

Service Definition for

Marketing & CRM Data, Digital Communications & User Engagement Services



Service

Service Definition

Marketing & CRM Data, Digital Communications & User Engagement Services

This service provides end-to-end support for public-sector organisations seeking to modernise and optimise their marketing communications, CRM systems, user data processes, and digital engagement channels across cloud platforms.

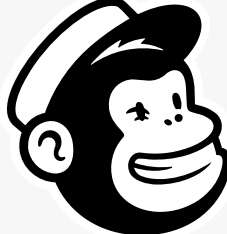
Our offering aligns fully to the GCloud 15 Cloud Support lot and integrates with the standards, controls and delivery patterns outlined in your existing internal security and cloud support catalogue.

We support multi-cloud, hybrid and SaaS-based CRM and communication platforms, including:

- Salesforce CRM (extensive integration capabilities)
- HubSpot CRM, automation and user data workflows (supported by internal knowhow and email content)
- Mailchimp (including HubSpot → Mailchimp integrations)
- MailerLite, Gov Notify, and related cloud communication systems
- Microsoft Dynamics 365 CRM via existing integration experience

These services help organisations capture, process and use omnichannel user data to improve communication, personalise services, and modernise citizen or stakeholder engagement.

mailer lite

 **INTUIT
mailchimp**

 **GOV • UK Notify**

HubSpot

 **salesforce**

 **Microsoft
Dynamics 365**

Service Components (Deliverables)

CRM Services (Salesforce, HubSpot, Dynamics)

Deliverables

- Requirements gathering & CRM health assessment
- Data model design & mapping
- Lead capture automation (Salesforce integrations with CMS platforms)
- Multichannel optin tracking and consolidation (HubSpot custom CRM card)
- Integration setup with Mailchimp (including non-HubSpot form syncing rules)
- CRM workflow design, scoring, segmentation
- Reporting dashboards, attribution modelling

Marketing Automation & User Communications

- Automated nurture campaigns and service reminders
- Fatigue management rules for over-contacted user groups
- Multichannel notification design (email, SMS, WhatsApp, Gov Notify)
- Personalised content and behavioural user journeys

Data Management & User Data Strategy

- Data audits, mapping and governance policy
- GDPR-aligned consent capture and storage
- Data quality improvement workflows
- Multi-platform data synchronisation

Integrations & Platform Engineering

- Salesforce → CMS integrations (Magento, Joomla, WordPress, WooCommerce)
- HubSpot ↔ Mailchimp workflows (integration constraints as documented)
- Gov Notify API integration for public sector messaging
- Custom middleware & cloud automation pipelines

Quality Assurance, Testing & Performance

- Based on internal QA frameworks and digital testing services
- Functional & non-functional testing
 - Load/performance testing for high-traffic campaigns
 - Accessibility and usability testing
 - CRM & communications reliability testing



Security, Risk & Compliance

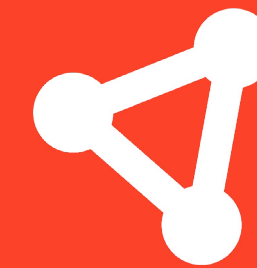
Aligned to your internal Cloud Security Services model:

- Cloud security posture review
- NCSC Cloud Security Principles assessment
- Risk register creation & tracking
- IAM & data protection review
- Continuous assurance and KPI dashboards



Service Benefits

- Improve user engagement through modern CRM and marketing automation
- Reduce operational workload via automation and integration of systems
- Strengthen data governance and compliance frameworks
- Enhance digital experience across multiple communication channels
- Enable scalable, cloud-aligned delivery following CCS best practice and procurement guidance



Technical Requirements & Assumptions

- All CRM and marketing services are delivered via cloudbased SaaS platforms such as Salesforce, HubSpot, Mailchimp or Gov Notify.
- Integrations use REST APIs, SaaS connectors, or custom middleware depending on system compatibility.
- For HubSpot ↔ Mailchimp, oneway sync constraints apply (HubSpot → Mailchimp only, and mergetag limitations must be respected).
- We will work with buyerside digital, marketing, data and IT teams.

Onboarding & Offboarding

Onboarding

- Discovery workshops and CRM audit
- Data review and migration/joining strategy
- Security baseline and risk register setup
- Communication journey mapping
- Sprint plan and delivery roadmap

Offboarding

- Export of CRM data and automation assets
- Knowledge transfer & handover training
- Removal of system access
- Closure documentation

Pricing Model

Pricing follows the structure required by the GCloud 15 framework (unit rates, day rates, fixed price packages).

Costs vary based on platform, integration complexity, data volumes and security requirements.

Dependencies

- Buyerside access to SaaS tools (Salesforce licences, HubSpot tiers, Mailchimp/MailerLite plans, Gov Notify permissions).
- Completion of required security and compliance documentation

Service Management

We provide service management aligned to ITIL and your existing cloud support model, including:

- Named Service Delivery Manager
- Monthly service/performance reviews
- KPI reporting and optimisation roadmap
- Integration with buyerside SOC/NOC where applicable

Exit & Reporting

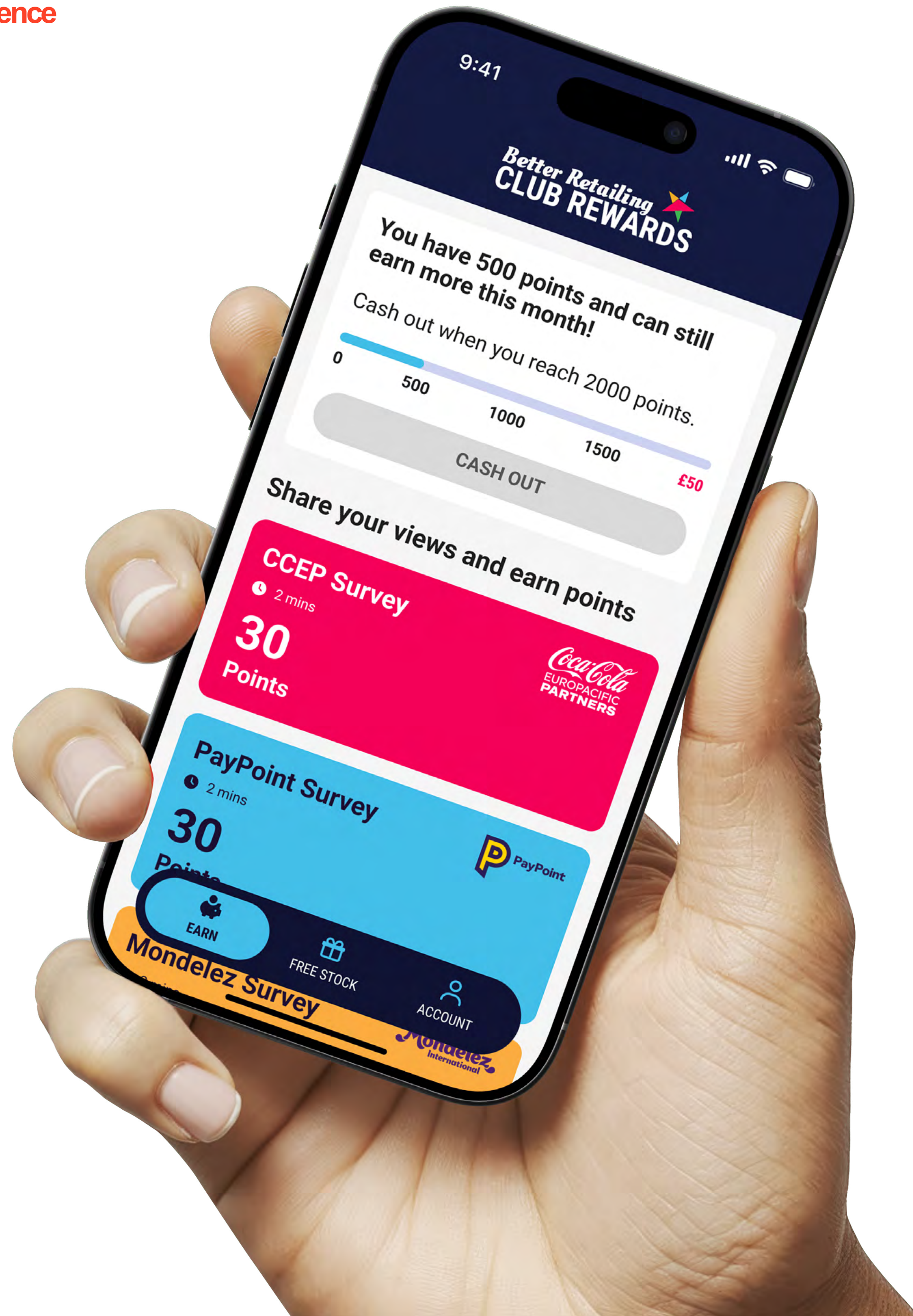
- Full data export in open formats
- API schema documentation
- Historical reporting dashboard export
- Compliance/assurance evidence pack



