

G-CLOUD 15 - SERVICE DEFINITION DOCUMENT

JBi Digital Digital Transformation Experts



Your trusted digital partner

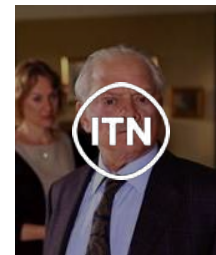
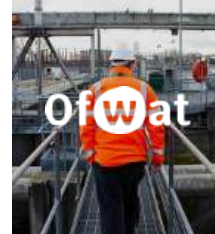
Our award-winning team is trusted by global brands, major public sector bodies and not-for-profits to create outstanding digital experiences.

We find answers to complex digital problems through user-focused, results-driven strategy and implementation. Our success is contributing to yours.

As an independent agency, we're agile, energetic, and forward-thinking. Our digital experts will adapt to your organisational needs to find you the best possible solutions.

We pride ourselves on our friendly, consultative and hands-on approach, which has enabled us to become a leading provider of digital solutions for organisations of all shapes and sizes.

We will never shy away from a challenge and continually look for ways we can improve.



WHAT YOU CAN EXPECT

Creating outstanding experiences

With over 15 years of experience, you can trust us to deliver the highest quality digital experiences. In JBi you will have a partner who truly cares about your organisation and the success of your projects.

1

Collaboration

We take a collaborative, strategy-led approach based on your target audience's needs.

2

Confidence

Our team isn't afraid to challenge you wherever appropriate to find the best way forward.

3

Solutions

We offer solutions which utilise our strategic, creative, technical and marketing expertise.

A trusted partner



DIGITAL EXPERTS
Industry accredited



Crown
Commercial
Service
Supplier



THREE-TIME
Agency of the Year



DIVERSE CLIENT BASE
**Public Sector, Government,
Brands, Charity & Enterprise**



Digital transformation experts

We are a digital transformation agency that can offer the following services as part of our relationship:

Strategy

- Digital transformation
- Audits and research
- Technology selection
- Digital accessibility & compliance
- SEO audit and consultation
- Strategic advice and consultation
- Web analytics and insights

Technology

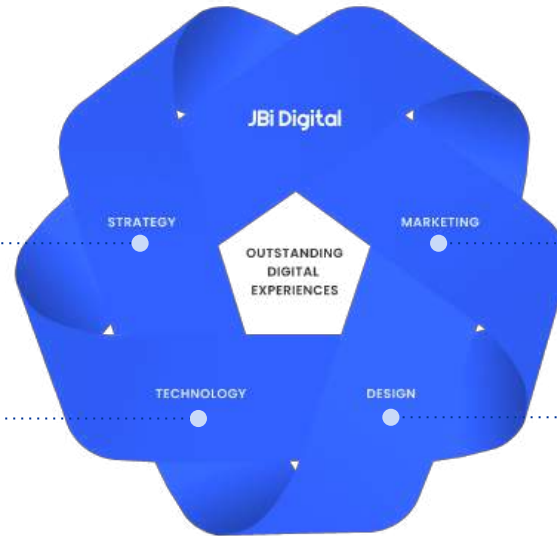
- Secure digital platforms
- Websites and CMS solutions
- Website and mobile app development
- Systems and API integration
- Secure hosting and infrastructure
- Support and maintenance
- Next gen security and compliance

Marketing

- Search visibility
- Campaign management
- Marketing campaigns
- Channel audit and optimisation
- Social strategy
- Performance analysis

Design

- User Experience (UX) Design
- User Interface (UI) Design
- Design systems
- UX research and strategy
- Accessibility and Interaction Design
- Prototyping and Usability Testing
- Mobile insights and optimisation



PARTNERS ON YOUR DIGITAL JOURNEY

1 **Your trusted, strategic partner**

We're a partner you can rely on for the ongoing support, growth and peace of mind your digital solutions need.

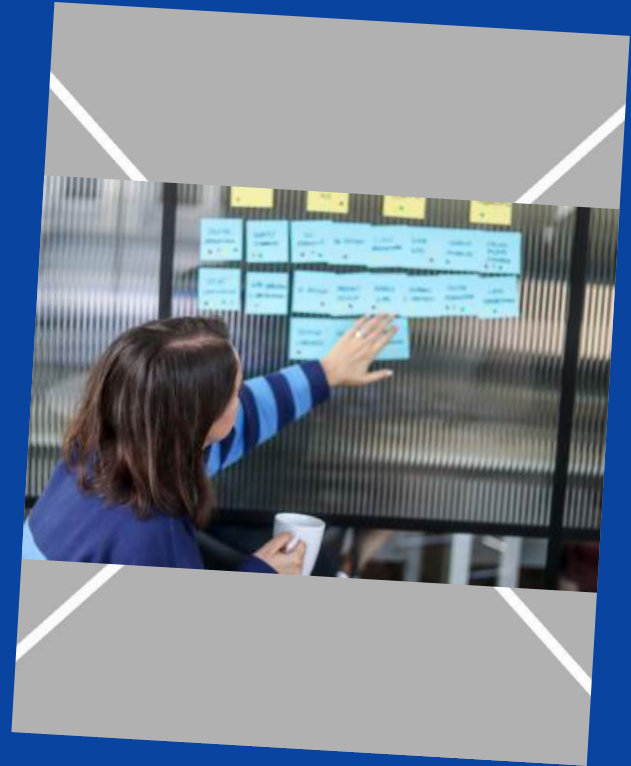
2 **Collaborative roadmapping**

We collaboratively create and implement long term roadmaps, delivering on client, user & stakeholder priorities and unlocking account growth.

