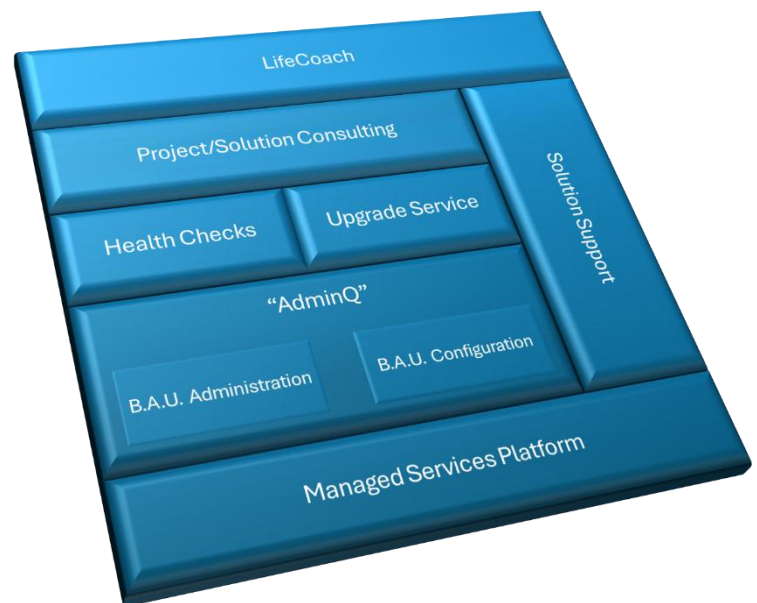




MarXtar Services Portfolio

Professional Services



January 2026 Edition

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Version History

Version	Date	Author	Revision Description
1.0	September 2024	Julian Wigman	First Revision (Template)
1.1	October 2024	Julian Wigman	Second Revision (Template)
1.2	November 2024	Mark McGinn	Published Version
1.3	November 2024	Julian Wigman	Additional Formatting
1.4	January 2026	Mark McGinn	Managed Service Platform Updates

