user experience, and multi-channel delivery. Our design approach combines user research with technical architecture to create content models that serve both editorial teams and digital experiences.

## Design activities include:

- Content modelling to define structured content types, relationships, and reusable components
- Information architecture design ensuring content organisation supports user journeys
- API design and specification for frontend integrations and third-party systems
- UX design for editorial interfaces, ensuring content teams can work efficiently

## Design outputs:

- Content model documentation
- API specifications and integration architecture
- Wireframes and prototypes for frontend experiences
- Editorial workflow designs



# Headless CMS implementation

MSQ DX implements headless CMS platforms following composable architecture principles. Our technical approach evaluates trade-offs between microservices, headless architectures, and integration requirements to deliver solutions that balance flexibility with operational simplicity.

## Implementation approach includes:

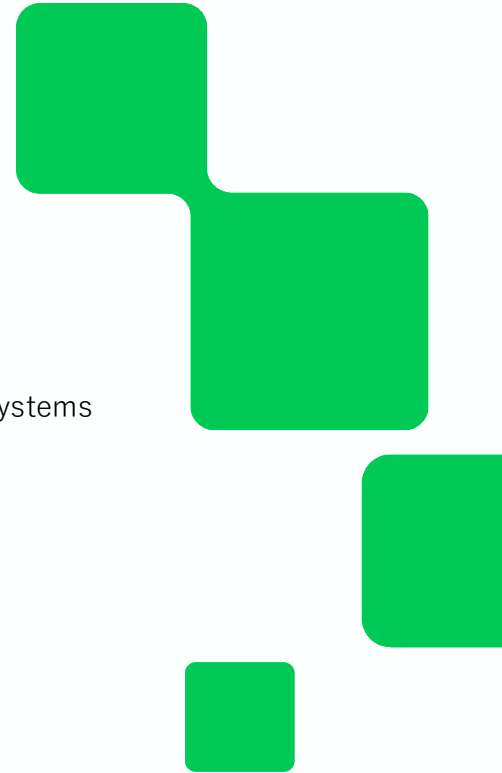
- Content type configuration and content modelling within the chosen platform
- API development and integration with frontend frameworks, mobile applications, and third-party systems
- Content migration from legacy systems with structure mapping and validation
- Workflow configuration for content creation, review, and publishing processes

## Technical principles applied:

- Swappable capabilities enabling component changes as requirements evolve
- API-first integration supporting independent scaling and interoperability
- Cloud-native deployment leveraging SaaS and PaaS for rapid value delivery
- Iterative delivery enabling continuous enhancement post-launch

## Quality assurance:

Testing covers API functionality, content delivery across channels, editorial workflows, performance under load, and integration validation with connected systems.



# Ongoing support and managed services

MSQ DX provides both reactive and proactive support for headless CMS implementations, ensuring platforms remain secure, performant, and aligned with evolving requirements.

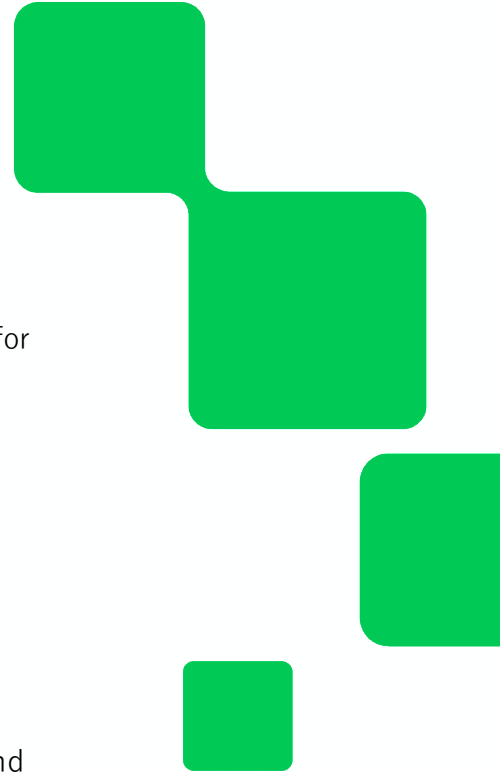
## Support includes:

- 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, providing dedicated resource continuity throughout implementation and into ongoing support. Projects are managed through Client-Focused Teams that maintain knowledge continuity and direct access to technical specialists.

1.

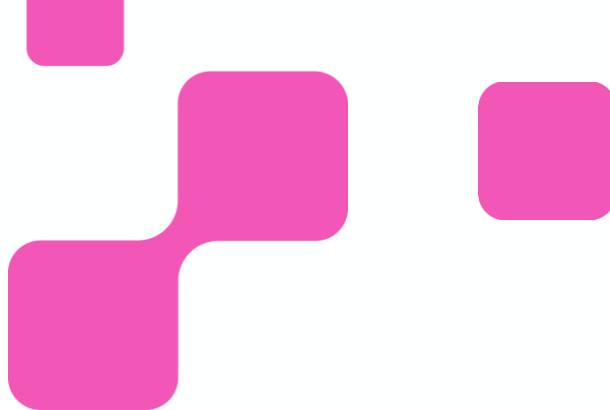
Dedicated project team with named Project Manager, Client Services lead, and technical specialists

2.

Collaborative working with shared goals, priorities, and transparent progress reporting

3.

Flexible resourcing to adapt team composition as project phases evolve



# Contact

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