3 **Innovative & resilient solutions**

We work on a variety of challenging projects and seek the opportunity to be creative & innovative in our approach.

Our services





OVERVIEW

Digital transformation & strategy

User-centred transformation that supports your business goals through proven strategies for long-term digital growth, tailored to your organisation.

Our digital transformation experts take a multidisciplinary approach, evaluating all aspects of your organisation & brand. That way, you can trust that all our recommendations are representative of business objectives, audience priorities, budgets & timeframes.

- + User Focused Strategy
- + Tech Focused Strategy

User focused strategy

Discovery & strategy services

Our discovery-first approach ensures your roadmap is built on evidence and by leading with UX, we lay the foundation for a resilient, user-centric strategy tailored to your specific requirements and long-term business goals.

User experience (UX)

UX is the backbone of any successful digital product. JBi Digital performs a deep-dive Discovery to map the priorities and pain points of your key user groups. We create detailed personas and streamlined user journeys, ensuring every interaction is positive, intuitive, and seamless.

Information architecture

We specialise in crafting intuitive pathways, navigation systems, and clear labelling. By balancing form with function, our information architecture transforms complexity into clarity, empowering users to find what they need with confidence and ease.





Tech focused strategy

Technology strategy & selection

We build tech stacks using robust, scalable, and secure solutions. Whether you are updating entire systems or making targeted improvements, our approach is driven by your goals and informed by rigorous systems analysis.

Generative ai advisory & support

We help organisations adopt generative AI safely and responsibly, from use-case identification and ethical governance to platform selection and workflow integration, we ensure your AI strategy is both feasible and high-performing.

Performance analytics

Our bespoke audits and strategies provide real-time intelligence to keep your business agile. We configure best-fit technologies to track and report on performance across all platforms, allowing you to respond to data and optimise your strategy in real time.

OVERVIEW

Digital design (UX & UI)

Impactful, modern, and future-proof designs that engage your audience and amplify your brand.

JBi Digital blends creative, strategic, and technical expertise to put your users at the heart of every interaction. We specialise in captivating your audience at every touchpoint through industry-leading design and cohesive branding.

From user-centred discovery to scalable design systems, we ensure your visual identity remains a priority. We are here to champion your organisation, your brand, and your users.





User Interface design (UI)

JBi builds brands by engaging audiences with dynamic, intuitive, and scalable designs that ensure consistency across every platform.

During discovery, we collaborate with your stakeholders to align your business goals with your users' core needs and motivations. Our UI designers apply user-centric principles to optimise every interface element, ensuring they resonate with your target audience and reflect your organisation's vision.

To ensure performance, we validate our UI concepts through rigorous testing across multiple devices and platforms, guaranteeing a seamless experience for every user.

Creative

Frictionless designs that captivate users and reduce bounce rates through sophisticated, streamlined UI.