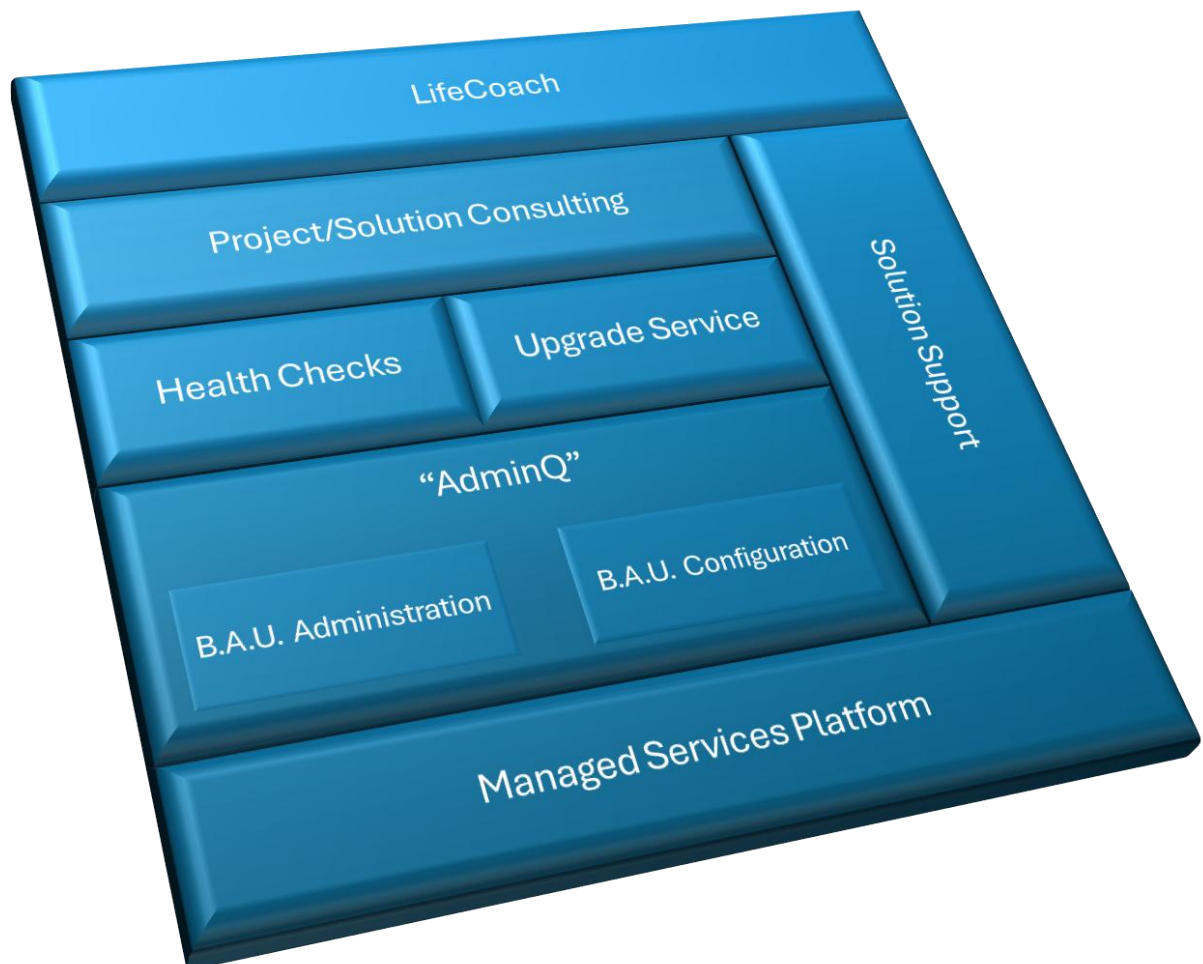
1 Overview

MarXtar Ltd specialises in Enterprise Service and Systems Management solutions, technologies and Best Practice. Founded in 2008 and run by consultants with over 20 years of industry experience, MarXtar Ltd provides a multi-layered approach to serve the varied nature of our customers.

With our 'Best of Breed to Meet the Need' approach, MarXtar Ltd partners with a select few industry vendors each of which address different needs in the market or approach the same need in different ways. By working in this Best of Breed model, MarXtar Ltd ensures that we can support a wide variety of needs, whether operational, technological and budgetary while maintaining focus on excellence of service.

This document provides an overview of our various service types, each of which blend to deliver a 360-degree approach to Service and Systems Management.

At MarXtar we recognise that putting things in right the first time is important, but also that the day it goes live is not the end, it is simply a new beginning. To deliver true success in partnership, we created Portfolio of Service that delivers in the long-term.



2 Project/Solution Consultancy

The foundation of MarXtar Ltd is our skilled professional services team with years of experience in solution delivery and fully vendor certified.

Micro-Consulting Units (MCUs) are highly flexible hours-based consulting used in a call-off model or aligned to a project engagement where one or more consulting-level resources deliver services.

Examples of MCU usage include (but not limited to):

- Installations/Upgrades
- Configuration Engagements/Project Rollouts
- Training
- Team Extensions/Regular Engagement for Continual Service Improvement

Service Level:

- Lead-times vary but typically 2 – 4 weeks lead-time
- Pre-Scheduling of regular engagements available
- Out-of-hours Evenings & Weekend* Consultancy if agreed

*Additional hourly rate uplift applies

Delivery Resource(s):

- MarXtar Solutions Consultant

Service Activities:

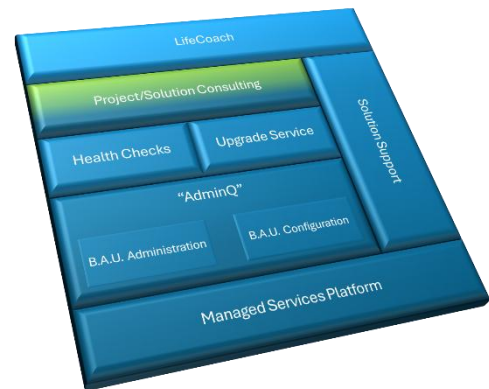
- Call-off by the hour, singular or in blocks

