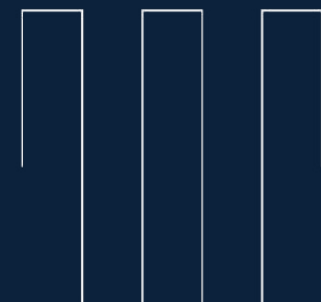
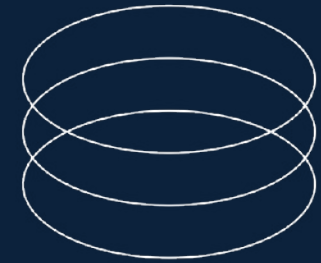
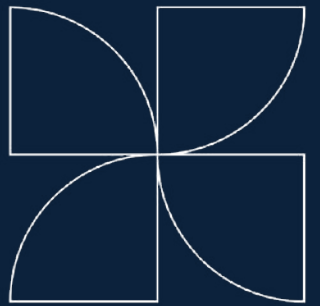
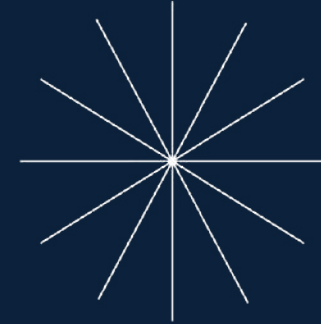


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G-Cloud 15 Service Definition Document

Digital engineering



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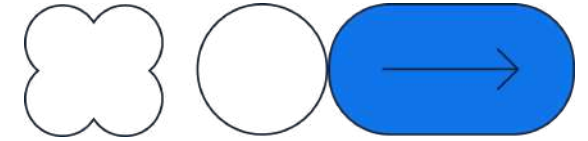
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Core competencies

The Tangent teams and capabilities are closely aligned and are structured across five key areas – reflecting how our clients often operate, with teams spanning multiple capabilities.



Digital transformation and change

- Digital and AI strategy
- Research & insights
- Digital change management
- Digital operating model strategy
- Roadmap planning and & prioritisation



Digital product and experience design

- Experience strategy
- UX design
- Brand & interface design
- Prototyping & vision setting
- Design systems
- Analytics & optimisation



Digital engineering

- MarTech & engineering strategy
- Agile software development
- Infrastructure strategy & build
- Platform & solution architecture
- Quality assurance



Artificial intelligence and data

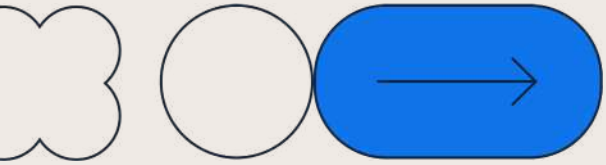
- Generative AI
- AI application design
- Data engineering
- AI product engineering



Managed service

- Digital platform management
- Infrastructure management
- Platform optimisation