- + Research & strategy
- + Wireframing & mock-ups
- + UI implementation

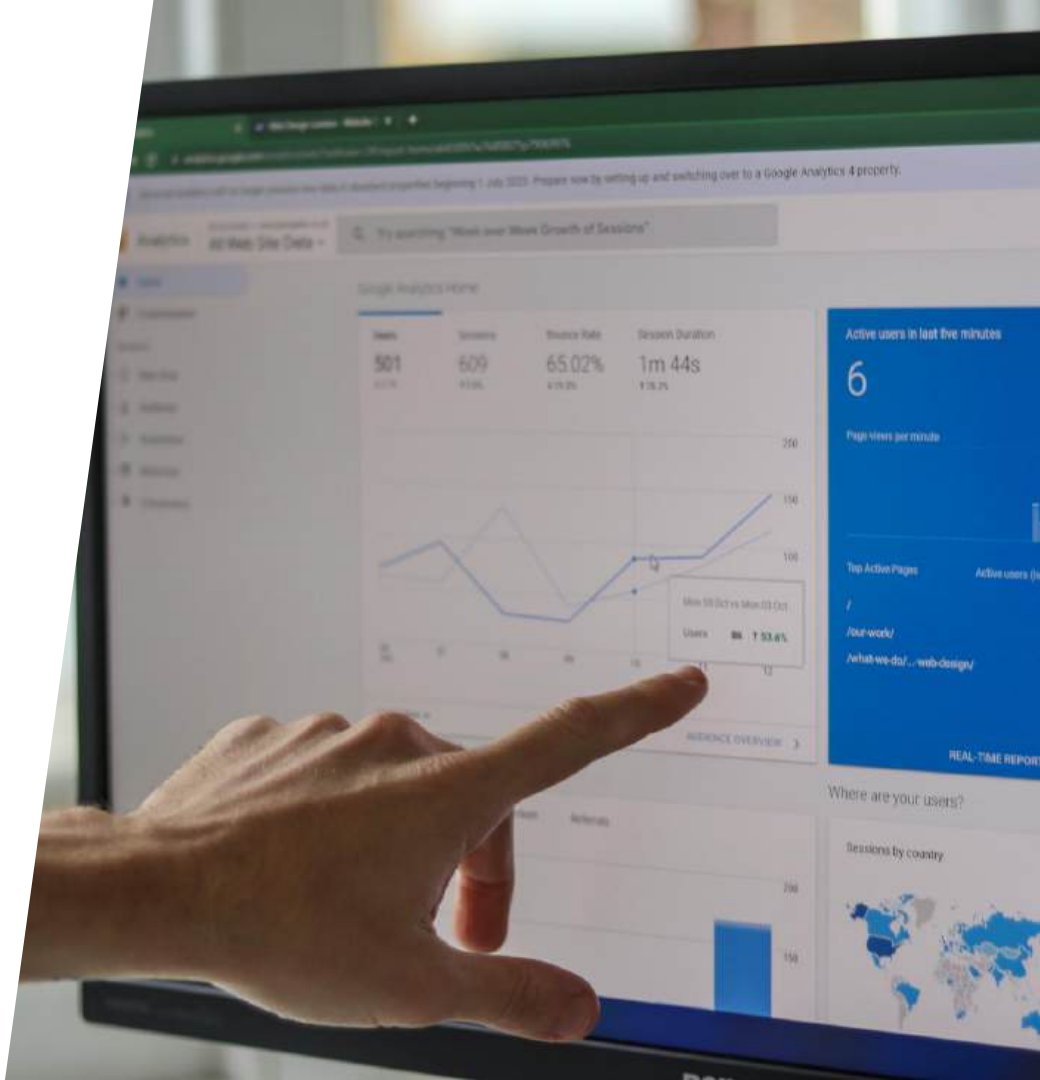
You need to engage users with responsive, high-impact designs that complement your brand and drive loyalty. We specialise in creating visual experiences that hold attention and convert interest into action.

OVERVIEW

Digital visibility & growth

We partner with you to drive conversions and enhance your digital presence through distinctive campaigns. By identifying the most effective channels, we ensure your brand reaches and resonates with your target audience.

- + Search visibility, SEO, GEO & AEO
- + Campaign management
- + Marketing automation & consultation





Digital marketing & optimisation

Search & AI visibility (SEO, AEO & GEO)

We enhance your brand's authority and presence through ethical, sustainable strategies. Beyond traditional SEO, we optimise for the future of search, leveraging AEO and GEO to ensure your brand is the primary source for AI-driven answers and generative discovery.

Campaign management

We design and execute high-impact campaigns across multiple channels to drive brand awareness and maximise ROI. By ensuring seamless interaction at every touchpoint, we help you maintain a cohesive, secure, and data-driven marketing strategy.

Performance & automation

We implement intelligent automation to streamline operations and foster more efficient customer engagement. Our consultancy provides strategic recommendations to optimise your marketing activities, improving performance and scaling your brand's digital footprint.



OVERVIEW

Development

Digital platforms are the engines of business growth, serving as vital hubs for user engagement. Our expert development team ensures every project is delivered with precision, providing a high-performance final product that aligns with your timeline and technical requirements.

- + Web Application Development
- + Mobile Application Development
- + Laravel, Drupal, Wordpress & custom frameworks
- + Marketing automation & CRM Solutions

Development

Web application development

We design and build secure, custom cloud-based applications tailored to your business. Our focus is on creating bespoke, high-performance solutions that balance technical excellence with cost-efficiency.

