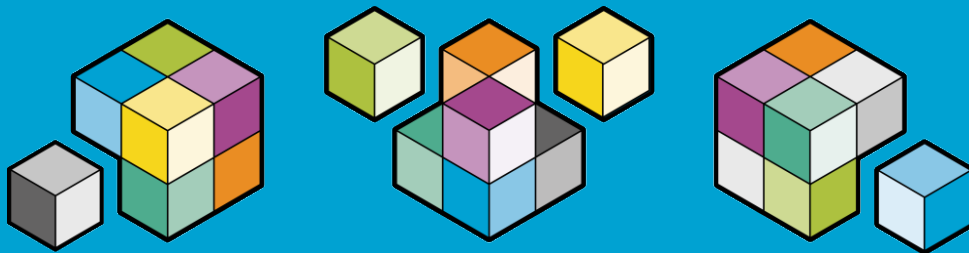
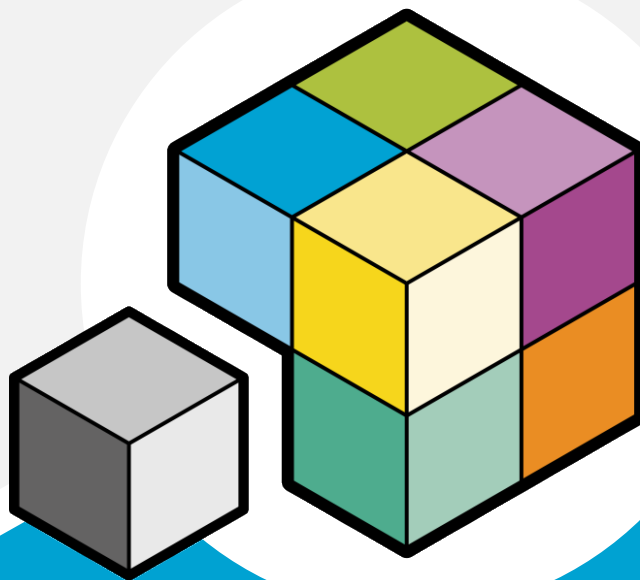


Digital Place

G-Cloud 15 **Service Definition**

January 2026



www.placecube.com

G-Cloud 15 Service Definition

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Digital Place

G-Cloud Service Name

Digital Place.

Service Overview

Your publishing platform for making websites, microsites and intranets with simple forms and directories. Re-use public sector co-developed user experience designs, page templates, fragments and content types, create simple forms using Placecube's low-code Form Builder, and publish directories of local assets and services. Cloud-based, open-source and fully scalable.

Service Features

- Easy to use Rich Text Editor for content authors
- Supports role-based access control for content authors, admins, designers
- Start with WCAG-accessible mobile responsive designs, customise as required
- Public Sector templates including home page, landing pages, service pages
- Asset directory listings including venues, car parks, libraries, service centres
- Publish websites, subsites, multiple microsites, and intranets/extranets
- Personalise user experiences through segmentation based on session attributes
- User research-based public sector information architecture
- Low-code Forms: visual layout, rule builder, branching, custom fields
- Includes powerful Elasticsearch engine and Headless Delivery API

Service Benefits

- Accelerate your web publishing with features co-developed with public sector
- Enables WCAG 2.2 AA compliance, improving accessibility of services
- Mobile-first responsive design: one site serves multiple device types
- Improve UX using GOV.UK Design System styles, components, patterns
- Content-publishing approval workflows support quality assurance
- Open APIs reduce effort of content migration from legacy websites
- Secure multi-tenanted cloud-hosted system, scalable to meet high demand
- Benefit from open-source community driven software without self-hosting/support costs
- Public Sector user community to share practice and shape roadmap
- Independence from proprietary software vendor 'lock-in' – taking back control

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 building blocks. 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 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 public sector organisations, across Central and Local Government, Health & Policing for over twenty years.

5. Leading 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 Digital Place

Public sector organisations and their voluntary and community partners want to create and provide well designed accessible services for their service users - citizens, residents and businesses, using digital capabilities to meet user needs and reduce operating costs.

We believe that to achieve meaningful results for local users it is important to start with technology that makes it easier to deliver complex transactions in an integrated and unified way. But many organisations have been forced to continue using outdated technology because they cannot justify the cost of modern platforms designed for digital business, which are either expensive to buy or expensive to 'make work' in terms of integration and support costs.