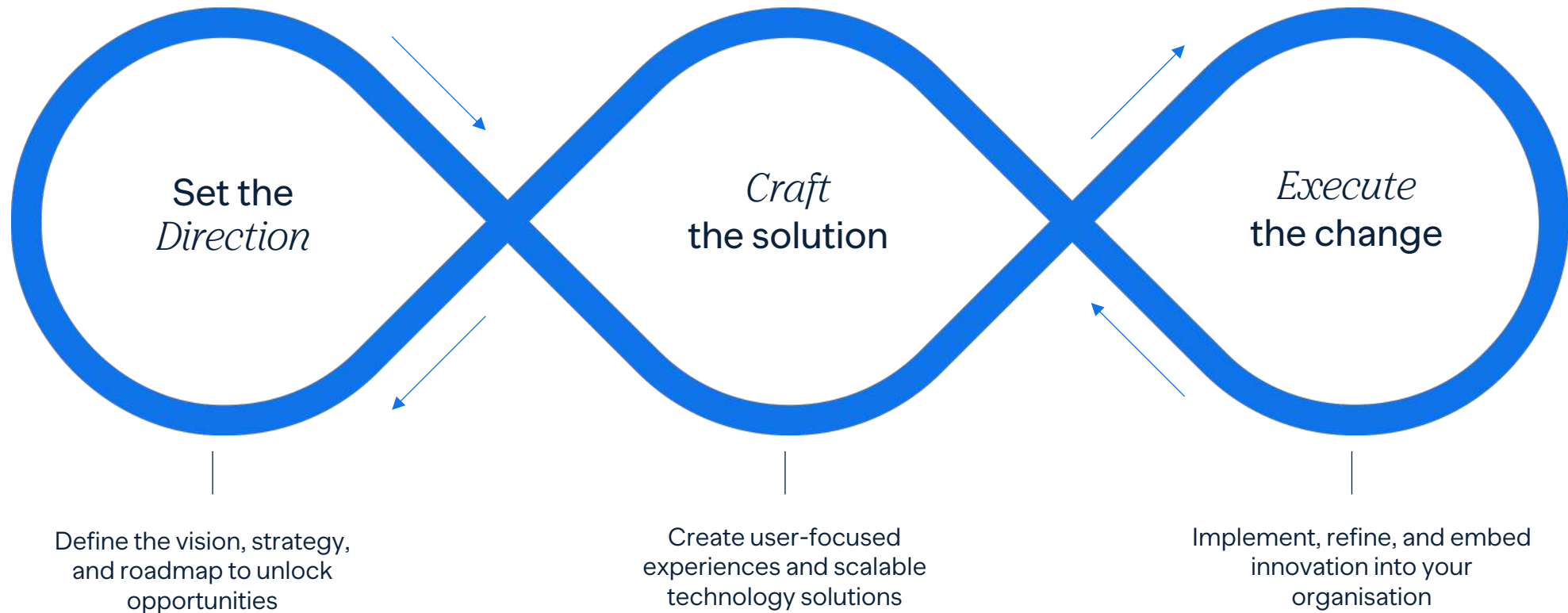
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Services definition

How we work

Our philosophy of executable strategy is how we deliver our services. Our vision can be illustrated as an infinite loop showing the constant evolution of strategy, design and technology change within a business.



Discovery - Technology



Kick off & collaborate

The discovery phase begins with a kick-off session to align all stakeholders. This includes an in-person workshop to establish relationships, define shared goals, and agree on ways of working. Through open dialogue, we aim to foster a collaborative partnership and ensure clear expectations, paving the way for a seamless integration of processes.



System review

This is understanding the foundation of the system. It involves reviewing the technical architecture, including the application stack (Next.js/Node), infrastructure (Azure/IaC), and integrations with Mulesoft & Salesforce. The Contentful structure and Cloudflare setup will also be assessed. This ensures the team support the system effectively and identify impactful opportunities for Lightspeed Broadband.



Risks, Requirements & Vision

During discovery, we will identify risks, such as performance bottlenecks (Lighthouse performance score of 63) and SEO risks. Key stakeholder requirements will focus on improving organic search and optimising workflows in Contentful, as well as future projects like delivering Personalisation, behavioral segmentation, and optimised user journeys to support Lightspeed Broadband's growth.



Editor experience

The discovery phase will review Contentful's templates and components to assess alignment with business goals and future needs. By engaging editors, we will gather insights into workflows and challenges to identify opportunities for usability, personalisation, and UX improvements, supporting Lightspeed Broadband's objectives.

Definition – Technology & Wider Services



Managed Service Design

Our managed service, based on ITIL, defines processes for application support and reliability. Key elements include in-hours & out-of-hours support contacts, incident management, and SLAs tailored to Lightspeed Broadband. We will provide tiered L1, L2, and L3 support structures, proactive monitoring and alerting, and robust rollback plans, run books, and operational guides for effective issue resolution.



Document

We will deliver lightweight working documentation to support onboarding and knowledge sharing. This includes technical specifications, deployment guidelines, accessibility and performance standards, and automated test coverage. Test plans, regression guides, and deployment & rollout/rollback procedures will ensure clarity and consistency across development and operations.



Backlog

The backlog will be in Jira, prioritized and estimated to align with business goals. It will include high-level EPICs such as personalisation and strategic improvements, alongside granular tasks such as implementing performance optimisations identified during discovery.



Roadmap(s)

From the backlog, we will define two roadmaps to address immediate and strategic needs. The BAU roadmap will focus on small, tactical changes/quick wins, such as minor optimisations and support-driven tasks. Whereas the project roadmap will tackle larger, strategic initiatives like personalisation.