Mobile application development

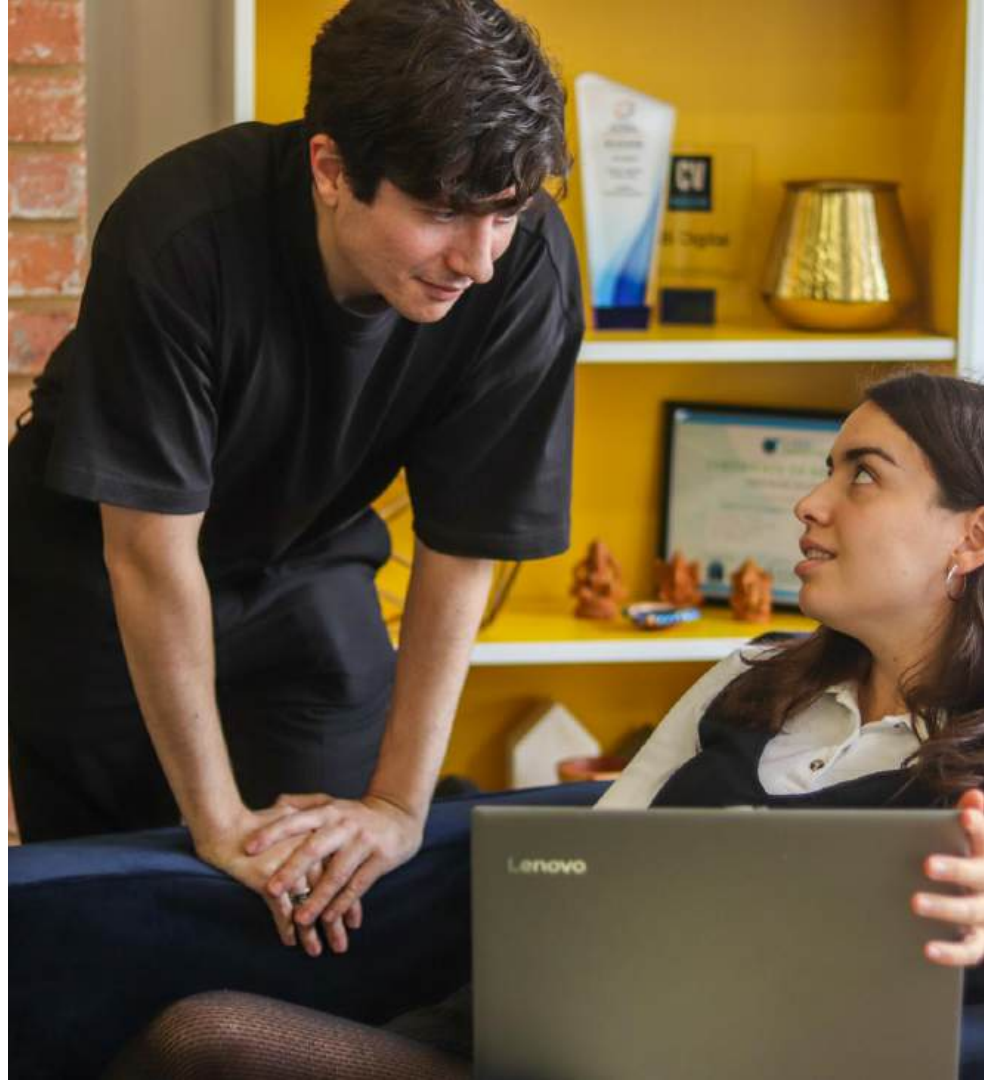
We build secure, high-impact mobile applications using industry best practices for both online and offline functionality. The result is a frictionless, engaging experience that aligns with your business goals and evolves with your users' needs.

Laravel

Our specialists leverage Laravel's resilient and flexible PHP framework to build high-speed, secure applications. We focus on clean architecture and best-in-class security to ensure your platform is robust and future-proof.

Marketing automation & CRM solutions

We provide strategic advisory, configuration, and optimisation for marketing automation and CRM platforms. Our approach covers lifecycle design, data alignment and integration planning to ensure your systems drive measurable performance and growth.





OVERVIEW

CMS & experience platforms

Our multidisciplinary team delivers excellence across full-stack development, security, hosting, and infrastructure.

We specialise in WordPress and Drupal CMS development, alongside a broad range of custom frameworks and enterprise systems.

We provide secure, high-performance digital experiences through bespoke, industry-leading web software and development, tailored to your requirements.

- + CMS Websites
- + Digital Experience Platforms
- + Headless CMS
- + Drupal & Acquia Development

CMS & experience platforms

CMS websites

We advocate for the right solution, by prioritising your unique objectives. We engineer high-performance CMS platforms that offer full flexibility and scalability. Our end-to-end design, build, and hosting services ensure your site is built to evolve with your business.

Digital Experience Platforms (DXP)

A DXP is an enterprise-grade solution designed to manage the entire customer journey across multiple sites, languages, and touchpoints. We implement DXPs that deliver a consistent, personalised experience across every digital interface: from web and mobile apps to portals and IoT devices.

Headless CMS

Our Headless CMS solutions offer far greater flexibility than traditional systems. We deliver content via APIs to enable seamless customisation for mobile apps, wearables, and emerging tech. We help you select the ideal platform and leverage automation and AI to create deeply personalised user experiences.





Drupal & Acquia development

Drupal

We have developed hundreds of bespoke websites for global brands, public sector organisations and charities using Drupal's flexible, open-source framework. Our Drupal solutions deliver high-performance experiences with enterprise-grade security and seamless scalability, ensuring measurable results for our clients.

Acquia

Acquia Cloud hosting provides a secure, fully managed infrastructure for Drupal applications. As an Acquia Certified Partner, we leverage the platform's advanced capabilities to deliver sophisticated marketing automation and real-time personalisation at scale.



ACQUIA

OVERVIEW

Compliance & migration

Staying ahead of regulatory shifts and platform evolution is essential for business continuity.

We navigate the intricacies of data privacy and GDPR, ensuring your digital products remain fully compliant and secure.