Service Deliverables:

- Solution Consultancy
- Daily Status Reports

Dependencies and Constraints:

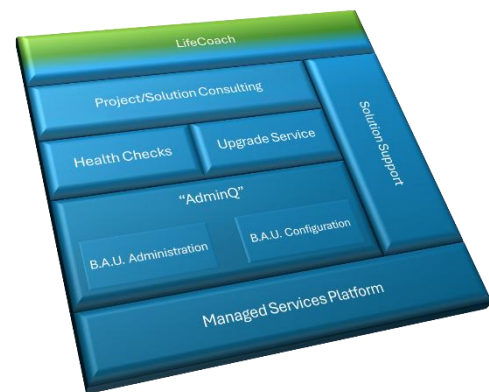
- MarXtar Standard Terms and Conditions apply
- Blocks of MCU's are purchased in advance and are valid for 1 year from the date of purchase.
- Unused MCU's can only be carried over to one subsequent 12-month period based on the purchase of an additional 10 MCU block



3 LifeCoach

For customers continuing to build on their solution via Continual Service Improvement (CSI) initiatives, MarXtar can provide proactive and regular engagement via our tried-and-tested solution **LifeCoach** programme, such that our LifeCoach Consultants can engage with the customer at strategic levels during discussion, planning and decision making of those new initiatives.

LifeCoach was designed to ensure a continuity of service supporting CSI learning from years of project experience that teaches that Go-Live is the beginning rather than the end.



While call-off consulting forms an integral part of this service, the regular engagement ensures that MarXtar provides forward planning and advice to more effectively use MCUs.

LifeCoach can form the basis of a continual knowledge transfer to grow the skills and capability of internal resources over time, or it is often used as a Team Extension format to supplement internal resources. The Customer Advisory Service is designed to remove the perception that “every question carries a cost” ensuring that Best Practice advice can be sought at any time thereby maintaining a close trusted advisor relationship.

Service Level:

- Pre-scheduled LifeCoach Meetings (Fixed at agreed interval)

Delivery Resource(s):

- MarXtar LifeCoach Consultant
- MarXtar Solutions Consultant

Service Activities:

- Regular LifeCoach Strategy meetings with Stakeholders
- Nominated MarXtar LifeCoach Consultant
- Customer Advisory Service
 - ✓ Unlimited LifeCoach Email-Based Q & A
 - ✓ Fair Use 15 minute per question
 - ✓ Response time based on LifeCoach availability

Service Deliverables:

- Nominated MarXtar LifeCoach
- Forward planning and visibility
- Leverage MarXtar Best Practice & experience

Dependencies and Constraints:

- MarXtar Standard Terms and Conditions apply
- The LifeCoach is valid for 1 year from the date of purchase
 - ✓ Unused MCUs can be carried forward to one subsequent LifeCoach agreement
 - ✓ Unused LifeCoach Meetings cannot be carried forward

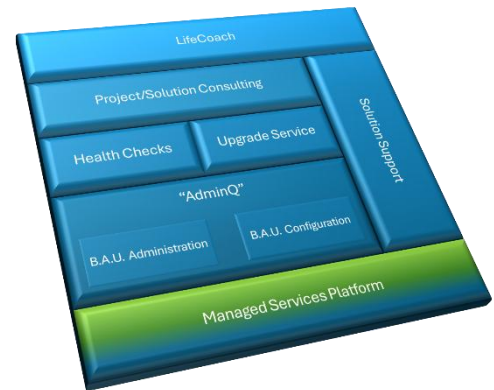
4 MarXtar Managed Services

MarXtar **Managed Services** operate stand-alone from other services or can be blended to provide a full turnkey solution.