**Tailored web &
software development
that fuels growth**



Experience



Better Retailing

**HubSpot CRM → App Integrations →
Mailchimp Newsletters & Rewards**

Better Retailing needed a modern, scalable digital platform that could manage membership sign-ups, streamline form submissions, and deliver automated communications to drive engagement. Their legacy systems made it difficult to track leads, understand member interactions, or personalise campaigns.

HubSpot CRM Integration

We implemented a deep integration between their HubSpot CRM and the newly redesigned WordPress/WooCommerce site, including the newly released mobile app site, enabling:

- Automated lead tracking, qualification, and user journey work flows
- Unified form submission handling for membership, contact, onboarding and rewards
- Live syncing between HubSpot and Salesforce for sales alignment

App level Submission Pipeline

Forms within the Better Retailing mobile experience (membership, offers, feedback) were routed directly into HubSpot, enabling:

- Instant creation of contacts and membership records
- Enriched behavioural data for segmentation
- Automatic placement into nurture journeys

This directly contributed to a 50% increase in membership through improved usability and workflows.

Mailchimp Email & Rewards Integration

We integrated HubSpot → Mailchimp workflows to deliver:

- Personalised newsletters
- Campaign automation for reward updates
- Auto-triggered follow-ups based on app activity

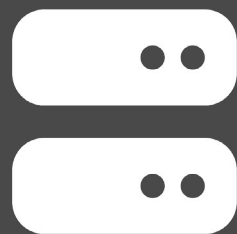
This ensured consistent, multichannel communication, enhancing audience reach across Better Retailing's digital ecosystem.



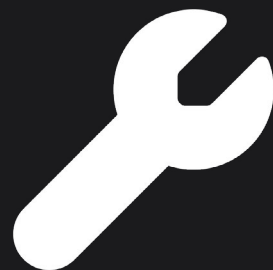
50%
growth in membership



Stronger
engagement driven by
personalised email journeys



Unified
CRM, website and mobile
workflows



Reliable
scalable architecture
supporting future digital
expansion

“Juicy Media has redesigned our website ... implemented a **reliable hosting platform** on our AWS tenancy, and identified further, precious opportunities to **enhance our workflow efficiency**.... We continue to work with and recommend the team at Juicy Media.”

- Leon
Digital Manager at Better Retailing

MHCLG

MultiChannel Comms Delivery across 10+ Projects Using Gov Notify & MailerLite

MHCLG required a consistent, secure, and scalable way to communicate with staff, stakeholders and internal project teams across numerous digital initiatives, including their redesigned departmental intranet. Our work involved 10 parallel projects, each aligning with stringent government communication, accessibility, and security requirements.

Gov Notify Integration Across Projects

Gov Notify was embedded into multiple workflows to enable:

- Automated transactional messaging
- Internal alerts and reminders
- Multi-department broadcast capability
- Secure delivery backed by SPF, DKIM, DMARC alignment

Gov Notify supported high assurance messaging for intranet updates, onboarding information, service change notifications, and crossteam coordination.

MailerLite for Campaign Communications

MailerLite was used for:

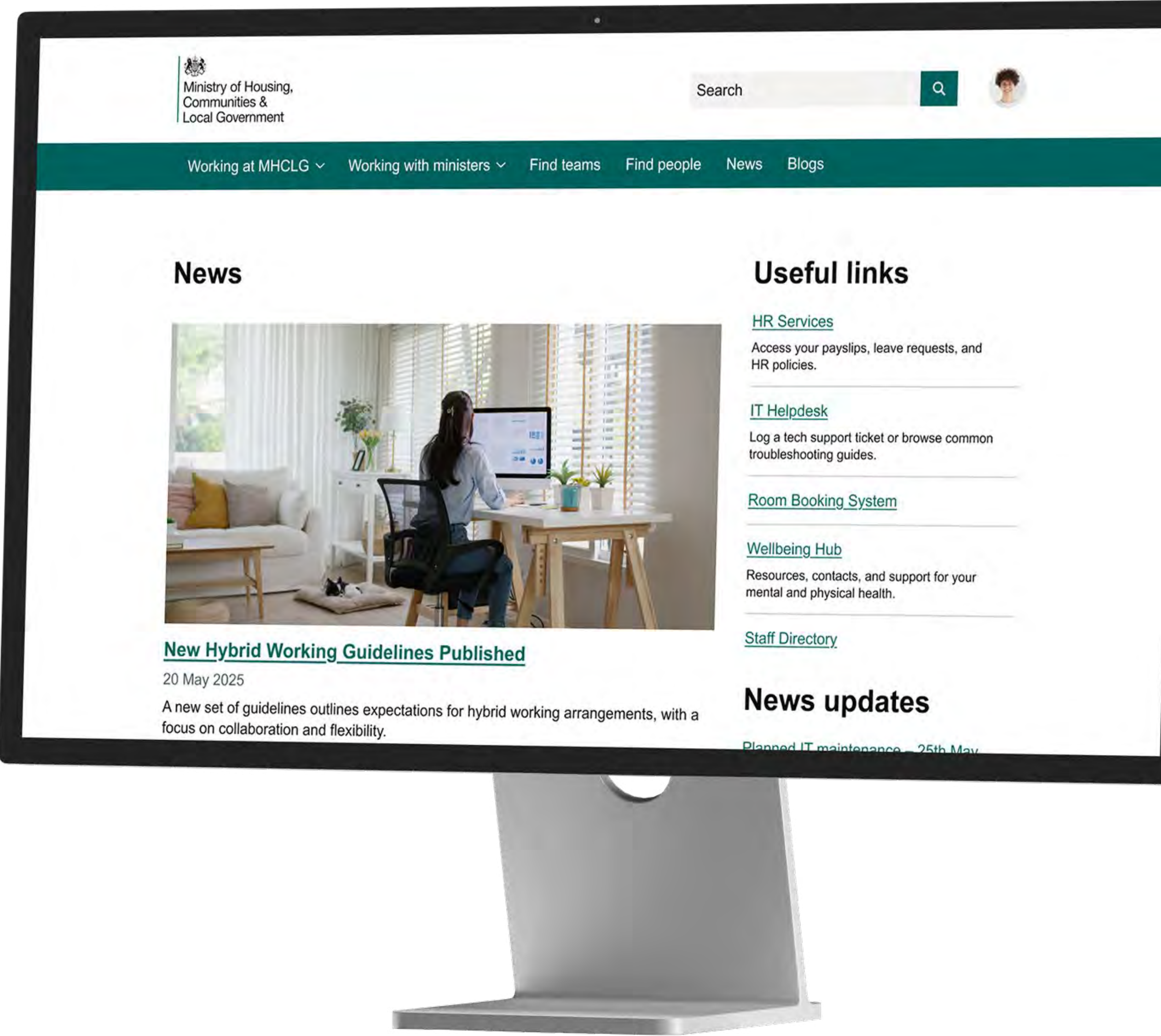
- Controlled email newsletters for external audiences
- Service update bulletins
- Workflow triggered informational messages

We worked with MHCLG to configure authentication (SPF/DKIM), permissions, and access models to ensure compliance and trustworthiness.