Our migration expertise guarantees a seamless transition to the latest technologies, mitigating risk while keeping your digital presence optimised.

- + GDPR Compliance
- + Data & Content Migration
- + Cloud Migration
- + DevOps Services





Compliance & migration

GDPR compliance

We provide secure, reliable hosting with 99.9% uptime and year-round GDPR support. Our rigorous data processing standards safeguard user privacy and protect your platform against malicious activity and data breaches.

Data & content migration

We ensure the secure transfer of assets between systems, guided by thorough content audits and information architecture. Our process maintains data integrity and structural consistency across the site and application levels.

Cloud migration

Our team specialises in cloud transitions at the hosting and infrastructure levels. Leveraging server-to-server imaging and Terraform, we deliver a robust, scalable environment tailored to your technical requirements.

DevOps services

Our bespoke consultancy provides the technical resilience needed to keep your operations running smoothly. We focus on proactive management and continuous optimisation to ensure your platform consistently delivers maximum ROI.

OVERVIEW

Cloud hosting services

We advocate for tailored hosting environments rather than a one-size-fits-all approach.

By leveraging a range of premium providers, we ensure your digital product sits on the most effective infrastructure for its specific needs.

We guide you in selecting the ideal platform to maximise the benefits of cloud hosting and the unlimited scalability. As a **Cyber Essentials Plus** certified partner, we guarantee that your data remains safe, secure, and private.

- + General cloud hosting
- + AWS Drupal cloud hosting
- + Acquia hosting



Cloud hosting services

General cloud hosting

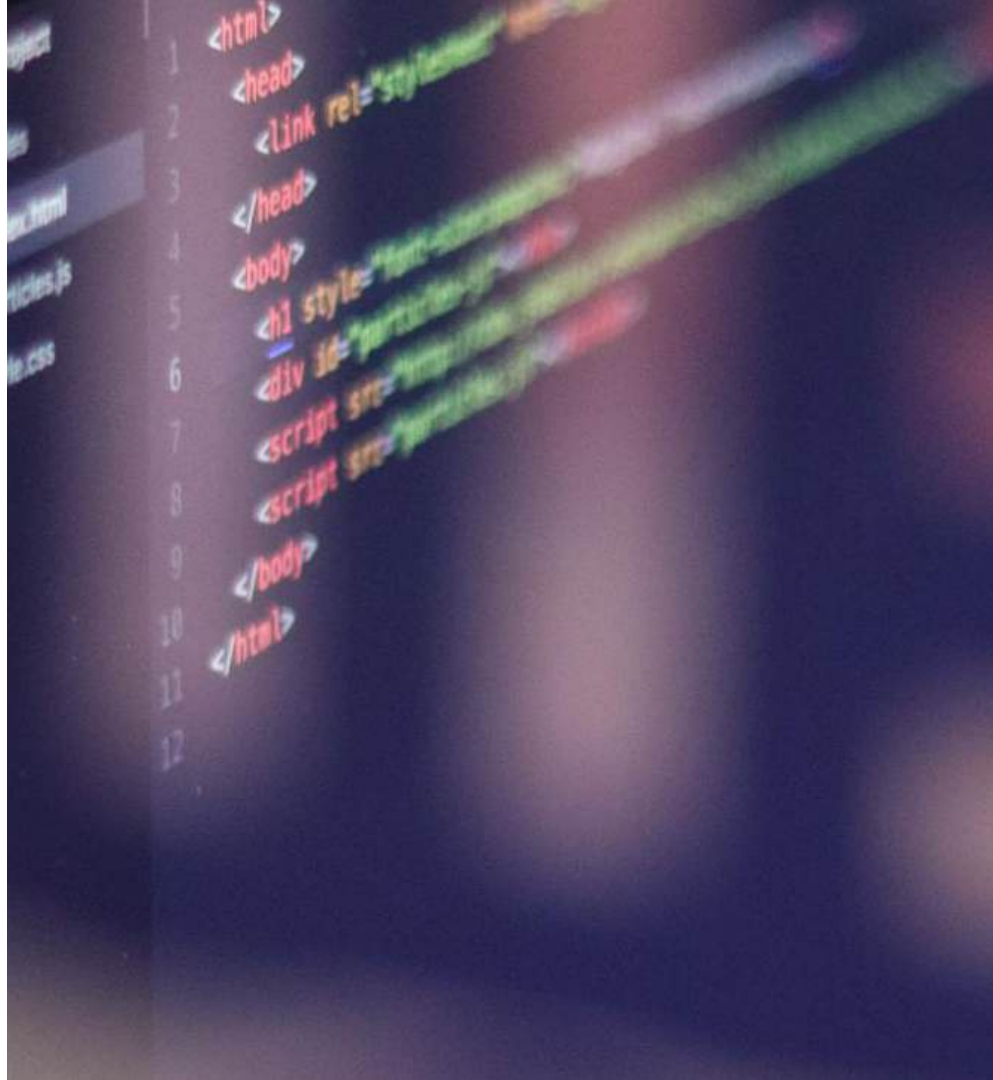
We manage secure, reliable cloud hosting across leading providers, including AWS and Acquia. Our service delivers a fully configured, multi-domain environment that hosts your applications safely with minimal internal support required from your team.

