

G-Cloud 15

MemConnect Mobile App Platform



MemConnect Overview

MemConnect by Cantarus is the UK's leading modular mobile app platform for connecting the public to local government and public sector organisations including councils at all levels (Borough/District, City/Metropolitan, County and Unitary Authorities).

Developed for, and proven in, real-world local government scenarios, MemConnect establishes a two-way communication pathway at scale between local government bodies and their residents that is more convenient, immediate and effective than any alternative.

Modular Platform Approach

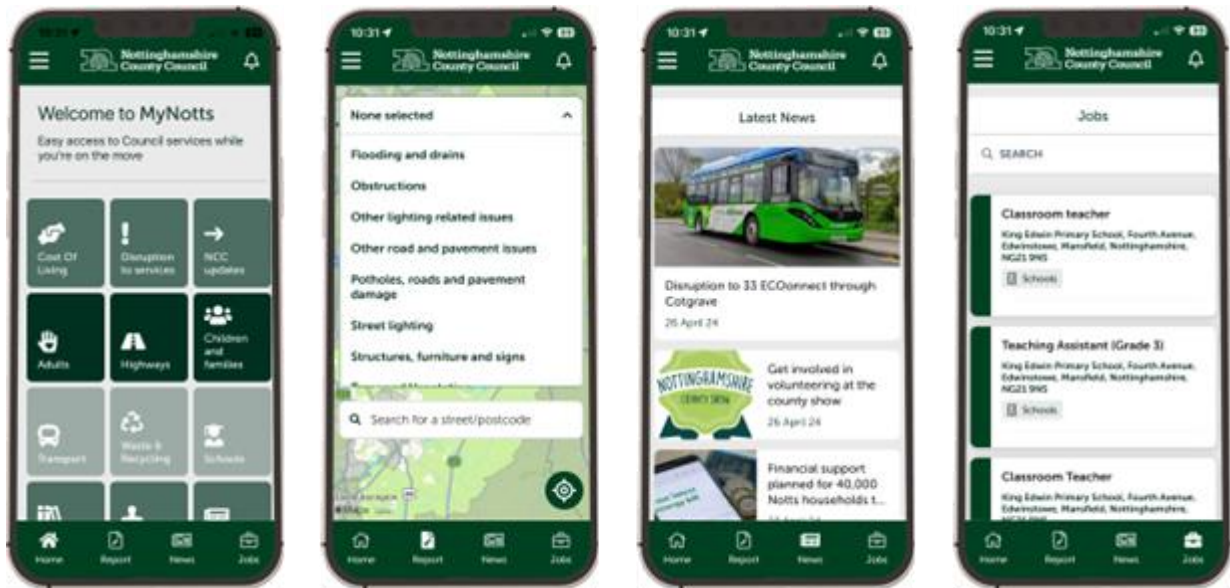
MemConnect is unique in its space in that it is neither a software product nor a bespoke development. Instead, it can be thought of as a software platform which enables a disparate range of off-the-shelf modules to be plugged-in to deliver the required functionality.

Examples of such modules include:

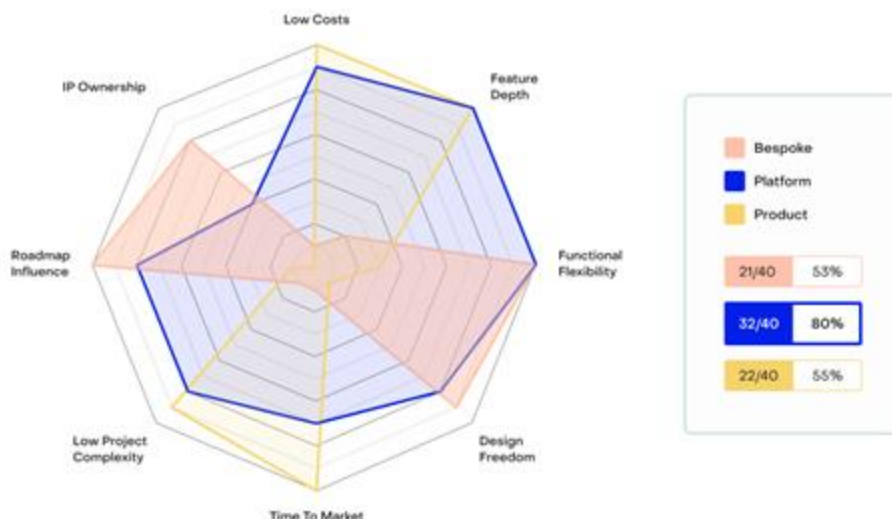
- **Reporting**
Enables residents – with the support of interactive maps and their phone's GPS capabilities – to report issues such as potholes, flooding, faulty streetlights, fly-tipping, obstructions and damage to street furniture.
- **Online Community**
A rich online community experience akin to Reddit or LinkedIn provides a centralised location for two-discussion of local and community issues.
- **News**
Provides a multimedia channel for the delivery of local news and updates.
- **Jobs**
A comprehensive jobs board for roles in schools, council bodies, etc.
- **Bin Reminder**
A simple, yet hugely popular capability that reminds residents of bin collection days and what bins need to be put out.

