

Service Definition

Digital Strategy and Architecture

2026/2027



Imagine a partnership that's not just about
solving today's challenges,
but about equipping you for the future.

Through strategic insight, design and technology expertise, we create sustainable digital experiences that empower people, deliver measurable impact, and enable our clients to drive change – not just adapt to it.



Digital Strategy and Architecture

Netcel's Digital Strategy and Architecture service defines your digital vision and builds a clear strategy to align business goals with technology. Digital Strategy and Architecture delivers actionable roadmaps, enabling transformation, improved customer experience, measurable growth, and innovation through collaborative planning and future ready digital strategies.

Features

- Identifying organisational outcomes and setting OKRs and measures
- Digital Steering and leadership support for digital programmes
- Define business case and build stakeholder engagement
- Digital Maturity Assessments and roadmapping
- Analytics and measurement across the customer experience
- Customer and market research, insights and co-creation
- Technical DXP and CMS platform audit and evaluation
- Optimizely Opal AI use case mapping and ROI measurement
- Optimizely One implementation and coaching
- Innovation and digital product accelerator sprints

Benefits

- Enable effective measurement of ROI across marketing, operations and technology
- Monitor success and unlock potential with evidence-based decision making
- Communicate a shared view of ROI for digital investment
- Understand as-is and to-be states specific to your organisation
- Both digital and non-digital touchpoints measured and understood
- Enable evidence-based decision making based on reliable intelligence
- Understand current technical estate, and identify future priorities
- Ensure your digital teams have the right skills and processes
- Consultancy and practical support in embedding and delivering ROI
- Unlock potential of Optimizely and get product to market fast



Netcel in a nutshell



We're change makers

We blend digital advisory, change management and delivery to build capability.



We specialise in Optimizely

Our business has a singular focus on Optimizely Digital Experience Platform and connected technology – holding top tier partner status since 2007.



We're not just engineers

We're a team of 40+ strategists, analysts, technologists, experience designers, based at our St Albans HQ (London), working with our global clients.



We're independent

As an independent digital product consultancy, we can maximise our people and investment to unlock the power of Optimizely for our clients.



We're growing

We're a £5million turnover business today, with a growth strategy driving 20% year-on-year growth.



We're customer obsessed

We partner with 20+ Optimizely clients, the most in the UK, each one working with us to realise the potential of the platform and deliver their business outcomes.



We're work exclusively with



WINNER

Immersive Experience
Award

LONDON

NETCEL 

 Optimizely

20

Years'
Optimizely
knowledge

20+

The most
Optimizely
customers in
the UK



The most
OMVPs in any
UK company

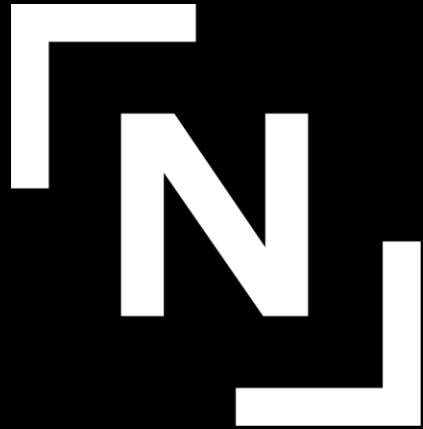


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

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