AWS Drupal hosting

JBi Digital is highly experienced in delivering managed AWS cloud hosting specifically for Drupal. We customise your AWS environment to meet exacting requirements, while our support team ensures seamless performance through automated provisioning and intelligent auto-scaling.

ACQUIA Hosting

As experts in the Acquia ecosystem, we provide secure, scalable, and reliable hosting environments for enterprise digital platforms. Beyond hosting, we help organisations leverage the full suite of Acquia products to simplify the design of sophisticated digital experience platforms (DXP) that drive long-term transformation.



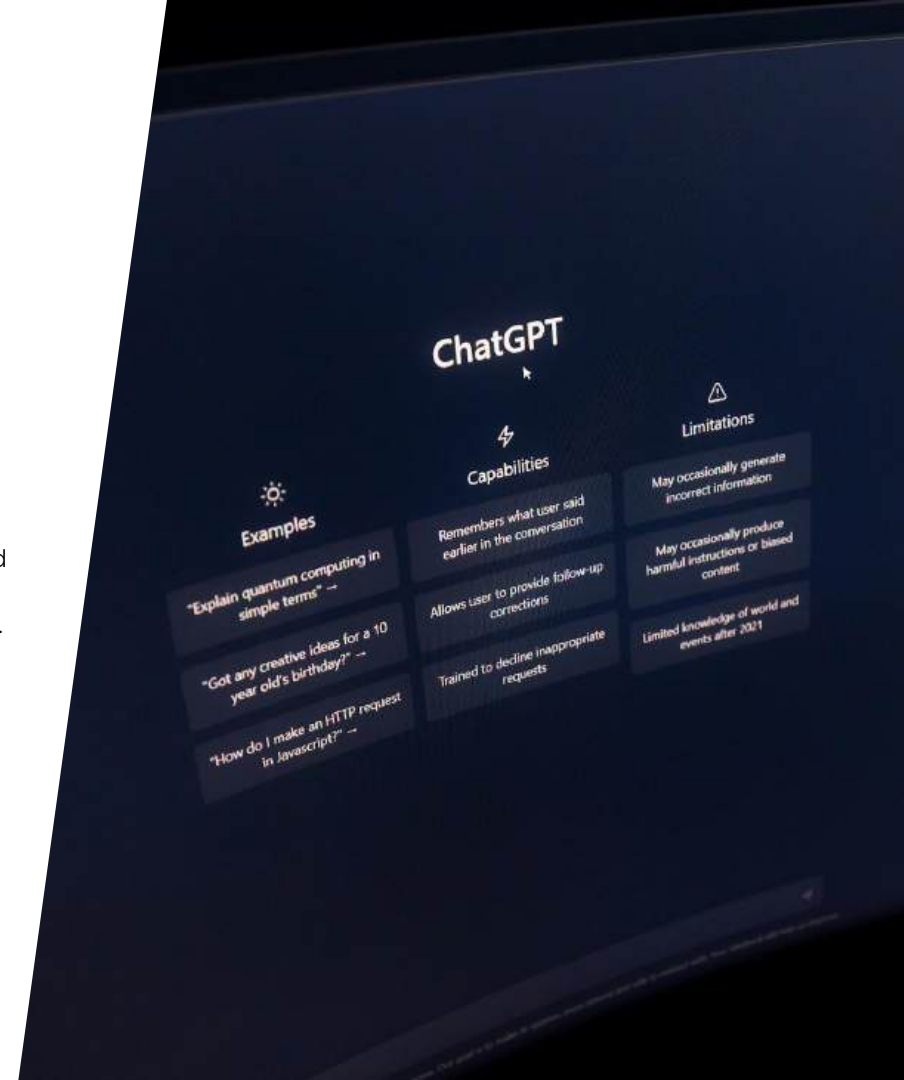
Generative AI advisory & support

JBi Digital delivers secure, applied AI solutions to create faster, smarter digital services.

We provide comprehensive advisory services to help public sector organisations design, govern, and adopt AI capabilities safely, guiding teams from initial discovery through to production-ready implementation.

Our focus ensures every solution is backed by robust governance, clear documentation, and measurable outcomes. Operational efficiency is enhanced through workflow automation and editor empowerment tools. Technology, tooling, and security assessments ensure compliance and de-risk AI innovation.

- + AI Strategy & use case discovery
- + AI Governance, risk & assurance
- + AI search & knowledge assistants (RAG)
- + AI integration & architecture support
- + Training, enablement & capability uplift
- + Generative Engine Optimisation (GEO) for AI visibility and content grounding.



Generative AI advisory & support

AI Strategy & Use Case Discovery

We build a practical roadmap for implementation by identifying and ranking AI opportunities based on your organizational goals through workshops and feasibility studies.

