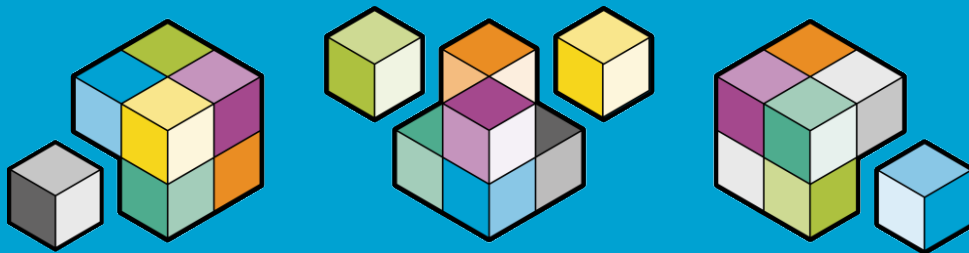
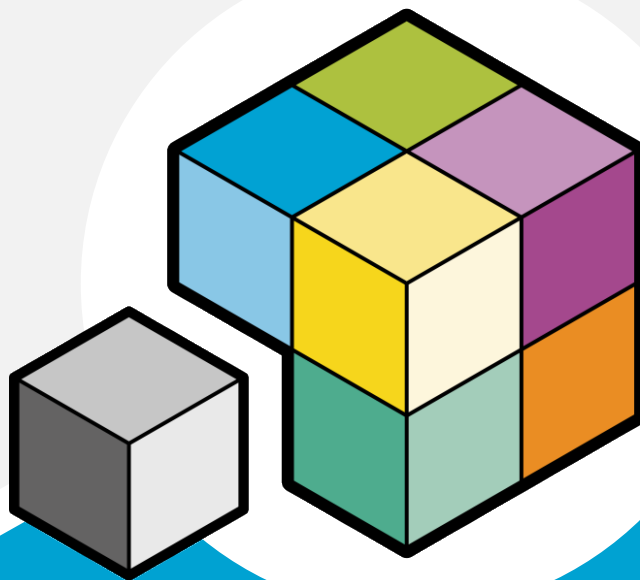


Liferay Analytics Cloud

G-Cloud 15 **Service Definition**

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G-Cloud 15 Service Definition

- G-Cloud 15 Service Definition 1
- Liferay Analytics Cloud 2
 - G-Cloud Service Name 2
 - Service Overview 2
 - Service Features..... 2
 - Service Benefits..... 2
 - About Placecube..... 3
 - About Liferay Analytics Cloud 4
 - Key Features 4
 - Product Details 4
 - Learn More 5
 - Training 5
 - Onboarding & Offboarding Support..... 5
 - Security & Privacy..... 6
 - Governance 6

Liferay Analytics Cloud

G-Cloud Service Name

Liferay Analytics Cloud.

Service Overview

Improve your digital strategy with Analytics Cloud, a tool that aggregates and visualises customer and web analytics data across touchpoints. Consolidate customer profiles and behaviour into a unified view. Measure marketing asset performance to enhance personalised experiences, overcoming data silos for comprehensive insights and effective engagement.

Service Features

- Digital asset performance reporting
- Path analysis to understand how visitors reach you
- Works with Liferay and non-Liferay sites
- Single customer view across your digital touchpoints
- Highly flexible and interoperable
- Secure, DPA and GDPR compliant
- Multi-dimensional segmentation and segment insights
- Page and asset interaction
- A/B testing

Service Benefits

- Better experiences, better insights, better results
- Overcome existing data silos and provide essential personalised experiences.
- Measures the performance of marketing assets and content
- Understand how your customers behave across multiple touchpoints
- Calculate interest based on people engagement and topics of interest
- Enrich audience profile by aggregating data from multiple sources
- Define target audience based upon common characteristics and behaviour
- Identify problems with content, so you can improve conversion rates
- Unify your view of the customer across channels

About Placecube

Now it's easier to build open, integrated services.

Our open platforms are co-created with the public sector for the public sector. We make it simpler for you to create services, integrate systems and personalise user experiences. Together we make your users' digital journeys easier, faster, and better connected.

We work with you to build your Digital Place – your open and connected platform. We accelerate your digital journey through the reuse of existing digital services. We work collaboratively, ensuring that our clients never pay twice for the same development. And we differentiate ourselves through our actions and behaviours, living by the core principle of 'Doing the right thing'.