Managed Services are built to bridge the administration gaps that on-premise or SaaS solution possess. While SaaS removes many of the administration overheads that an on-premise solution requires, for configurable systems such as those found in Service Management, there is still a significant responsibility in both maintaining and evolving the Service Management solution itself.

4.1 Managed Services Platform

MarXtar Launched our Platform Service Subscription back in 2022. It is a service that focusses on Solution Assurance Monitoring, 365 days per year, to ensure your ITSM solution technically performs in an optimal manner, both the way the ITSM vendor intended and the way you configured it to perform in your business.



“MarXtar’s monitoring identified a communication issue we hadn’t even realised was present. Without it, we wouldn’t have known our customers were being ignored until they started lodging serious complaints.”
- Mitsubishi Electric UK

A selection of the real-world areas where customers benefitted after choosing this solution include:

Supporting compliance to frameworks and standards that validate IT Service Management operations including ITIL and ISO/IEC 20000

- Detecting procedural issue for manually created emails not being sent, because Analysts are editing the FROM address field which should be read only.
- Identifying workflows where the Analyst has been incorrectly closing transactions manually instead of letting the process automation follow its due path.
- End users and business approvers replying to approval requests in emails, not using the provided response buttons in the email leading to approvals being rejected and service levels impacted.

Demonstrating the ITSM software solution performs optimally as part of Digital Experience (DEX) initiatives.

- Identifying infinite loops in workflows that cause the workflow to hang.
- Tickets not being raised from an external event monitoring tool alert because the ITSM email listener was not setup to accept emails from that sender domain.
- Data imports not running such that records are either not being inserted or updated correctly during scheduled imports. Issues including data truncations, primary key exceptions and missing related object data.
- Tasks not automatically creating in Workflows at their expected time leading to Analysts not being correctly assigned actions to complete.

Support Continual Service Improvement (CSI) by verifying operational stability in practice and enhancing beyond basic User Acceptance Testing (UAT).

- Identifying specific workflows where a stage block has not been correctly wired up for all exit paths leading to stuck workflows
- Spotting excessive build-up of errors in log files because of an incorrectly configured inbound integration using the ITSM API.
- Finding that a specific workflow WAIT block was timing out immediately because the customer had configured it and left components of the Hours/Mins/Secs settings empty/null instead of explicitly set to zero; a product issue and shouldn't be possible, but easy for new designers to trip up until they build experience.

Vendor Platform Stability Monitoring: validating the ITSM vendor product continues to deliver a stable platform, hosting, upgrade, performance, product bugs or other service degradations can be identified early before they impact your business.

- Notify customers of performance degradations via MarXtar highlight report when the vendor has notified us of a service impact.
- Identifying before the vendor discovered that error logging had stopped for all our customers in a certain datacentre and notifying the vendor to fix on behalf of all our subscribed customers.
- Identifying recurring errors or upgraded related regressions that are creating fatal errors that need to be raised as vendor support cases on behalf of our subscribers leading to subsequent product fixes.

Screening for configuration changes that do not build in scope for failure: Process that follows an optimal "working" path is easy; designing for failure by spotting when it doesn't follow that path is much harder and will impact the intended user experience and business outcomes.

- Workflow and automation stages where an outbound email is not sent to a user because the calculated TO address is blank at that point in time because the customer left the email address blank when setting up a new team, or a user imported from Microsoft Entra ID has a blank email address.
- Workflow automation where decisions around what should happen for stage timeouts have not been correctly configured.
- Inbound Emails not being processed because the user cannot be correctly validated because of upstream user profile configuration errors in Microsoft Entra ID that were not considered at development time.

MarXtar's Managed Service Platform Service subscription for ITSM is more than just a monitoring service. It delivers real benefits for our customers and provides a cost-effective way to ensure their technical solution design is continuing to work optimally. Don't just take our word for it though:

"This was the service that you never knew you needed, it identifies things that are broken, like workflow, email and errors that we either did not detect or (didn't) know about. This leads to a fix and an improvement of the service we offer to our customers."