AI governance, risk & assurance

We create the necessary frameworks for responsible AI adoption, covering ethical compliance, risk controls, and model usage to ensure transparent oversight.

AI search & knowledge assistants (RAG)

We design and implement AI search tools using Retrieval-Augmented Generation (RAG) by structuring your data and applying grounding techniques to ensure reliable, context-specific answers.



Generative AI advisory & support

AI integration & architecture support

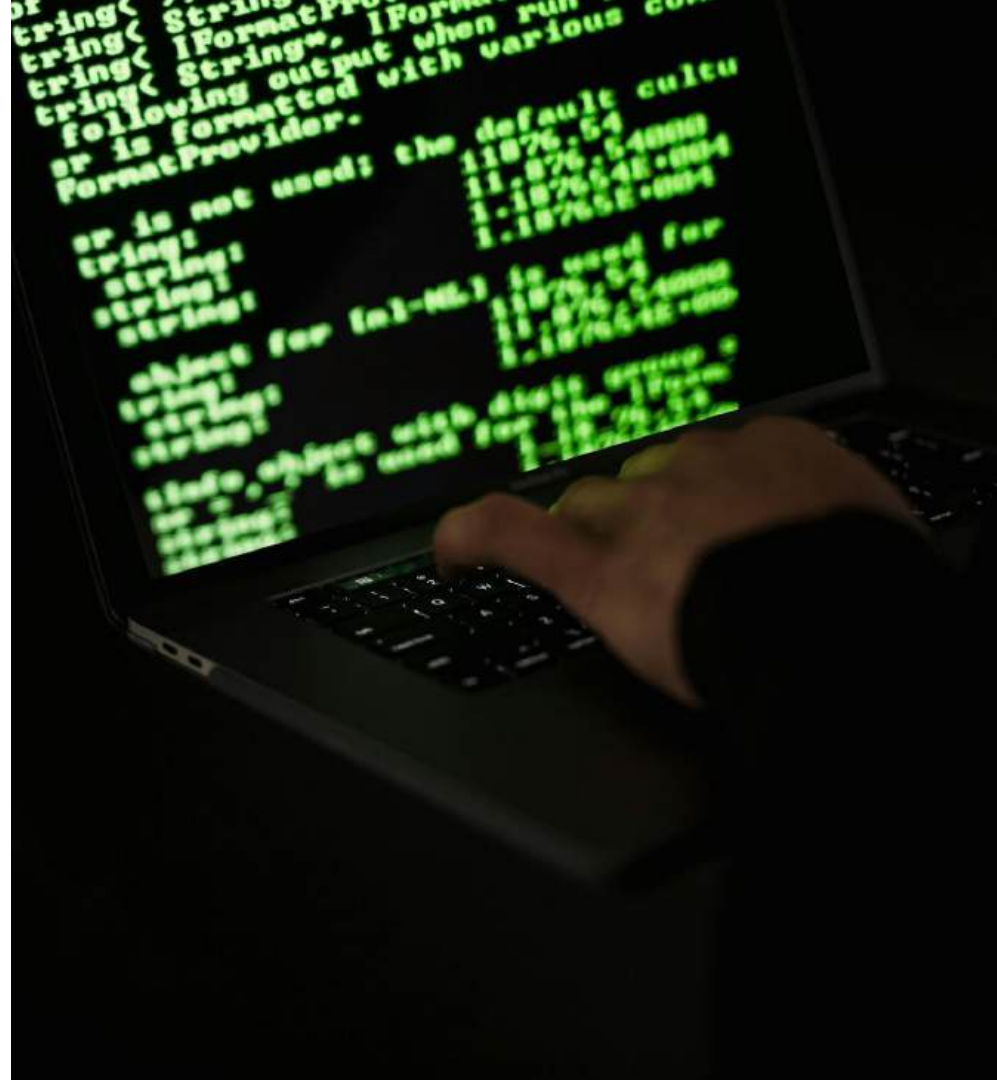
We map data flows and security to integrate AI capabilities seamlessly with your existing platforms (CMS, CRM, APIs), creating a unified and reliable technology ecosystem.

Training, enablement & capability uplift

We empower your teams with tailored training, clear playbooks, and hands-on knowledge transfer to ensure long-term independence and successful management of your AI tools.

Generative Engine Optimisation (GEO) for AI visibility & content grounding

We optimise your content and digital platforms for discovery in AI-powered search and assistants by improving structured data, entity clarity, and source authority—ensuring models surface your content accurately and with traceable grounding back to trusted pages.



OVERVIEW

Managed support services

Keep your software secure, resilient, and high-performing with dedicated support and proactive maintenance.

You can focus on your core business objectives while we manage the complexities of security patches, bug fixes, and server updates. We anticipate your platform's needs to ensure it remains reliable and secure, providing your users with an uninterrupted experience.

Each month, we provide dedicated resources to ensure your systems run smoothly. This includes proactive health checks and the capacity to tackle elective optimisations, the "value-add" tasks that keep your platform ahead of the competition.

