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Place Experience Platform
Service Definition Document

Version	Date	Changes
3.0	Dec 2025	Updates for G-Cloud 15

Calvium's Place Experience Platform

Calvium are pioneers in designing and delivering bespoke location-based digital solutions for a wealth of leading clients. Our award-winning Place Experience Platform gives place managers the ability to create engaging tours around their destinations and provide just the right real-time information, unique stories and local maps to increase visitor satisfaction and support the local economy.

Our integrated system has the following products:

1. **PEP CMS [Place Experience Platform Content Management System]** WCAG 2.2 AA compliant, cloud hosted CMS. With a range of user access roles so that you can manage your teams.
2. **PEP iOS and Android Mobile Apps**. Public facing, mobile apps hosted for you on Calvium developer accounts.
3. **PEP Web App**. A responsive website that can be hosted on your own servers as an extension to your corporate website.
4. **PEP Kiosk App.** Kiosk mode version of the app to run on dedicated street kiosks
5. **PEP Analytics Dashboard.** Easy access to statistics to help you report on KPI's.

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You can find out more about the places currently benefiting from the Place Experience Platform on our website : https://placeexperienceplatform.com/

Calvium Services

Getting started

Once you're all signed up, we'll contact you to arrange a kick off call where you'll be introduced to your Customer Success Manager. During the meeting we can learn more about your aspirations and any problems you're trying to solve. We will cover, amongst other things:

- Introductions - roles and responsibilities
- Project Goals and how we will address them
- How we will work with your team
- Contact emails for team members who will use the Place Management System
- Templates and/or style guides so that the app can adhere to your branding
- Tips on marketing and publishing
- Agree Date of Training workshop and milestone plan

Once we have all of this we will get your personalised system ready for your training workshop within a month.

The Training Workshop

Calvium will share our expertise and guidance in a training workshop for you and your team. Our goal is to train your team to become confident and comfortable in developing compelling content for your applications and to be able to maintain and manage the content and local teams after launch.

App Publication and Marketing Guidance

In preparation for launch, Calvium can provide marketing guidance for your mobile or web app.

For mobile we can advise on

- how to prepare the right materials for the app stores

- How to create QR codes to make it easier for people to access content in the app. The QR code will guide them to install the app if they do not have it already, or take them straight to the related page if they do.
- How to use the QR codes for digital signage, in posters, your website, your social media channels and your emails to help promote the app and increase uptake.
- Launch strategy

For web applications we can advise on

- SEO strategy and domain set up
- Content guidelines for maximising SEO
- Launch strategy

Maintenance and Support

The initial purchase includes a licence for your team to use the CMS and to maintain your products for 12 months to ensure availability for your end users and your internal teams.

Your staff will have been trained to provide first line support to other users who have a login to the CMS. Any issues requiring second level support can be raised in the online issue management system.

Calvium provides second line support to the client team project manager to address technical faults and user login administration.

Roadmap Development

Calvium can also help advise on how the digital services you offer can be extended. The platform has been designed in a scalable fashion offering up the ability to add extra functionality.

Any extra features will be quoted as a change request to the original Statement of Work.

Ending the contract

The contract's start date, notice and extension periods will be agreed in the Statement of Work.

A standard initial agreement lasts for 12 months after which the customer will choose whether to extend the contract for a further year or terminate it.

If they terminate the contract Calvium will, at a time of its choosing, revoke all licences to the CMS and remove the public facing products from general use.

Please see terms and conditions for more information.

Calvium is a trusted digital partner

Our security and quality accreditations assure you of our high standards.

Calvium Awards

- Finalist ‘Best Agency to Work for (Small)’, Company Culture Awards 2025
- Finalist ‘Data Team of the Year < 20 people’, British Data Awards 2025
- Finalist ‘Best Technology Innovation’, Travolution Awards 2024
- Winner ‘Best mobile technology’ category, Go:Tech Awards 2023