MHCLG Intranet Platform: Central Hub for Comms and Collaboration

Across these projects, the MHCLG intranet became the organisational backbone:

- Centralised document and knowledge repository
- Personalised dashboards per user role
- Real-time collaboration with integrated project boards
- Gov Notify system email integrations



Impact Across the 10 Projects

These features helped reduce information fragmentation and improved internal communication across MHCLG.

MHCLG teams reported a more **connected, accessible and efficient** working environment enabled by integrated communication channels and modern intranet tooling.

Faster internal communication through Gov Notify



Secure, authenticated mass emailing through MailerLite



Streamlined collaboration and accessibility via the new intranet



Stronger governance and communication consistency



Clear digital transformation pathways across departments



“Amazing! Thank you guys,
much appreciated”

- MHCLG Service Manager

Who We Are

Bespoke Web and Software Solutions Built to Perform

Empowering businesses through secure, scalable, and user-focused digital solutions, from bespoke web development and design to strategic transformation that drives measurable results.

Since 1999, Juicy Media Ltd Group has specialised in delivering end-to-end digital services, including user experience, design, and development across platforms such as WordPress, WooCommerce, Umbraco, Drupal, Shopify, and Joomla. We combine technical expertise with strategic insight to create solutions that evolve with your business. Alongside our secure, scalable cloud hosting on AWS and Azure, we are proud to hold ISO 9001, ISO 27001, and Cyber Essentials Plus certifications. Our approach is entirely bespoke, no pre-set packages, just a close partnership to understand your goals and deliver on time and on budget. Uniquely, our entire UK-based team is security vetted to eDV, DV and SC clearance levels, ensuring every project is built with trust, quality, and security at its foundation.



Mission

At Juicy Media Group, our mission is to empower organisations with intelligent, future-ready digital solutions that drive efficiency, creativity, and confidence. We aim to elevate the technological and strategic capabilities of our clients, enabling them to thrive in an ever-evolving digital landscape. Every project we undertake is guided by a commitment to innovation, simplicity, and measurable impact, ensuring our clients can grow with clarity, purpose, and momentum.

Vision

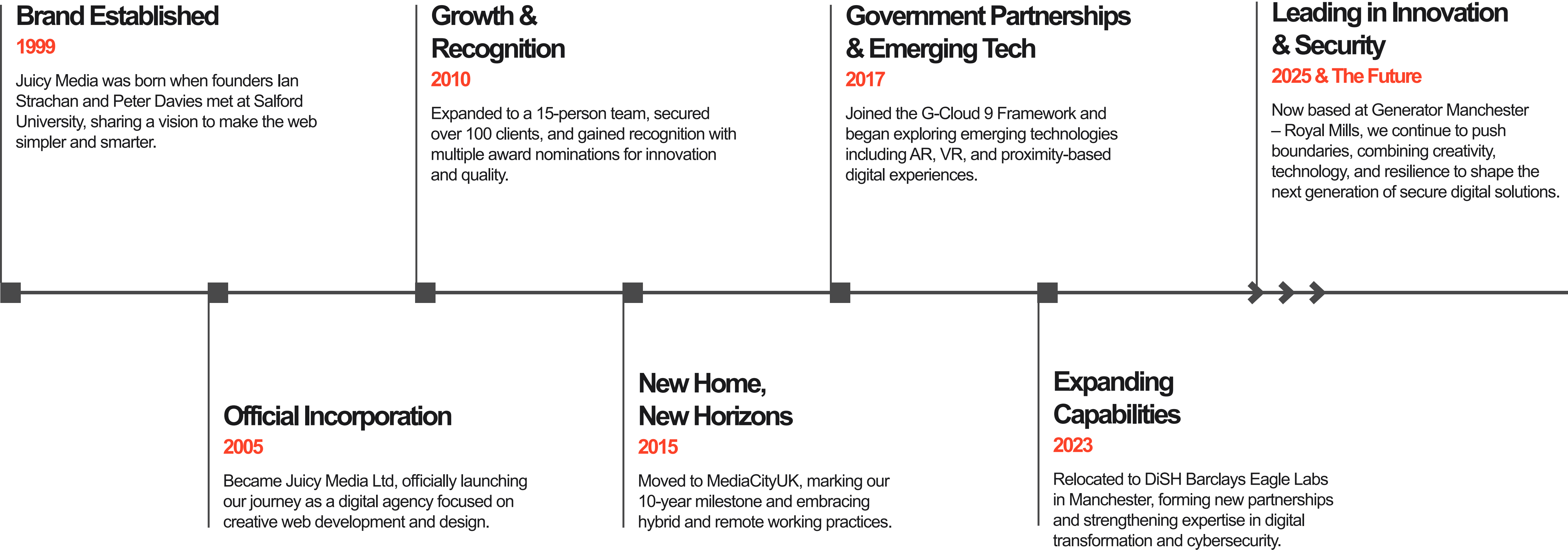
Our vision is to foster prosperity and growth for every client we serve, becoming a trusted and respected leader in technology, security, and development. We strive to be recognised not only for the quality of our work but also for the integrity and forward-thinking approach that defines our culture. By blending creativity with precision and ambition with accountability, we aim to shape a future where digital transformation is accessible, secure, and empowering for all.

Values

Our values define who we are and how we work. We believe in innovation without complication, transforming complex challenges into simple, effective solutions that create real value. We combine creativity and logic in everything we do, encouraging fresh perspectives and open-minded thinking to uncover opportunities others may overlook. Collaboration, trust, and excellence guide our every decision, ensuring that we deliver not just results, but lasting partnerships built on integrity and shared success.

Our History

Over two decades, Juicy Media has evolved from a small digital studio into a multi-brand group delivering transformation across technology, design, and cybersecurity. Our story is one of innovation, collaboration, and continual reinvention, growing alongside our clients and the ever-changing digital landscape.



Our Brands & Products

Juicy Media Group brings together a family of specialist brands and technologies, each designed to solve complex challenges across digital, defence, and intelligence sectors. From enterprise-grade web development to advanced cyber solutions, our ecosystem combines innovation, security, and performance.



Protecting Critical Systems & Infrastructure

Cyber Defence Service is dedicated to safeguarding organisations from cyber, electromagnetic, and radio-frequency threats. Trusted by defence, law enforcement, and critical national infrastructure, CDS delivers real-time intelligence, secure platforms, and advanced analytics powered by AI and machine learning.



Digital Transformation, Branding & Integration

Reba Tech is our full-service digital transformation agency, helping organisations reimagine how they engage with technology and audiences. From web and app development to branding and content strategy, Reba Tech builds seamless systems that connect people, data, and business goals.



FlockFire AI®

Intelligent Threat Detection Anywhere

A rugged, portable cybersecurity device that uses deep learning to detect and neutralise malware, including zero-day threats, even in offline or extreme environments.



CYRILLIAN®

Secure OSINT Without a Trace

A privacy-focused intelligence platform that enables anonymous, encrypted OSINT research through disposable browser sessions and integrated investigative tools.



OVERT AI®

Signal Intelligence, Reimagined

An AI-powered solution that monitors and analyses wireless and RF environments in real time, helping defence, law enforcement, and critical infrastructure stay secure from emerging threats.



Predict. Detect. Respond.

An advanced situational awareness platform that delivers real-time threat intelligence and behavioural analytics to help organisations anticipate and respond to cyber risks proactively.

You name it,
We'll make it

Websites



We design and develop websites that are more than just digital brochures, they're engaging experiences that capture your brand's essence. From sleek and modern designs to high-performance functionality, we ensure your website leaves a lasting impression on every visitor.

- Custom Design
- Responsive Development
- SEO and AIO
- Performance & Speed
- Content Management
- Integration

Mobile & Web Apps



We create powerful, user-focused applications that connect people and streamline processes. Whether it's a mobile-first experience, an internal platform, or a data-driven web app, we design and build solutions that deliver real impact. From concept to deployment, our apps are intuitive, secure, and built to perform across all devices.