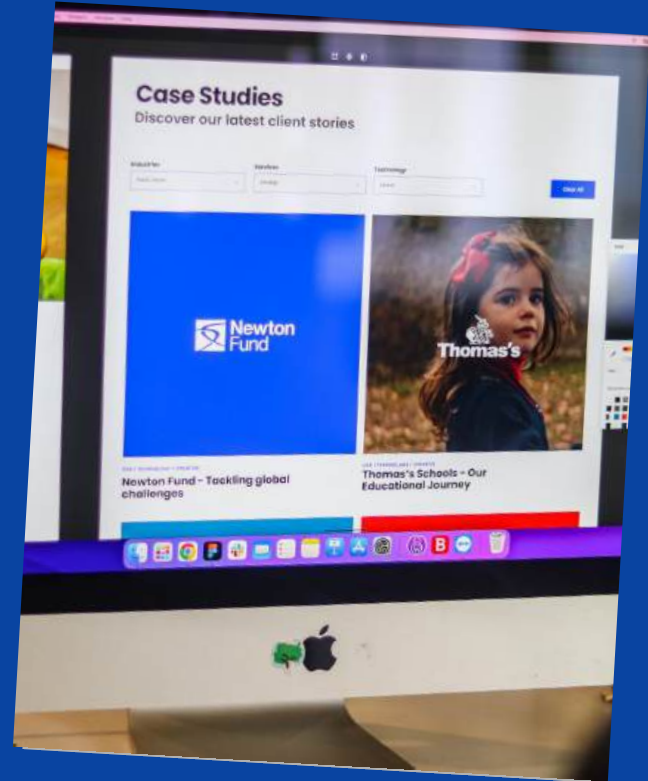
Support/SLA services

Our SLAs guarantee that any issues are resolved within defined timeframes, ensuring your platform's health and performance are rigorously maintained.

We provide the technical accountability required to keep your digital operations seamless and secure.

- + Code, feature, and bug fix updates
- + Application and security upgrades
- + Server infrastructure updates
- + Backup integrity checks
- + Performance and feature enhancements
- + Bespoke, tiered Service-Level Agreement

Our experience

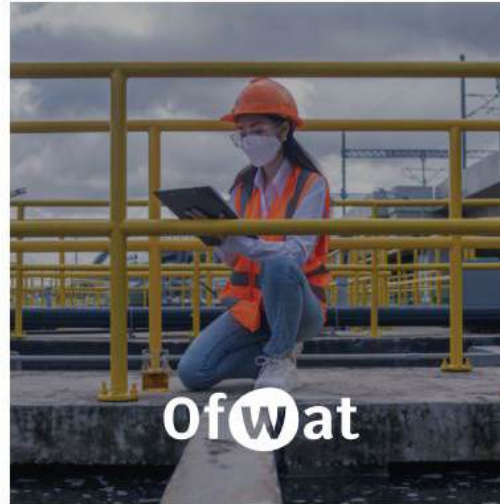


Case studies



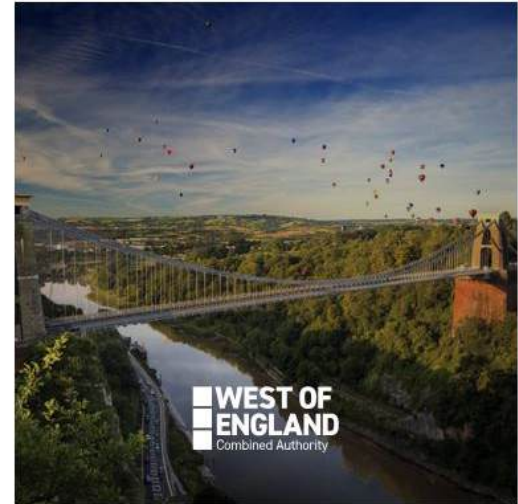
HITACHI GLOBAL

Delivering ongoing strategy, technical and design consultation services to aid Hitachi Global as they implement a programme of digital transformation.



THE WATER SERVICES REGULATION AUTHORITY (OFWAT)

Partnering with Ofwat to transform their digital presence through ongoing consultation, implementation and enhancement of their integrated strategy, UX/UI, technology, SEO and analytics.



THE WEST OF ENGLAND COMBINED AUTHORITY (WECA)

Consolidated the combined authority's existing digital estate into a single, user-friendly website. Providing continual improvements that have established WECA as a standard for other public bodies to reach.

Client testimonials



"The JBi team has been an absolute pleasure to work with. They are always proactive in their support and we are very much looking forward to seeing what our relationship brings in the future."

~Simon Crouch, Brand Manager, Hitachi Europe.



"JBi is the Rolls Royce of digital agencies.

They gave us a first-class experience.
The website is fantastic."

**~Kate Thomas, Director of Marketing, Thomas's
London Day Schools**



"As a client, they make you feel really reassured. We just really enjoy working with them."

**~Roshni Natali, Head of Digital and Design,
OFWAT**



Thank you
The JBi Team

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DIGITAL
JOURNEY**