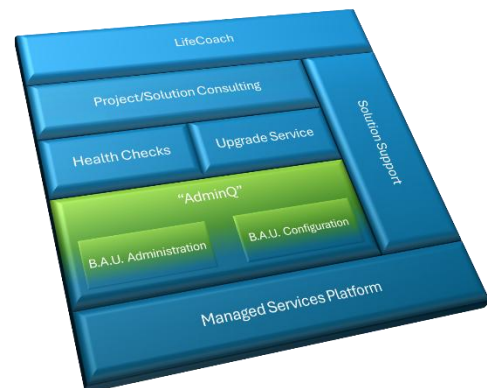
- UK Atomic Energy Authority

4.2 “AdminQ” – B.A.U. Administration Managed Service

AdminQ turns your Service Management Solution from an administrative and staffing overhead to a truly turnkey consumable service.

Service Management solutions require regular business-as-usual (B.A.U) administration and general configuration enhancements during their service life, and MarXtar can offload these Tasks for the customer via our **AdminQ** service.

Rather than having to employ and train a full-time administrator or burden internal resource with the shared responsibility in addition to other business activities that often results in a lack of ownership, quality and focus, MarXtar provides a highly flexible service designed to minimise internal administration overheads while ensuring consistent quality of service via vendor certified personnel.



The **AdminQ** Service is comprised of two main components:

4.2.1 B.A.U. Administration

In the **B.A.U. Administration** model, MarXtar takes the role of a standard administrator where general activities and requests will be handled as they come into the administration queue. Rather than waiting for pre-scheduled days and timeslots, the MarXtar team manage a queue of customer administration requests actioning them in sequence as a standard administrator would.

Examples of typical **B.A.U Administration** activities include (but not limited to):

- Organisational Administration; reference data validity and maturity
- User Administration; authentication, membership, role management
- Reporting Administration; scheduling, distribution
- Landscape Support (STG, UAT, PRD) design syncs, clear downs dependant on vendor platform

Three standard Tiers apply although custom sizing options (Tier 4) can be applied as necessary:

- **Tier 1 – Standard**
 - ✓ Suitable for smaller systems of up to 15 Analysts and 1,500 end users
 - ✓ Assumes an average Administration engagement of 2 Hours per week
- **Tier 2 – Intermediate**
 - ✓ Suitable for mid-size systems of up to 30 Analysts and 3,000 end users
 - ✓ Assumes an average Administration engagement of 4 Hours per week
- **Tier 3 – Advanced**
 - ✓ Suitable for larger systems of up to 50 Analysts and 5,000 end users
 - ✓ Assumes an average Administration engagement of 6 Hours per week

As each customer environment is different along with the associated administrative workload, tiering is monitored and reviewed on a quarterly basis to ensure the best match for the customer.

4.2.2 B.A.U. Configuration

Unlike B.A.U. Administration activities, **B.A.U. Configuration** covers activities that involve more than simple discrete actions; instead, there is a requirement to collect information prior to the activity being performed in order to agree deliverables. The complexity of these activities would generally be within the remit of an internal administrator so using Project/Solution Consulting is not the most cost-effective approach.

Examples of typical **B.A.U Configuration** activities include (but are not limited to):

- New Service Request offerings (Catalogue) items (Low to Medium Complexity)
- New role-based dashboards
- New role-based queries
- Pick List updates
- New Email Templates
- New Quick Actions (Low to Medium Complexity)

A preset number of **B.A.U. Configuration** hours are included by default within the B.A.U. Administration Tier level as described below and consumed in 15-minute increments rounded up to the nearest 15 minutes. Individual request may have more than one recorded set of activity.

