

G-Cloud 15



Umbraco CMS Development and Ongoing support

reading room

Our approach.

We dive into every project with an open mind, always **questioning the status quo** to find the best solution.

Our team **collaborates closely** - internally and with clients - ensuring every idea and strategy is refined to meet your needs. We pride ourselves on our independence, enabling us to remain agile and focused on delivering the **best outcomes** for you.



Curiosity



Collaboration



Independence





Why we exist.

At Reading Room, we believe in the transformative power of technology. We exist to help businesses **unlock their potential** by creating digital solutions that make a lasting impact.

We are driven by the idea that technology is not just a tool, but a means to **elevate your business**, engage your audience, and create meaningful experiences.

Our work goes beyond just completing projects - it's about **creating outcomes that last**, pushing boundaries, and solving real challenges with creativity and innovation.

Stacks of digital know how.

With a strong presence in London, Bristol, and the North West, Reading Room combines local insight with **nationwide expertise** to deliver exceptional digital solutions.

20+

years in business

100

digital specialists

200

loyal clients

4

offices worldwide



A few of our clients.



Why Reading Room?

These successes showcase our ability to integrate strategy, design, build, and marketing to **achieve lasting outcomes.**

The Royal Warrant.

The Royal warrant is a symbol of quality, excellence and a long-standing relationship.

We are extremely proud to recently join this exclusive club of suppliers as holders of the Royal warrant.



By Appointment to
His Majesty The King
Supplier of Website Development and Management Services
Reading Room Digital Limited
London

Ticks of approval.

We're nimble when it counts but also recognise the importance of security & compliance. Others recognise us too and we're approved by:



Crown
Commercial
Service
Supplier



Certifications.

We're nimble when it counts but also recognise the importance of security & compliance.

Others recognise us too and we're approved by:



Umbraco CMS Development and ongoing support .

Service Description

Reading Room's Umbraco CMS development and on-going support services are designed to support organisations in the implementation of Umbraco solutions hosted on cloud technology that maximize the benefit you get from investing in the Umbraco platform.

From the very start, we work to develop a deep understanding of your organisation, your audience, your strategy and objectives. We bring research insights together with creative technical solutions. Our team bring value to Umbraco projects with proven implementation experience, and adept configuration,

optimisation and managed support services. Our consultancy services include a broad offer including digital strategy, the use of the Umbraco platform and service delivery architecture, content strategy for delivery through the CMS, user experience both of end-users and of authors and editors, and site performance reviews.

Reading Room are Umbraco Certified Platinum Partners, meaning our developers receive direct support from Umbraco; with everything from architecting the site, to the creation of bespoke modules.

Umbraco CMS Development and ongoing support .

Digital Strategy

- Review of organisational strategy and programme objectives, and how these can be delivered through a system utilising the Umbraco platform within a cloud environment
- Analysis of business and user goals, and how Umbraco can help you meet them
- Developing business case for investment in Umbraco
- Long-term planning for a roadmap to fit your use of Umbraco to your business plans

Umbraco cloud-based publishing and service delivery

- Architecture and system design for deployment of Umbraco as part of a broader online publishing and service delivery environment.
- Review and optimisation of your cloud publishing and technical architecture to determine if is fit for purpose and how it can be optimised.
- Regular review and retrospective assessment on KPIs, analytics, evaluating performance improvement for Umbraco implementations.
- Analysis of complex Umbraco technology requirements, including evaluating the suitability of new and emerging technologies / product offerings for clients.
- Assessing Umbraco hosting solutions for clients' needs
- Forward-planning for major system upgrades and site revisions.

Content strategy for Umbraco

- Content discovery: reviews, audits, appreciation studies
- Content strategy development
- Content mapping
- Content migration planning
- Authoring and content management guides for Umbraco
- Content governance processes

Umbraco CMS Development and Ongoing support

User experience and development

- Develop front-end user experience to meet user and business needs
- Enhance back-end content authoring and management interfaces to improve experience

Site performance reviews

- Review of site performance against KPIs , business goals and user goals
- A/B testing of enhancements iterative programme of site improvements enhance performance

Onboarding and Offboarding

- We're happy to discuss your current setup and needs so that we can onboard your existing sites and service efficiently. This could include content and code reviews
- We offer a free initial consultation together with a demonstration of our-work and project process
- For every client we will appoint a full-service team and agree resourcing allocations once we know more about your needs. We can work on a fixed price or capped T&M basis

Service Delivery

- Every project is assigned a project manager and account manager who stay with you throughout the engagement
- We'll develop a detailed communications plan to ensure we keep you fully engaged and informed from day one
- We follow the agile processes of the GDS Service Delivery Manual and the Digital Service Standard
- We have a dedicated Quality Assurance team who test all deployments before they happen to ensure we're meeting coding standard, browsers and system compatibility and accessibility standards
- Our team is available 9.00 – 5.30 Monday to Friday We are also able to offer additional support outside of normal office hours to suit individual client needs
- We aim to respond to contact from you within 3 hours during business hours. More rapid service level agreements are available
- We have a clear escalation procedure to give clients peace of mind

Umbraco CMS Development and Ongoing support

Deployment, configuration and implementation

- Deploy, set-up and configuration of Umbraco
- Configuration of Umbraco in accordance with business and user needs
- Bespoke development of non-standard functionality
- System testing and deployment to production and live environments
- UCommerce certified developers

Outcomes and benefits

- Umbraco implementation assurance planning, implementation and adoption
- Ensure alignment to business strategy
- Drive adoption, increasing cross sell opportunities
- Stay current on latest technology and capabilities

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Start your digital transformation today