This has left organisations relying on mixing a variety of individual CMS, Forms, Customer Account and CRM packages, and paying for the integration between them - an approach which has proved costly and frustrating as organisations find they cannot offer the seamless user experience that people expect.

Digital Place is based on a fully featured Digital Experience Platform that combines all these capabilities, and more, in one integrated platform straight out-of-the-box and which typically operates at a much lower total cost of ownership.



Because we provide Digital Place as SaaS, you don't have to worry about hosting, maintenance, and retaining the skilled developers and operations staff needed to keep an open source platform running at peak performance. We do the work to deploy new features and patch releases into your UAT environment after they have been developed and tested, allowing you to test them before deployment to your live site.

We use open-source tools and support open standards by default in line with the Government Service Standard and Tech Code of Practice guidance. For local government we work in a way that supports councils who have signed up to the Local Digital Declaration principles.

The product contains over 150 pre-built 'cubes', which are individual pieces of functionality, accelerating your digital service delivery through re-use. The cubes are categorised into seven distinct 'packs', and organisations can choose which packs make up their Digital Place subscription based on their own needs.

The available packs across Digital Place are:

- **Core DXP** - Core Digital Experience Platform functionality, such as user management, security, web content management, and search.
- **LCAP** - Low-Code Application Platform capabilities, including digital service delivery and case management.
- **CRM** - Customer Relationship Management functionality for customer service teams.
- **E-Commerce** - E-Commerce functionality for building B2B or B2C commerce experiences.
- **Collaboration** - Social collaboration and community functionality that supports building intranet and/or extranet experiences.
- **Local Gov DXP** - A suite of accelerators and integrations predominantly relevant to the Local Government sector.
- **Analytics** - Web analytics add-on for usage tracking and advanced personalisation.

There are three different types of cube in Digital Place:



Feature cubes - Functional components which typically have some element of user interface.



Integration cubes - Integration connectors to common third-party applications.



Accelerator cubes - Templates to accelerate digital delivery.

Digital Place

Overview

Digital Place is our base product offering which allows customers to build and publish websites using an enterprise-grade web content management system. The solution is deployed within a secure cloud environment and features a suite of intuitive drag-and-drop and low-code capabilities to allow you to design and build accessible, mobile-ready websites.

Customers who want to extend beyond web publishing to build low code digital services and integrate them with back-office systems or multi-stage processes can add-on the Digital Place for Building Digital Services subscription. Alternatively, to add CRM capabilities, the Digital Place for Customer Services subscription can be selected. See Placecube's G-Cloud 15 service descriptions for more information and refer to our pricing document for discounts available to customers who buy two or more Placecube Digital Place services.

Council customers can upgrade to the full Digital Place for Local Public Services subscription when they are ready to move forward on their digital transformation journey with integrations, Case Management, CRM and Customer Account.

Included Packs

Core DXP

The Core DXP pack provides the core Digital Experience Platform upon which all Digital Place implementations are built. This pack includes the following cubes:

 Feature Cubes - Asset auto-tagging - Asset categorisation and tagging - Content collections - Content scheduling - Data protection tools - Document & Asset management (DAM) - Enterprise search - External website search - Knowledge base - Mobile app* - Multi-Factor Authentication (MFA) - Multi-language support - OpenGraph meta tags - Personalisation - Recycle bin - Role-Based Access Control (RBAC) - Site and page management - Sitemaps (SEO) - URL redirects - Workflow process builder	 Integration Cubes - Chatbot* - Google Analytics - Google Maps - Headless APIs - Live Web Chat* - Matomo Web Analytics - Microsoft Active Directory - Microsoft PowerBI connectivity - Microsoft SharePoint connector - OpenAI connector - OpenID Connect authentication - OpenStreetMap - SAML authentication  Accelerator Cubes - GDS design system - Microsite template library
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Web Content Management