1. Making digital government more affordable.

By re-using well-designed services, already co-created with the public sector and their users, we make it easier to launch digital strategies that bring people, communities, businesses, and infrastructure closer together for a more connected place. Multi-agency use comes as standard.

2. Open standards confidence, open-source flexibility.

Liferay DXP is our preferred open digital platform for making and re-using services that provides a sustainable way for local public services, health, housing, and communities to rapidly adopt open standards and open source-based digital services in a new style of partnership designed to connect places and communities.

3. Reusable cube components avoid unnecessary redevelopment.

Clients use this capability to accelerate transformation, avoiding duplication and cost, using integrated tools to enable personalised services, engaged communities and secure collaboration.

4. 20+ years working with the public sector.

Placecube has a wealth of government digital experience and has been working with local authorities and other public sector organisations, across Central, Civil, Health & Policing for over nineteen years (since 2003).

5. Liferay Service Partner.

As the UK's preeminent Liferay Service Partner, the Placecube team is highly regarded as a specialist in creating, migrating, and deploying the global leading open-source DXP (Digital Experience Platform).

6. Provider of Knowledge Hub, the open knowledge platform for public service communities everywhere.

A platform to collaborate and share across teams, organisations, and communities. Co-designed with the public sector and used by more than 100,000 users from 5,000 organisations across 80 countries.

About Liferay Analytics Cloud

Liferay Analytics Cloud integrates with Placecube's Digital Place products and Liferay DXP deployments to deliver more in-depth customer insights across multiple touchpoints.

Key Features

- **Create a Single Customer View** Aggregate customer profile, behaviour and interaction data from across the company and merge into a single view of the customer.
- **Segment and visualise Critical data** Create segments and visualise data across touchpoints, down to the asset level, to discover which elements truly impact audience behaviour.
- **Create Known target Customers** Use insights derived from advanced algorithms to understand audience interests to help marketers provide better experience personalisation.
- **Page insights** Measure the performance of content and how the audience is interacting online for an in-depth understanding regarding the performance of pages and content.

Product Details

Customer Profile Analytics

- Pull customer data from multiple sources into, single, secure view to create known users.
- Integrate with Salesforce CRM to enrich your customer profile.
- Visualise customer data through segment, accounts, and individual profiles.
- Build dynamic segments based on customer behaviour and profile attributes.
- Analyse individual interest, activity history and more.
- Analyse segment interest, demographics and more.
- Explore segments through groups and filter accounts based on attributes.

Page Analytics

- Visualise a list of pages and understand performance through an aggregate view.
- Measure page effectiveness by viewing the amount of user sessions, number of visitors, nested assets and associated topics of interest per page.
- Understand audience behaviour patterns by day and time.
- Track the performance of individual segments within pages.
- Visualise scatter plot page charts.
- Page search and filter by segment, location, device and main KPIs.
- Analyse bounce rate metrics and time for page visits.
- Track interactions on your custom solution developed with DXP using simple tags.

Traffic and Path Analytics

- Display traffic types and visualise a path for easy source identification.
- Filter paths by segment, location, device types, time and browser.
- Display number of assets and all assets by each touchpoint
- Filter interactions by each asset under the key touchpoint.

Asset Analytics

- Track and visualise engagement levels for assets such as forms, blogs, documents, media, and other pieces of web content.
- Visualise a list of assets, per type, and understand performance through an aggregate view.
- Forms reports detail the number of views, submissions, failed submissions, abandonment and completion time, user information and device usage, with the ability to drill down to the field level to understand conversions.
- Blog reports detail number of views, bounce rate and reading time, as well as engagement measurements, including shares, comments, clicks and ratings.
- Documents and media reports provide the number of previews and downloads, engagement ratings, comments, and user devices.
- Web content reports help understand the number of views and clicks, as well as the current content engagement level, including the ability to drill down to better understand the audience.

Learn More

Set up a conversation with our team for a demo of Liferay Analytics Cloud or to discuss subscription details. enquiries@placecube.com

Training

Comprehensive, bespoke training is a standard component of our implementations, and it has been developed to support our clients' in becoming self-sufficient.

Training commences well ahead of live deployment with in-house staff using the system for testing, accelerating their efficiency and ability to react to future business and legal requirements.

