

「NETCEL」

Service Definition

Digital Technology
Platform Discovery

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 Technology Platform Discovery

Netcel's digital technology platform service evaluates and identifies the right platforms to align business and technology needs. Our service uses technical, commercial, and market expertise to deliver value-led recommendations, ensuring scalability, integration, and measurable benefits for digital transformation and organisational efficiency.

Features

- As-is enterprise architecture mapping
- System review for dependencies, data flow and integrations
- Technology scalability and suitability analysis
- To-be enterprise architecture planning
- System dependencies and customer user journey mapping
- Behavioural and transactional data strategy to optimise digital experience
- System integration technical spikes and proof-of-concepts
- Technology roadmap and business case creation
- Digital operations audit

Benefits

- Enables identification of technology risks, dependencies, opportunities and blockers
- Understand gaps through systems capabilities and analysis against organisational strategies
- Establishing the feasibility of transformation versus optimisation roadmap and investment
- Establishing whether digital working practices are fit for purpose
- Providing clarity of technical debt to realise transformation/optimisation roadmaps
- Bridge the gap between the digital vision and IT strategy
- Attributable business performance (revenue/savings) to digital initiatives
- Ensuring the right technology is selected for the right purpose
- Leverage existing customer data repositories to enhance customer experience
- Realistic budget and resource expectations



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

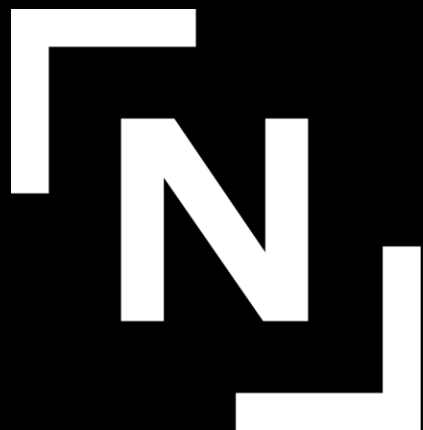


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

Tom Denbigh

Commercial Director

tom.denbigh@netcel.com

07946 731198