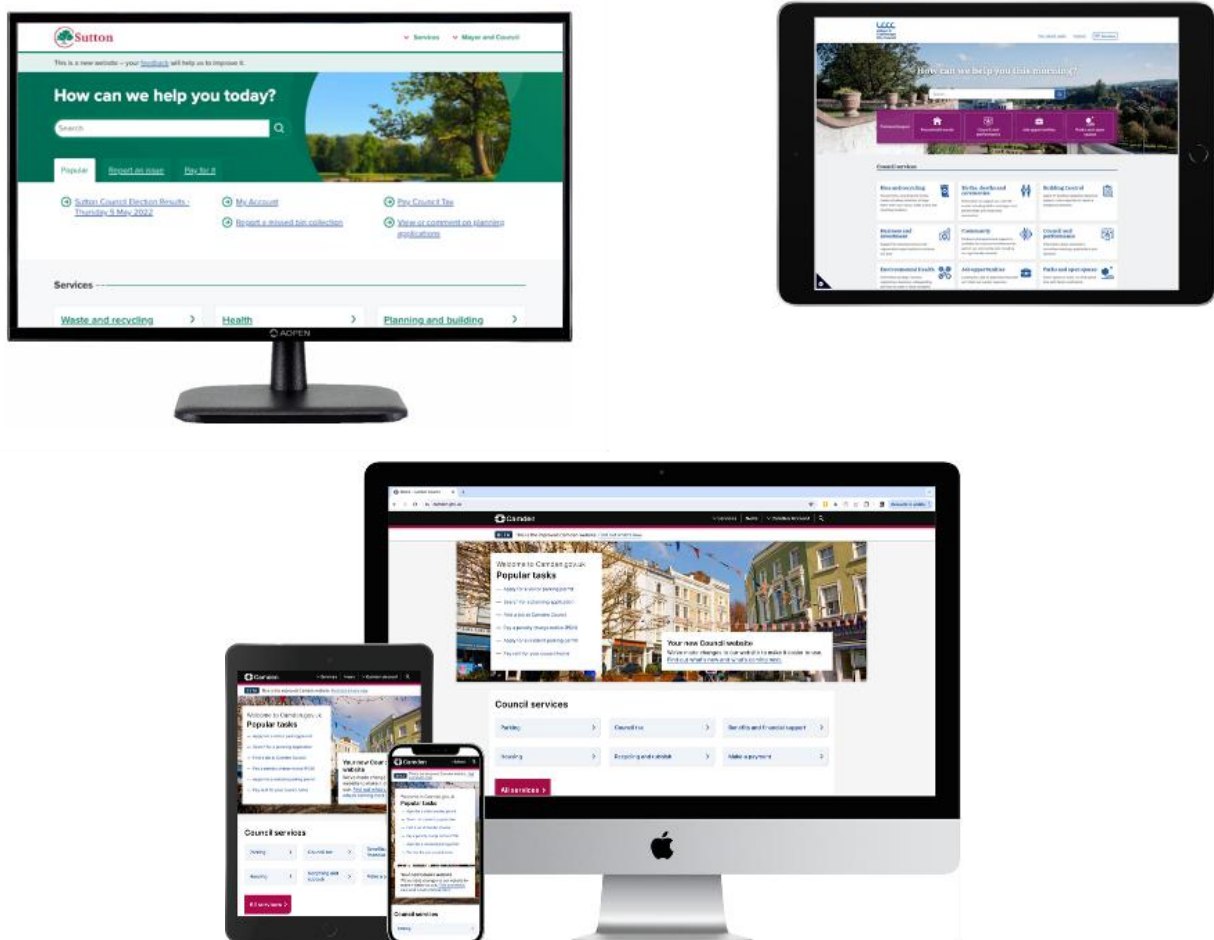
The Digital Place Content Management System is built on the sophisticated tools available in Liferay DXP and is enhanced with a range of features built by Placecube, specifically for public sector customers.

The CMS supports the separation of content and presentation, enabling content authors and editors to create web content based on structured content types, and UX designers to create the display templates and customise CSS and JavaScript that ensure a consistent user experience. Web admins can configure the information architecture of the web site using the categorisation and tagging tools available in the platform, defining the vocabularies needed for navigation and relating content. Pages can be auto populated by categorising and tagging web content to display in the appropriate fragments.

Start with accessible mobile ready designs

Placecube have designed and tested Digital Place's UX components and themes to be WCAG 2.2 AA compliant and responsively designed to work effectively on mobile devices, tablets and desktops. We work with leading independent accessibility testing organisations to monitor ongoing compliance, and any resulting updates are made available to all Digital Place customers.

The built in Digital Place theme can be used to get your website project moving rapidly, but you can also implement your own theme based on your independent design system, and take ownership of implementing your users' experience using Master Page Templates and Stylebooks.



Accelerate your implementation with Local Government specific components

Digital Place includes support for the GOV.UK Design System's front-end styles and components, easily available to content authors and editors as they work in the embedded Rich Text Editor and a set of predefined page templates and section layouts, and content fragments that enable organisations to achieve a consistent layout and make it easier and quicker to compose new sections and pages.