We can enhance initial on-site training with scheduled refresher sessions. Ongoing knowledge transfer can be provided through ad-hoc 'ask-the-expert', written guidance and virtual Communities of Expertise; all geared to creating self-sufficient, in-house expertise. A knowledge base is provided to help staff with day-to-day tasks and processes.

Onboarding & Offboarding Support

Our solution is ready-to-use and can be deployed at pace.

Firstly, we will work with you in person and via virtual meetings. We will then set up sessions to walk through the service, demonstrating the various administrative and end-user interfaces. You will have opportunities to practise, test and ask questions.

Once deployed, we provide a dedicated web-based support desk, available from 09.00-17.30, normal business days, as standard. Telephone, on-site or 24*7 extended support can be made available for an extra

cost. Our support team consists of highly skilled, experienced professionals, who can help troubleshoot any problems.

If you no longer wish to use the service, we can provide an encrypted archive of all client-owned data stored within the platform.

Security & Privacy

We are committed to keeping your data safe and secure and adhere to extremely strict security standards. This includes operating from SOC-1/ISAE-3402/SOC-2/SOC-3 compliant data centres run by Google Cloud Platform (GCP).

Liferay manages the infrastructure for you, so you can concentrate on managing your platform and your users. We use enterprise-grade monitoring solutions on all our cloud environments to allow us to pre-empt and react to system events and resource usage.

Governance

Across our organisation, we have established systems in place to enable us to monitor and report against our performance quickly and effectively. We are proud of our track record in which we consistently exceed all these required standards for our existing clients. However, we are not complacent about this, and are constantly reviewing technology, processes, and controls to ensure we maintain or improve these standards.

Our clients' requirements are typically aligned with our own well-established service standards, so we know we can provide an appropriate level of service having done so for other similar clients for several years. Priority classification is also a well-understood prioritisation model, which provides additional assurance that we will deliver reliable support service based on established best practices.

In addition to operating a responsible governance model, and providing outstanding support to our clients, our clients receive additional peace of mind through the eight stated commitments that we openly make about how we will continue to operate.

These eight commitments are just a part of how we uphold our reputation for doing the right thing.

1. Our subscription pricing will be transparent and fair – we will not surprise you with hidden costs or seek to charge you extra to keep features, services or integrations working in the way we have committed to you throughout our contract with you. We will only seek a fair return for providing genuine additional benefit and value to your organisation.

2. We will not charge you a premium to integrate with our software or any digital services we provide – we will facilitate this through the use of open APIs. When we develop a new interface it will automatically become part of your existing subscription unless we agree with you in advance that it may put either party at a disadvantage to do so or that, as a prerequisite, another third party must also be consulted and asked to contribute to the cost.

3. We will use and support open standards – we will strive to reuse, develop, and contribute to a growing library of open source code and supporting collaborative initiatives to develop open standards. We require third party partners to meet these standards. This includes a commitment to publish open source code so that it is accessible to others who may wish to adopt it, and to support growing open source communities in which we participate. Our intention is always to promote re-use wherever possible and avoid duplication of investment and costs on the part of our clients and partners.

4. We will uphold the principles of data protection, security and privacy by design – personal data will remain private, open data will be open to share and any data services we provide will be designed for the benefit and improvement of your services. We will never seek to undermine the trust users place in services we provide through inappropriate collection, manipulation, or exploitation of user data.

5. We believe web accessibility is essential, always – we will strive to meet leading standards of accessibility in any services we provide or websites that we build, and we will uphold this principle in any quality review we undertake. This includes conformance with Web Content Accessibility Guidelines standards as a minimum.

6. We will always seek to minimise the impact or disruption of any change – when you entrust us to provide software and services on your behalf, we will always seek to coordinate and communicate any changes, updates or new releases so that your services are not disrupted. Where a fault occurs, we will remedy this fault according to the highest professional standards, by communicating openly with you and rectifying the issue as quickly as possible.

7. We believe you have a right to know how your service is performing at all times – we will share performance data summaries with you at no additional cost and will be open to discussing any additional detail you may require where it is reasonable and practical to do so without imposing any further charges. We will only seek to charge for requests that require significant development effort to provide.

8. We are committed to Place by design – our investment in place-based initiatives, through our solutions and technology, will always be designed to bring government, businesses and communities closer together to promote healthy, thriving local ecosystems with improved outcomes and sustainability for the Place. We will act responsibly and make a positive contribution to society.