- Cross-Platform Development
- UX/UI Design
- API Integration
- Secure Authentication
- Data Visualisation
- Cloud Deployment

Brands



We craft brands that tell your story with clarity and confidence. From strategy and identity design to digital presence, we help you define who you are and how you're seen. Every element, from logo to tone of voice, is built to resonate with your audience and stand strong across every channel.

- Brand Strategy
- Visual Identity
- Messaging & Tone
- Brand Guidelines
- Digital & Print Assets
- Campaign Support

Design

- Branding
- Graphic Design
- Brand Guidelines

Great design is more than just aesthetics. It’s about creating a brand identity that resonates. We craft visually compelling and strategically sound designs that elevate your business and build lasting impressions.

Web Design & User Experience

- Prototyping
- Wireframing
- UX/UI Design

We design intuitive and engaging digital experiences that captivate users and drive conversions. Our user-first approach ensures that every interaction is seamless and impactful.

Development

- App Development
- Web Development
- Database Design

Our expert development team transforms ideas into high-performance websites and applications. We build scalable, secure, and responsive digital solutions tailored to your business needs.

Security

- Hosting
- Data Security
- Performance Optimisation

We provide secure, reliable, and high-performance hosting solutions to keep your website running smoothly. Our focus on security and optimisation ensures your digital presence remains fast and protected.

Trusted by

We're proud to be trusted by a diverse range of clients from central and local government, public sector bodies, start-ups through to SMEs and PLCs, delivering effective, reliable solutions that meet complex digital challenges.

Government



SMEs



PLCs



Partners & Frameworks

At Juicy Media, we're proud to work within a network of trusted frameworks and partnerships that reflect our commitment to excellence, security, and continuous improvement. Our accreditations and affiliations demonstrate adherence to the highest standards in quality management, information security, and digital service delivery. Through collaboration with leading technology providers, government frameworks, and industry partners, we ensure our solutions are secure, compliant, and future-ready, giving our clients the confidence that every project is built on a foundation of trust, integrity, and technical excellence.



Certificate Number 25252



Certificate Number 25252





Phase 1

Discover & Define

We begin by understanding the challenge in detail, identifying user needs, organisational goals, and technical requirements. Through collaborative workshops, research, and prototyping, we establish a clear foundation for delivery. This phase ensures decisions are evidence-based and aligned with your strategic objectives.

- User and stakeholder research
- Discovery workshops and scoping
- Information architecture
- Wireframing and prototyping
- UX and UI design
- Technical feasibility assessment



Phase 2

Build & Implement

With a clear vision defined, we move into development using secure, agile methodologies. Our teams work in short, focused sprints to build, test, and refine functionality, ensuring every element meets user needs, accessibility standards, and technical assurance requirements.

- Frontend and backend development
- Content migration and integration
- API and system integration
- Quality assurance and accessibility testing
- User acceptance testing (UAT)
- Beta deployment and feedback



Phase 3

Optimise & Evolve

Once the service is live, we continue to monitor, measure, and improve its performance. Using data insights, analytics, and feedback, we identify opportunities to optimise content, enhance usability, and deliver measurable improvements over time.

- Performance monitoring and reporting
- Continuous improvement and feature enhancements
- Conversion rate optimisation (CRO)
- User analytics and feedback loops
- Ongoing design and technical updates
- Support and maintenance

Phase 1 - Discover & Define

Every successful project starts with understanding. In this phase, we collaborate closely with stakeholders and users to uncover needs, define goals, and lay the groundwork for delivery. Each step builds on the last, turning insight into direction, and direction into clear design outcomes.

Ideas

Using our research insights, we generate and refine concepts that solve real problems. Collaborative ideation sessions help us explore creative and technical opportunities while ensuring solutions align with strategy and policy standards.

Prototype

We bring ideas to life through wireframes and interactive prototypes. This allows stakeholders and users to experience early concepts, validate assumptions, and provide feedback before development begins, reducing risk and increasing confidence.

Design

With clarity and direction in place, we shape the final visual and user experience design. Accessibility, usability, and identity are central, ensuring every interface supports inclusion and communicates effectively.

Research

We begin by exploring the challenge from every angle, analysing user needs, business objectives, and technical environments. Through interviews, workshops, and data-led discovery, we gather the evidence needed to make informed decisions.

Phase 2 - Build & Implement

With a clear design and validated plan in place, we move into development using secure, agile methodologies. The build phase focuses on functionality, performance, and compliance, ensuring that every component works seamlessly and securely.

100%

of builds undergo independent security and accessibility checks

95%+

of development milestones delivered on schedule

99.99%

uptime across all hosted production and staging environments

Core Delivery Areas



Frontend & Backend Development

Scalable, modular, and standards-compliant code built with security at its core.



System Integration

APIs and third-party integrations aligned with government and enterprise infrastructure.



Quality Assurance

Automated and manual testing to validate accessibility, usability, and resilience.



Content & Data Migration

Secure, structured migration of existing content and assets with full audit trails.



User Acceptance Testing (UAT)

Involving end users and stakeholders to validate that the final product meets real needs.



Beta Launch & Feedback

Soft release to gather real-world insight before public rollout.

Phase 3 - Optimise & Evolve

Launch isn't the end of the journey, it's the beginning of ongoing improvement. Once your service is live, we move into a continuous optimisation cycle driven by real data and user feedback. Our goal is to measure performance, identify enhancements, and ensure your platform remains secure, compliant, and effective over time. Through structured review and iteration, we help your digital service grow stronger with every release.



1. Measure

After launch, we track performance across accessibility, speed, engagement, and conversion metrics. Real-time analytics provide insight into user behaviour and system health.

2. Enhance

We use this data to refine content, streamline journeys, and enhance functionality. Incremental updates and feature releases ensure the service continues to evolve alongside user expectations.

3. Sustain

Ongoing support, maintenance, and security updates keep the platform reliable and compliant. Regular reviews and optimisation cycles help ensure lasting value and alignment with business and policy goals.

Project Timeline

Our project timelines are carefully structured to balance clarity, flexibility, and efficiency, ensuring every stage delivers measurable value. From initial discovery and planning through design, development, testing, and launch, we follow a phased approach that keeps stakeholders informed, mitigates risk, and maintains quality at every step. With ongoing support and maintenance built in, our timelines not only guide projects to successful delivery but also ensure solutions remain secure, scalable, and future-ready.

Discovery

2 - 4 weeks

Conduct in-depth user research, stakeholder engagement, and technical assessment to define user needs, business objectives, and potential constraints, resulting in a clear problem statement and delivery roadmap.

Design

4 - 6 weeks

Produce high-fidelity designs, interaction patterns, and content structures that align with WCAG 2.2 AA accessibility standards, ensuring all user journeys are validated and signed off before development begins.

Testing & Public Beta

4 - 8 weeks

Release the service to a limited public audience to test at scale, capturing real-world feedback, performance data, and accessibility outcomes to make refinements before full launch.

Optimisation

Ongoing

Maintain and enhance the live service through iterative improvements, user feedback, performance optimisation, and security updates — ensuring it remains effective, compliant, and aligned with evolving user and policy needs.

Alpha

4 - 6 weeks

Develop and test low-fidelity prototypes to explore different design and technical approaches, using user testing and feedback to identify what works best before committing to a full build.

Build

8 - 12 weeks

Begin structured agile development sprints, implementing the approved designs into a working service. Focus on functionality, integration, and security by design, while carrying out ongoing user acceptance testing (UAT) and accessibility checks.

Live

1 - 2 weeks

Formally launch the service following GDS service assessment and quality assurance. Transition from project delivery to live operations, supported by continuous monitoring, analytics, and incident management.



**Innovating with purpose.
Delivering with precision.**

Our Approach

At Juicy Media, our approach is defined by collaboration, clarity, and a commitment to excellence. We combine user-centred design, agile delivery, and security by design to create digital solutions that are inclusive, scalable, and resilient. Every project is guided by transparency, quality, and continuous improvement, ensuring our clients receive lasting value and a trusted partnership that supports their long-term digital transformation goals.