- **Tier 1** – 4 Hours per month
- **Tier 2** – 8 Hours per month
- **Tier 3** – 16 Hours per month

B.A.U. Configuration hours are operated under one of the following models selected at time of purchase:

- **Fixed Allocation**
 - ✓ The Configuration hours are set at the fixed amount of the Tier elected (or a custom level) and cannot be exceeded without an additional purchase.
- **Capped Allocation**
 - ✓ The configuration hours are set at the tiered level but can be exceeded up to 100% of the monthly budget without requiring an additional purchase or additional approval
- **Uncapped Allocation**
 - ✓ Suitable for larger environments with fluctuating needs, base configurations budgets are set at the tiered level, but can be exceeded without requiring an additional purchase or approval

Usage outside of Tiered spend is invoiced monthly in arrears.

Review of the Configuration hours allocation is performed during the monthly service meeting.

- ✓ It is possible through written notice (one month prior) to move between the Tiers with minimum period for the change being one quarter. This ability supports fluctuating administration loads such as onboarding of new teams/departments/business units.
- ✓ The minimum level of the Configuration hours allocation is set by the Tier level or the custom level agreed at the start of the 12-month service period whichever is highest

B.A.U. Configuration hours are priced at a lower rate than General Consultancy with the rate for additional hours fixed for 12-months from the start of the agreement.

Where applicable to the vendor platform, customers subscribing to this service receive MarXtar's **Continual Service Improvement (CSI) module** at no additional cost.

5 Supplemental Services

Whilst our Standard Managed Services ensure that the customers solution remains in best of health and issues are addressed quickly and efficiently, MarXtar offer a range of supplemental services that can reduce customer administrative overheads even further for increased peace of mind.

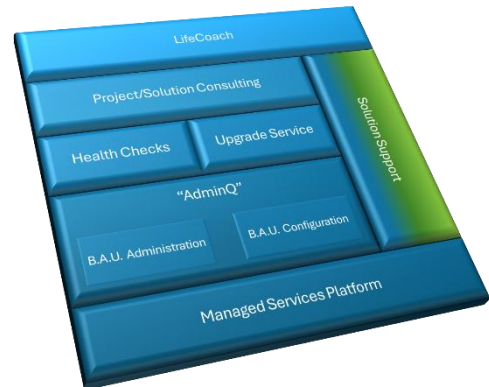
These services include, but are not limited to, those listed below:

5.1 Solution Support

MarXtar provide 2nd line **Solution Support** fault/fix and workaround identification to the customer (the customer providing 1st line support to their users except where other Managed Services have been contracted) and MarXtar liaise with vendor support via case management if any product issues or bugs are identified.

Service Levels:

- 8/4/2 Hour response options
- Unlimited Incidents via Named Contacts

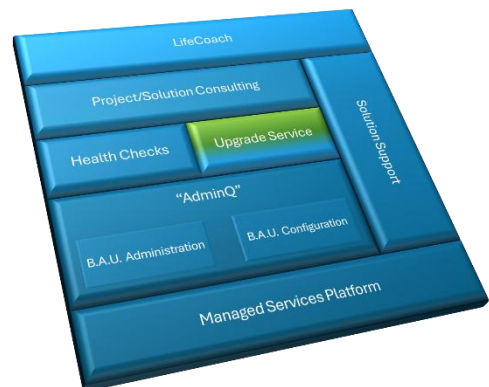


5.2 Regular Upgrade Service

For on-premise customers, MarXtar will perform **Product Upgrades** up to twice a year, uplifting the solution to the nearest stable released version to keep the solution and features current and installed on a vendor supported platform.

Service Activities:

- Production & Non-Production Landscapes
- Non-Production upgrades in normal working hours
- Production upgrades during agreed downtime



5.3 Health Checks

For Customers where MarXtar are actively involved in providing Consultancy and/or Managed Services then we understand your solution, at least in-part and hopefully more, but where we haven't, for example where the customer has built design using internal resource or another Partner, then MarXtar can perform a **Solution Health Check** and deliver back insight and our recommendations for improvement.

Service Activities:

- Interview(s) with key user(s) and stakeholders
- Technical healthcheck of production and non-production solution
- Create Healthcheck documentation

Service Deliverables:

- Health Check documentation providing observations & recommendations

