

Executive Summary

[ThisBeforeThat](#) is an intuitive and easy to use Software as a Service (SaaS) solution that enables users to map and visualise processes, services, workflows, value chains, dependencies and relationships, to ensure first things really come first. It is a unique solution that enables teams to share and document complex relationships, ecosystems and supply chains, enabling more informed and collaborative making. ThisBeforeThat ensures that critical information about dependencies and relationships is discovered and shared, in real-time.

About SocialOptic

ThisBeforeThat is developed and operated by [SocialOptic](#), an ISO 9001, ISO 27001 and Cyber Essentials Plus certified UK business established in 2009. SocialOptic builds Software as a Service solutions that enable people to WorkTogether, enabling them to gather, understand and communicate information, improving collaboration, communication and decision making.

SocialOptic's team has decades of experience in managing highly challenging, business-critical products and services, with specialisms that range from psychology to program management. All data centres are located in the UK, and all software development is carried out within the UK.

Service Overview

ThisBeforeThat uses modern web technologies to provide a simple and intuitive interface that allows real-time collaboration with a visually rich interface.

A number of mapping formats are supported, and ThisBeforeThat can be used to capture processes, data flows, information architectures and data relationships. Outputs can be used alongside information visualisations, to aid communication, and to meet compliance requirements. ThisBeforeThat has a RESTful API to enable integration with other systems, if required.

Technical Requirements

The only technical requirements for ThisBeforeThat are a web browser and Internet connectivity. No additional software or browser plugins are required. ThisBeforeThat is supported on all modern web browsers. At the time of submission, the following browsers are supported:

- Chrome
- Microsoft Edge
- Firefox
- Safari

ThisBeforeThat can be used even over very low bandwidth connections, and can cope with intermittent connectivity, due to its automatic "offline" and "low bandwidth" features. ThisBeforeThat is designed to be able to run on tablets and low power Netbooks, Chromebooks and tablets as well as more powerful laptop and desktop Windows or OS X machines.

On-boarding

An email address is all that is required to set up an account. Logins are created instantly and both video and application tutorials are available on account creation.

The process for inviting new users to a workspace on ThisBeforeThat is straight forward, and achieved by simply entering their email address via the normal user interface.

Offboarding: Data Sovereignty and Exit

We believe in total data portability. Our offboarding process ensures that your transition away from the service is as seamless and secure as your arrival.

- **Data Portability and Export:** Upon notice of termination, users maintain full access for a 30-day "Transition Period" to export all Content and Data in structured, machine-readable formats (e.g., CSV, JSON).
- **Secure Deletion:** Following the transition period, and in compliance with the Data Use and Access Act 2025, SocialOptic will permanently and securely purge all client data from its active systems, unless a legal retention period applies.
- **Final Certification:** We provide a formal certificate of data destruction upon request, confirming that all sensitive employee insights have

been removed in line with our ISO 27001 standards.

Our customer success team are always happy to help with onboarding or offboarding, and there is no charge for exporting data.

Information Assurance

As an organisation SocialOptic is committed to delivering quality and information security and is Cyber Essentials Plus and IASME certified. Our data centres operate to ISO9001, and have ISO27001 and ISO14001 accreditations. We are continually evaluating ways to enhance and improve the security of ThisBeforeThat. All connections are secured using TLS (SSL) and digital certificates to provide enhanced data assurance.

Backup, Restore, Availability and Disaster Recovery

All data is synchronised to the ThisBeforeThat cloud, as well as being retained locally within the user's machine or web browser (local data can be cleared if required). ThisBeforeThat saves a full history of all changes, and data is replicated to mirror servers in real-time, with periodic snapshots exported to back up servers. All services are mirrored, and ThisBeforeThat clients have the ability to store data locally, indefinitely, should they be unable to connect to the ThisBeforeThat cloud. Data is resynchronised once connectivity and availability is restored. The ThisBeforeThat cloud and recovery servers target 99.99% availability.

Support and Service Levels

We pride ourselves on our friendly and effective customer service and support. Standard support hours are from 8.30am to 5pm Monday to Friday, excluding bank and public holidays. The service is available on a 24x7 basis, and monitored 24x7 via the SocialOptic service assurance infrastructure, and support requests can be raised electronically 24x7. Requests are processed within 4 hours of receipt, within office hours.

The ThisBeforeThat client and web application will continue to work, even during a loss of connectivity or data centre failure, as data is stored locally within the application or web browser until connectivity is restored, when it will resynchronise. ThisBeforeThat targets 99.9% availability on a monthly basis.

Our support service includes telephone, email and web-based support for all issues and queries. Calls are handled by our highly skilled staff, all experienced with using ThisBeforeThat. Users are supported via 5 channels:

- Telephone support, available during normal business hours, voice-mail service during out of hours.
- Email, which generates a support ticket and alerts that an issue has been logged.
- Live chat
- In-app / Web-based feedback system which generates a support ticket.
- Auto-diagnostics - the application auto-detects errors and automatically creates a support ticket on error.

Call severity will be categorised under the following three levels:

- Severity 1 – Complete loss of service affecting multiple users. Response time < 30 minutes
- Severity 2 – Partial loss of service affecting a minority of users. Response time < 60 minutes
- Severity 3 – Loss of service affecting individual users. Response time < 4 hours.

ThisBeforeThat includes simple tools allowing the system administrators to carry out their own administration tasks such as adding or removing user accounts, and there is a self-service mechanism for resetting passwords.

Consumer Responsibilities

Service consumers are responsible for network connectivity to the network edge, any necessary risk assessment, and providing a functioning web browser with Internet Access.

Training

ThisBeforeThat has an intuitive user interface, and has been designed to require minimal training, but where required SocialOptic will work to agree any specific training requirements. This can be done by arrangement on-site, at a third party venue, or online.

Ordering and Invoicing Process

Invoicing is on an annual basis, based on the peak number of user accounts. Accounts are charged per billing period. Users can be added or removed via the administrator page without notice. Our standard invoicing terms are 30 days.

Termination Terms

If no longer required, individual accounts can be terminated on demand, payment will only be due for the current billing period. Bulk export of data is available on request, and user level data export is available via the normal user interface.

Pricing

See separate pricing document

Contact Us

Further information can be found at <https://thisbeforethat.com/>