Collaboration & Partnership

We believe the best outcomes come from true collaboration. From the outset, we work as an extension of your team, engaging closely with stakeholders to fully understand your objectives, challenges, and long-term vision. This partnership-driven approach ensures every project is built on shared understanding, clear communication, and mutual accountability. Our focus is always on delivering meaningful results that align with your goals and create measurable impact.



Operational Resilience

We plan for stability from the outset, ensuring projects can adapt and recover quickly from disruption. Our processes include proactive risk management, version control, and proven recovery procedures to maintain progress and minimise downtime. This ensures consistent, dependable delivery at every stage.



Implementation & Planning

Strong delivery starts with clear planning and coordination. We define timelines, roles, and milestones early, supported by transparent reporting and agile flexibility. This structured yet adaptable approach keeps projects on track, aligned, and ready to deliver successful outcomes.



Secure & Agile Delivery

Our delivery model combines agile project management with security by design principles. We develop in iterative phases, allowing flexibility, early feedback, and continuous improvement throughout the project lifecycle. Security is embedded from the very beginning, from secure coding practices and vulnerability testing to compliance with ISO 27001 and Cyber Essentials Plus. This approach ensures every solution we deliver is not only robust and scalable but also resilient and trustworthy.



Quality, Support & Continuous Improvement

Our commitment doesn't end at go-live. We provide ongoing support, proactive maintenance, and performance optimisation to keep your digital services secure, efficient, and up to date. Through regular reviews and transparent communication, we identify opportunities for enhancement and innovation, ensuring your platform continues to evolve in line with your organisation's needs. Our goal is to build long-term partnerships that deliver lasting value and continuous improvement.





Accessibility

We ensure that every project is designed and developed with accessibility at its core. Our solutions adhere to WCAG 2.2 AA standards, ensuring inclusive experiences for all users, regardless of ability or device. Accessibility is not an afterthought, it is embedded throughout our design, development, and testing processes to deliver digital services that are usable, compliant, and equitable.



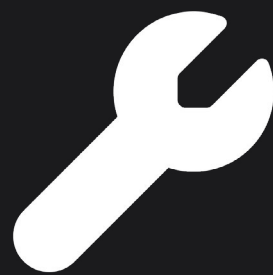
Security

Security is integrated into everything we do, it's security by design, not by addition. From secure coding practices and rigorous testing to compliance with ISO 27001 and Cyber Essentials Plus, every solution we deliver is built to protect data, infrastructure, and users. We take a proactive approach to identifying and mitigating vulnerabilities, ensuring resilience and trust at every stage.



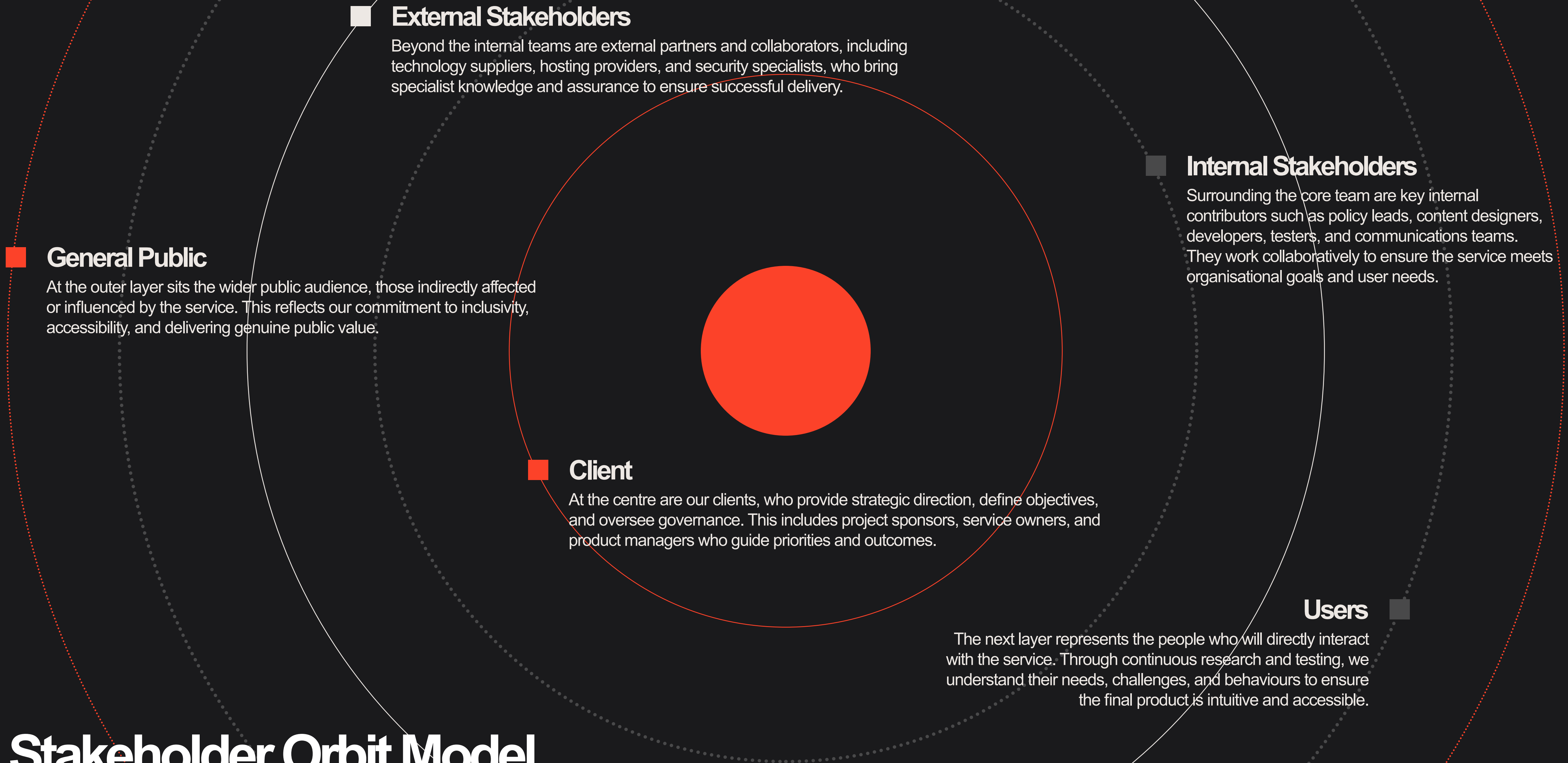
Hosting

Our hosting solutions are built on secure, scalable, and high-performance cloud infrastructure, including AWS and Microsoft Azure environments. We tailor hosting configurations to meet project-specific requirements, ensuring optimal uptime, reliability, and data security. Continuous monitoring, automated backups, and performance optimisation ensure your digital services remain robust and responsive.



Maintenance

We provide comprehensive maintenance and support to ensure the ongoing performance, security, and compliance of every system we deliver. Our proactive maintenance approach includes regular updates, patch management, performance checks, and security monitoring. This guarantees that your digital platforms remain current, stable, and fully optimised long after launch.



Stakeholder Orbit Model

Designing for Everyone, Without Exception

Accessibility isn't an afterthought, it's embedded in every stage of our process. From discovery to delivery, we design, test, and build digital services that work for all users, regardless of ability, device, or context. By aligning with WCAG 2.2 AA standards (and WCAG 3.0 in the future) and applying inclusive design principles, we ensure every service we create is fair, usable, and future-ready.

100%

of Juicy Media projects
are built to meet or exceed
WCAG 2.2 AA standards.

WCAG 2.2 AA Compliance

Every project is designed and tested against the latest accessibility standards.



Inclusive Research & Testing

We involve users with diverse needs to validate real-world accessibility.



Continuous Accessibility Audits

Regular manual and automated reviews ensure ongoing compliance.



Training & Knowledge Sharing

Content teams receive guidance to maintain accessibility long after launch.