- **Surveys**

With this module, residents can be quickly surveys for their view on current issues.



Ultimate flexibility is delivered by MemConnect also supporting the development of bespoke modules to suit any unique needs an organisation may have; such bespoke modules simply plug-in to the platform alongside the off-the-shelf modules. In this way, MemConnect offers the inherent benefits of software products and bespoke development, without any of the drawbacks of each. This is illustrated in the spider diagram below:



Minimal Operational Overheads

Other than issuing push notifications and liaising with us for ongoing support, etc., MemConnect is specifically designed to ensure there is near-zero overhead associated with operating the app.

Integration-first Approach

MemConnect takes what we call an ‘integration-first’ approach. In short, this means that you can continue with your existing content management and other approaches, and MemConnect simply ingests the relevant content from your systems, reformats it for the mobile app and presents it to your residents. There is no need to manage app-specific content, so no cutting and pasting of news articles already published on your website, no adding jobs, no putting bin reminders into the system, etc.

Managed App Store Service

We take care of publishing the app in the Apple and Google app stores, including leading on any negotiations with the app store moderation teams as the respective vendors’ rules and interpretation thereof change over time.

Predictable, Fixed Costs

Anyone with experience of managing any kind of software will know that the costs can be highly unpredictable over time. We designed MemConnect to make such concerns entirely redundant via a simple pricing module that delivers total visibility and predictability of costs over the app’s entire life cycle. Our model is composed of two elements as follows:

- **Initial, One-off Capital Expenditure (CapEx)**

The initial capital expenditure covers creation of the app, encompassing requirements gathering, design customisations, integration, testing and publishing into the app stores. Any bespoke development can also be priced for an included at this stage.

- **Ongoing Annual Fee (OpEx)**

We charge an annual fee for the lifetime of the app which entitles you to support for defect resolution, updates to cover new operating systems and devices, access to ongoing improvements made to licenced functionality, management of the app stores and more.

You may wish to add new features or capabilities to your app over time at additional expense, but except as outlined above, there are no additional charges/costs from us to consider.



Cantarus are a collective of strategic consultants, creatives and technologists blending digital strategy with craft to act as an amplifier for our client’s ambitions. We help our clients understand their audiences’ needs, optimise their investment in technology, drive meaningful engagement and offer deeply personalised end-user experiences. Our experience enables us to work across the entire digital ecosystem and we thrive on challenging projects that require a diverse skillset and close collaboration with our clients.

We’re an independent, full-service agency wholly owned by our employees and with locations in the UK, Europe and the US. Our ownership structure is highly advantageous; we have no tactical pressure – e.g., short-term financial targets – from external investors and zero bank debt. This facilitates strategic thinking combined with rapid decision-making and agility, enabling us to make long-term investments in our relationships with clients, our people, and our technology; we believe this ultimately leads to dramatically better results for all parties.

Our people are at the heart of everything we are and we’re extremely proud that so many talented and diverse individuals have elected to work and grow with us. We provide a true meritocracy where skillsets are continually honed, challenged, and expanded; a place to do the best and most rewarding work of our people’s careers whilst having a great time doing so.

We believe our deep cross-sector expertise, including membership, commercial, government, public sector, charitable and not-for-profit organisations, is truly unique in the UK. This experience gives us the ability to offer our clients knowledge and best practice from outside their sector.

Our client portfolio includes diverse commercial, Not for Profit (NFP) and public sector organisations in the UK, EMEA and the USA. In the UK, we are proud to have been accepted onto the Crown Commercial Services G-Cloud framework, enabling us to offer our services to the UK governmental organisations and the public sector.

Security Accreditation

Cantarus are ISO 9001 (quality), ISO 27001 (security) and Cyber Essentials Plus certified; demonstrating our commitment to placing information security and quality management at the centre of services we provide. Our data protection, communications and freedom on information practices are reviewed on an annual basis. We maintain and execute a number of internal policies around GDPR and Data Protection that each team within the business is responsible for executing, with managers of each team accountable for implementation.

We work closely with a number of government bodies and local authorities. As such, we're well versed in the extensive regulatory and compliance standards imposed upon suppliers, including GDPR and the DPA.



The logo for cantarus, featuring the word "cantarus" in a white, lowercase, sans-serif font. The text is enclosed within a white, hand-drawn rectangular border that is slightly tilted and has rounded corners.

cantarus

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