BAU Change



Agile 2-week sprints

We will establish a BAU agile team operating in two-week sprints to deliver continuous improvements and ensure platform stability. This will also incorporate any of the existing backlog items that we feel are necessary.



Scope

This team will focus on delivering maintenance, support tasks, and tactical changes. These will also include small tactical design changes which are fed into the existing backlog.



Standards

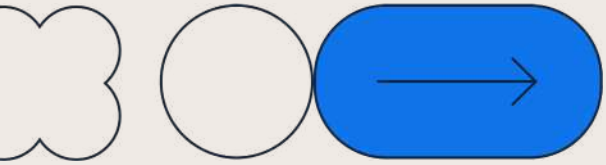
The team will deliver to pre-agreed standards, including WCAG 2.2 AA compliance, atomic design principles, and the development of a scalable component library



CI/CD

The agile team will also manage Azure infrastructure, ensuring reliable performance through proactive maintenance, monitoring, and resource management. Leveraging CI/CD pipelines, the team will streamline deployments, enabling efficient delivery of changes. This approach ensures the platform remains secure, performant, and adaptable to evolving business needs.

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Overview of Tangent

We are *Tangent*

60+ people, 6 *global offices*
we help enterprises build future-ready
AI-driven experiences, with a focus on...



PEOPLE ↗ PLANET ↗ PURPOSE

Membership and *accreditations*



We also hold an ISO Accreditation in Information Security, which ensures we have adequate information security policies and processes in place, and that we follow them.



We are Cyber Essentials certified, which means we have met the standard for cyber security set by the UK government.



We are an accredited and certified partner across multiple cloud providers including Amazon Web Services, Google Cloud and Microsoft Azure.



Tangent are members of the British Interactive Media Association. This gives us access to a range of expertise and training courses.

Recognition for *our work*

We're very proud of our work and we've won 10 awards and been nominated for over 20! Here are the awards we have won in the last 12 months alone:



Digital Experience
Awards by  Contentsquare

 **BIMA**
Awards
Winner 2023
Digital Product
Development

 **The Drum**
Digital
Transformation

 **CHAMPIONS**
AWARDS 2024
FINALIST
Large Digital Agency
Of The Year

OTHER AWARDS

 **umbraco**
awards
2023
Jury's Choice

 **TECH**
AWARDS 2023
Transformation Through
Tech

 **NTA**
National Technology Awards 2024
Enterprise Tech Project

 **NTA**
National Technology Awards 2024
Energy & Utilities Project Of
The Year

 **BIMA**
Awards
Winner 2023
Digital Product
Development

 **BIMA**
Awards
Winner 2023
Services And Utilities

Government *Frameworks*



Technology Services 4

Tangent supplies a range of technology services, covering service and architecture design, IT support, infrastructure advice, software development and data-led transformation.

Artificial Intelligence CCS

Tangent provides AI discovery, consultancy, and implementation support – designing, deploying and operating AI solutions through end-to-end delivery partnerships, from initial use cases to live products and systems.

Digital Outcomes 7

Tangent provides agile and user-centred design services, providing multidisciplinary teams to support digital programmes across the public sector.

Comms Marketplace

Tangent delivers digital communication services via the Marketplace, helping UK public sector organisations plan, create, and run effective public service campaigns.

Social Value

Helping enterprises build future-ready digital experiences, products, and capabilities with a focus on people, the planet & purpose.



People

We prioritise well-being through flexible work, inclusive policies, and mental health support. We also care deeply about the people we work with and the communities they're part of, giving back through initiatives. Our focus in every project is on people, supporting careers, creating opportunities, and making a lasting impact on lives across the United Kingdom.

Planet

We build with environmental impact in mind, aiming to reduce emissions across all stages of a project. We offer an open-source Cloud Carbon Footprint Calculator to help clients track and lower the carbon impact of digital products. Tangent runs with zero Scope 1 and 2 emissions, monitors Scope 3, we continuously explore new ways to measure and innovate with the planet in mind, across everything from operations to marketing and client delivery.

Purpose

At Tangent, purpose drives everything we do. We are actively pursuing B Corp certification as part of our commitment to delivering meaningful societal impact. We choose to partner with clients who share our values, whether that is improving accessibility, supporting inclusive recruitment, or building stronger communities through initiatives like those with Guide Dogs and UK Power Networks.