Security by Design: Embedded at Every Stage

Security isn't an add-on, it's built into every phase of our delivery process. From discovery through to ongoing support, we apply security by design principles to protect data, users, and infrastructure. All team members are SC/DV/eDV cleared, meeting the highest government and industry standards.



Threat Modelling & Risk Assessments

We identify and assess potential risks at the earliest stages, mapping out likely threat scenarios and applying appropriate mitigations to safeguard systems and data.



Secure Coding Practices & Peer Reviews

All development follows OWASP and industry best practices, with mandatory peer code reviews to ensure clean, secure, and compliant code across every release.



Vulnerability Scanning & Penetration Testing

Regular testing, both automated and manual, ensures that vulnerabilities are discovered and remediated before they can be exploited.



Compliance with ISO 27001, Cyber Essentials Plus & NCSC Guidance

We align all projects with national and international security standards, embedding compliance throughout the lifecycle rather than treating it as a post-launch check.



Access Control & Least Privilege

Strict access policies ensure only authorised personnel can interact with systems and environments, reducing attack surfaces and maintaining full traceability.



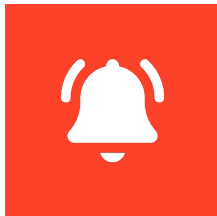
Data Encryption & Secure Storage

We use robust encryption standards for data in transit and at rest, ensuring sensitive information remains protected and compliant with GDPR and government policy.



Change Control & Audit Trails

Every change to code, configuration, or infrastructure is logged, reviewed, and approved, creating a clear audit trail for accountability and continuous assurance.

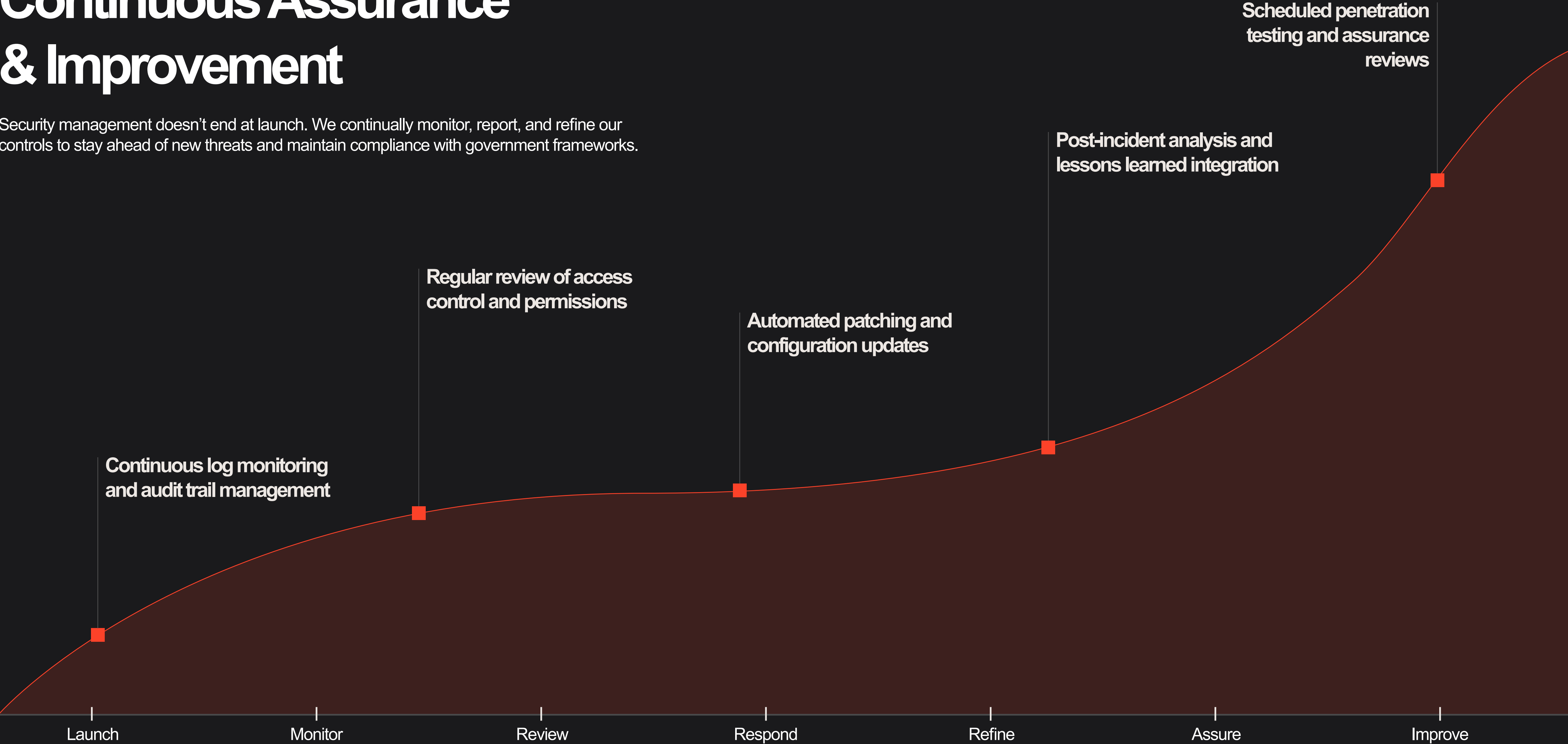


Incident Preparedness & Response Planning

We maintain a structured incident response plan that defines escalation paths, responsibilities, and response times, ensuring any issue is contained and resolved swiftly.

Continuous Assurance & Improvement

Security management doesn't end at launch. We continually monitor, report, and refine our controls to stay ahead of new threats and maintain compliance with government frameworks.

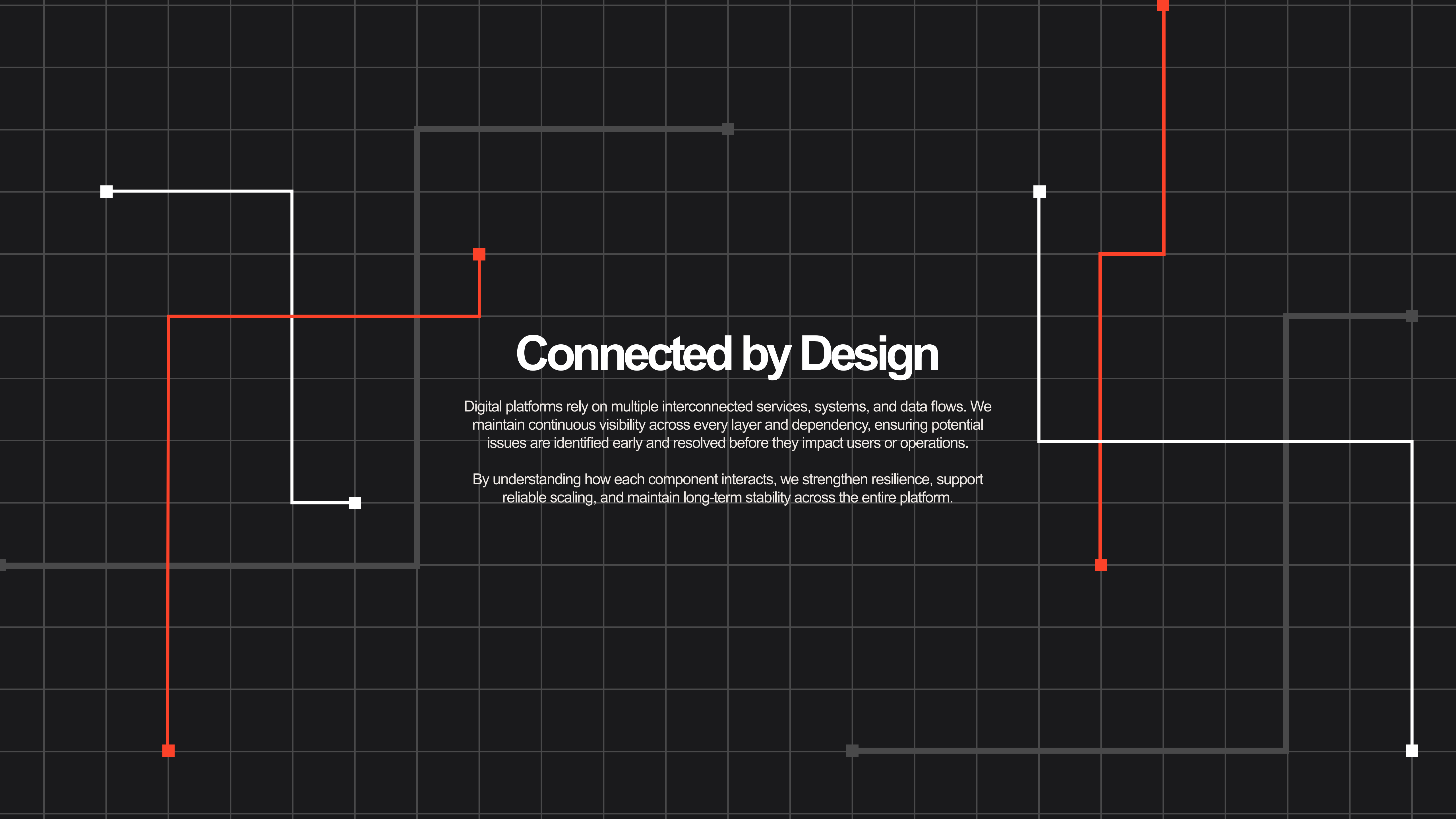


Proactive Monitoring & Incident Response

We operate a structured, 24/7 incident response framework with defined priority levels and response SLAs. Security incidents are identified, triaged, and resolved through an auditable process that ensures transparency and rapid escalation when needed.

Severity	Reponse Time	Notification	Escalation
Critical (P1)	15 mins	Immediate call	Director
High (P2)	1 hour	Email	Lead Developer
Medium (P3)	4 hours	Portal update	Senior Developer
Low (P4)	1 day	Portal update	Development Team

**Digital transformation,
done right.**

The background features a dark grey grid. Three abstract paths are overlaid: a white path starting from the top left, a red path starting from the top right, and a grey path starting from the bottom left. Each path consists of horizontal and vertical segments, with small squares at the corners. The white path has squares at (70, 230), (240, 610), and (970, 910). The red path has squares at (320, 300), (760, 690), and (800, 0). The grey path has squares at (500, 150), (970, 380), and (580, 910).

Connected by Design

Digital platforms rely on multiple interconnected services, systems, and data flows. We maintain continuous visibility across every layer and dependency, ensuring potential issues are identified early and resolved before they impact users or operations.

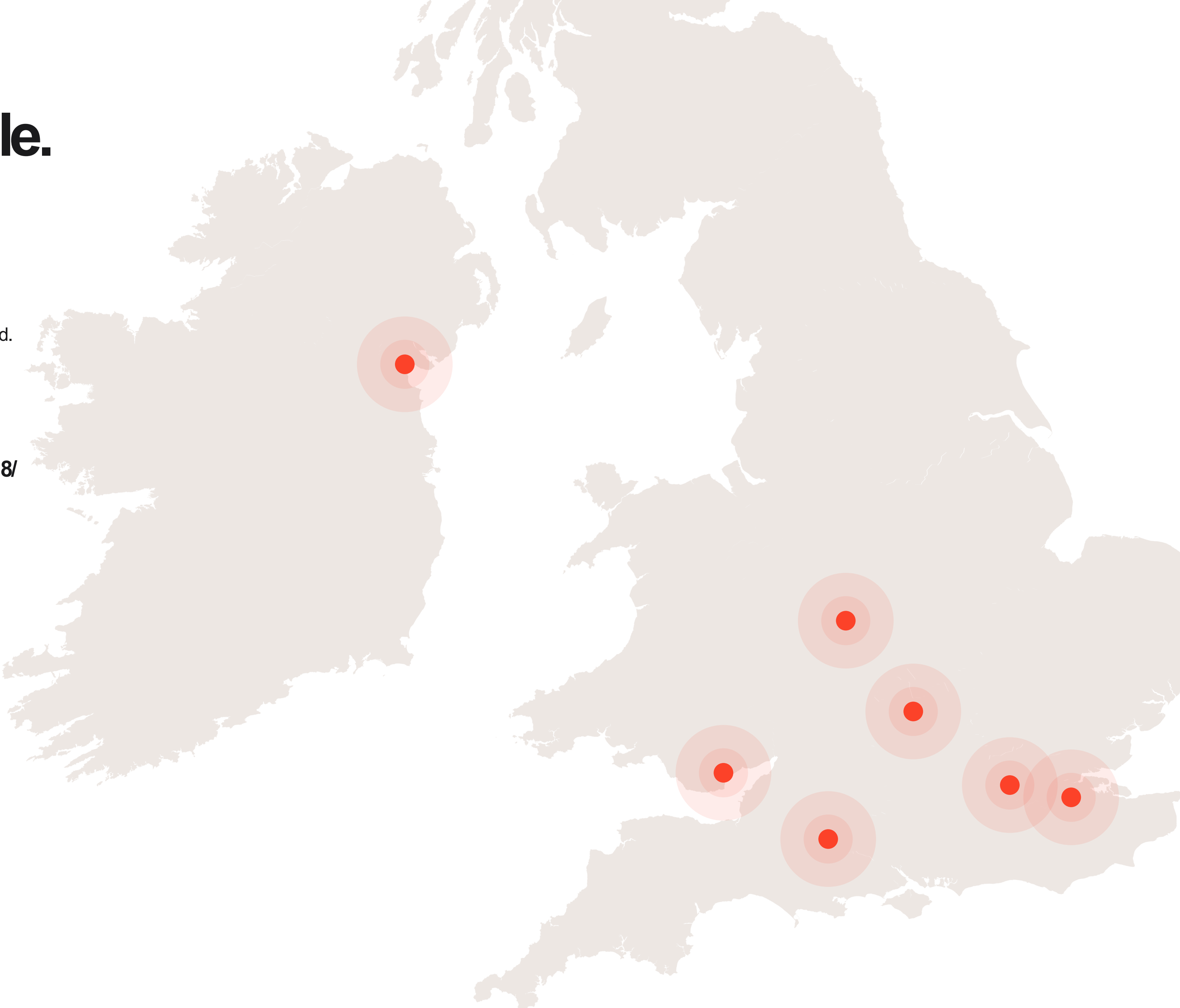
By understanding how each component interacts, we strengthen resilience, support reliable scaling, and maintain long-term stability across the entire platform.

Reliable. Secure. Scalable.

We deliver managed cloud hosting designed for government and enterprise standards. Every solution is architected with performance, security, and continuity in mind, ensuring your platforms are always available, always compliant, and always protected.

Juicy Media's hosting environments are built on trusted UK-based data centres and leading cloud providers including AWS, Azure, and Google Cloud. Whether private, public, or hybrid, our solutions are tailored to your specific data governance, compliance, and scaling needs.

- ✓ **UK-based data centres (ISO 9001/14001/27001/27017/27018/27701/50001, SOC1/2/3, SecNumCloud, HIPAA, PCI-DSS)**
- ✓ **99.9% uptime with automated failover and redundancy**
- ✓ **Daily encrypted backups and rapid disaster recovery**
- ✓ **24/7 proactive monitoring and performance optimisation**
- ✓ **Elastic scalability — grow without downtime**



Modern, Secure, and Built to Scale

Our technology stack is built around open standards, scalable frameworks, and secure-by-design principles. This allows us to deliver high-performing digital services that integrate seamlessly with government systems while remaining adaptable for future needs.

We use agile development, containerisation, and CI/CD pipelines to deliver fast, reliable releases, all underpinned by automated testing, version control, and peer-reviewed code practices.

Frameworks

Laravel, Symfony, CakePHP, Nuxt.js, Next.js

CMS

WordPress, Drupal, Joomla, Concrete5, Umbraco

Frontend core technologies

Vue.js, React, React Native, Sass, PWA, HTML, JS, CSS, Bootstrap

Backend core technologies

Node.js, PHP

Database

MySQL, PostgreSQL, MongoDB, ElasticSearch, SQLite

DevOps

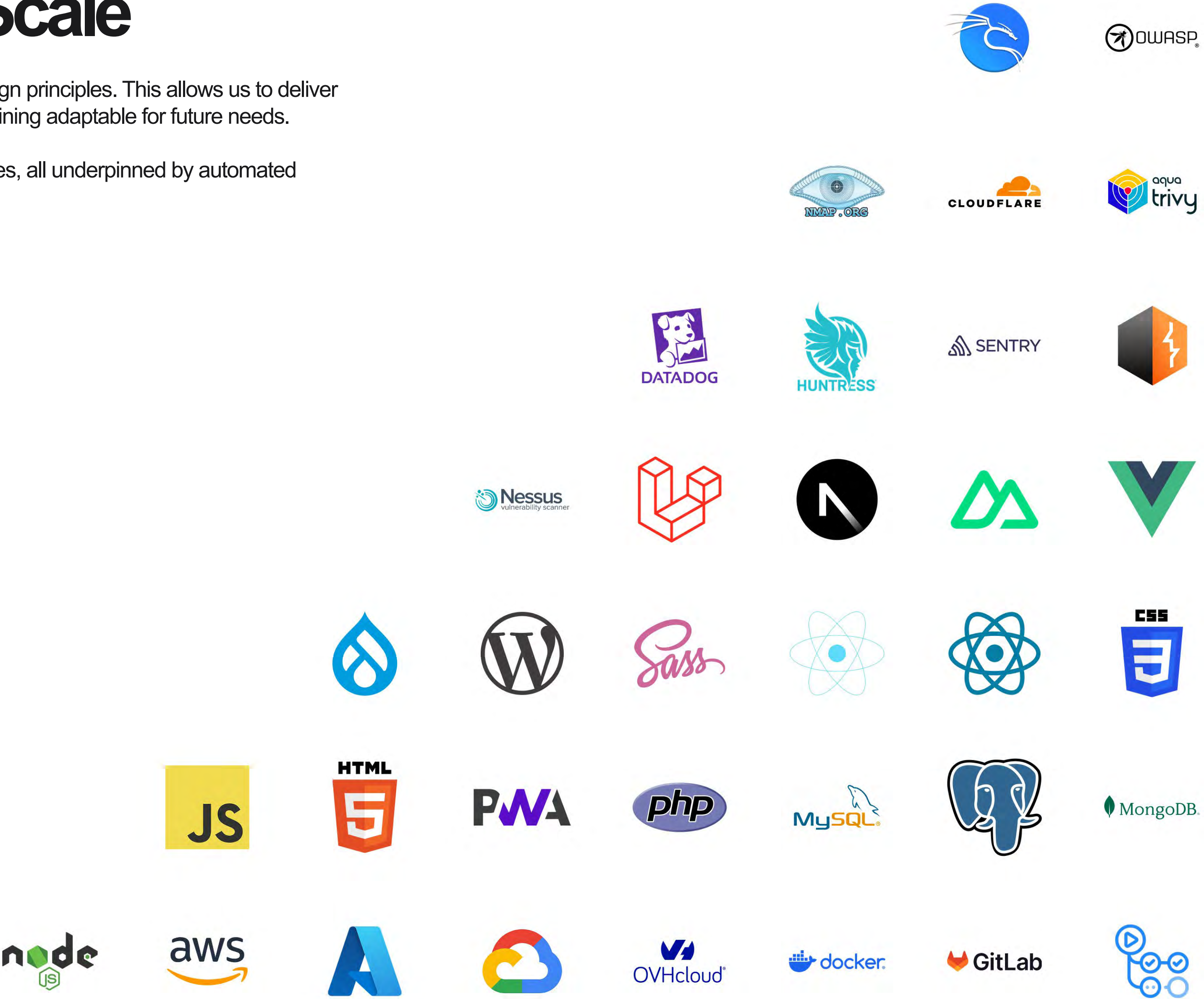
Docker, GitLab, JetBrains, Atlassian, JFrog

Cloud

AWS, Azure, Google Cloud, OVH, Nutanix, OpenShift, GovPaaS, MODCloud, D2S

Security

Huntress, Sentry, Trivy, Nessus, Burp Suite, Datadog, OWASP, Cloudflare, Nmap, Kali



Keeping Your Service Moving with CI/CD

Our maintenance and SLA support services ensure your platform continues to perform at its best long after launch. We deliver proactive monitoring, regular updates, and defined response times so you always know your system is in safe hands.

Our dedicated support team monitors systems in real time, applies automated patching, and handles any incidents under strict response and resolution targets. Each SLA is customised based on operational criticality and includes transparent reporting, performance metrics, and scheduled reviews.

Critical	High	Medium	Low
30 mins Response Time System outage, security breach Example Issue Type	1 Hour Response Time Major functionality loss Example Issue Type	4 Hours Response Time Bug or feature issue Example Issue Type	1 Business Day Response Time Minor content or UI fix Example Issue Type

SFIA Rate Card

Role	Rate / Day excl. VAT	Rate / Hour excl. VAT
Director Level	From £750	From £110
Project Management	From £695	From £100
Digital Strategist	From £650	From £95
Technical Lead	From £650	From £95
QA Tester	From £595	From £90
Visual Designer	From £650	From £95
UX Designer	From £595	From £90
Marketing Strategist	From £595	From £90
Backend Developer	From £650	From £95
Frontend Developer	From £650	From £95
Security Specialist	From £650	From £95
Systems Admin	From £595	From £90



Our Team

At Juicy Media, our strength comes from our people. We have a range of talented developers and designers, each with their own specialities, working together to deliver creative, secure, and scalable digital solutions.

Our senior management team provides leadership and direction across all projects. Ian, Managing Director, sets the company vision; Pete, Technical Director, drives innovation and technical excellence; and Adam, Commercial Director, ensures our solutions deliver real business value. Supporting them are Jordan, Project Manager, and Dan, Lead Developer, who guide projects and technical delivery from start to finish.

Alongside these leaders, our wider team of skilled professionals contributes to every project, bringing expertise, creativity, and dedication to ensure our clients succeed.



Content, Culture & Community

At Juicy Media, our community shapes everything we do, online and in the office. We share insights, project updates, behind-the-scenes moments, and thought leadership across our blog and social channels, giving a real view into the work that drives us.

In the office, our culture is open, collaborative, and energetic. From team lunches and social events to days out and celebrations, we create space for people to connect, unwind, and build meaningful relationships.

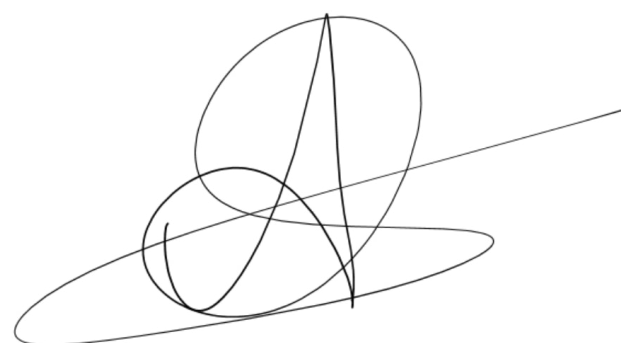
Together, our content and culture form a vibrant community built on openness, curiosity, and shared experiences, one that brings our team, clients, and followers together.



Thank You

Thank you for taking the time to review this G-Cloud 15 service document.

If you have any questions, please do not hesitate to contact me or any member of our team. Should you require an accessible version of this document, please let us know, and we will be happy to provide it.



Adam Smethurst

Commercial Director

Email

adam.smethurst@juicymedia.co.uk

General Email

sales@juicymedia.co.uk

Phone

+44 (0) 161 464 9252



www.juicymedia.co.uk