Standard templates include:

- Home Page
- Service Landing Pages (Category Pages)
- Service pages (Content Pages)
- Guide pages
- Asset listings (Directories)

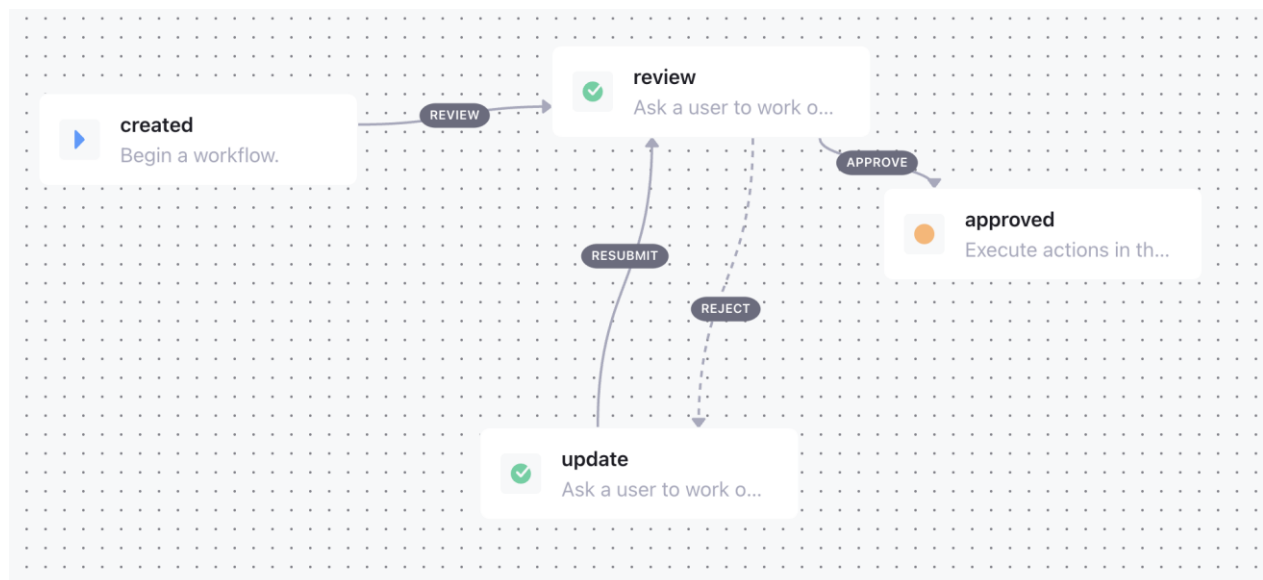
Standard page fragments and widgets include:

- Banners
- News Listings
- Featured content
- Site-wide service menu
- Related content
- Accordions

You can also use the WYSIWYG designer to create your own page templates, composing them from pre-existing fragments, or creating your own using HTML, CSS and JavaScript.

Manage the publication process

The workflow module in Digital Place enables organisations to create, amend and deploy approval workflows, so that users with Reviewer roles can review and approve content such as Blogs, Web Content, Wikis before they are published.



Web editors can use the Publications feature to group together changes, such as creating a new section of pages and web content and scheduling it to go live at the same time. Publications can be used in conjunction with workflow, in order to obtain approvals on a set of related changes.

More than just a CMS - manage and optimise digital experiences

Organisations can personalise the user experience and user journeys by defining user segments based on browsing behaviour and data stored in the account and then defining multiple Experiences that modify the display of content based on the user's segment.

The built in Simulation tool enables you to preview how a page will look on a range of devices, and for different personalised experiences.

With the optional Analytics pack enabled, you can also use the A/B testing tool to determine the most effective version of your content by testing variations on different users. The majority of visitors see the current content and design of your page, while a select group sees an alternative variant. You can then test the performance of the current page and the variant to determine which version performs better for a given goal, such as bounce rate or clickthrough.

Full suite of Headless Delivery APIs

While the Digital Place CMS offers powerful tools to create and publish your content on mobile ready accessible websites hosted on the platform, many organisations want to explore headless delivery of content to a range of other touch points including native apps, services built on other technology stacks (e.g. React or Ruby) and other tools within their IT infrastructure such as reporting platforms.

Digital Place includes headless APIs that allow RESTful interaction with platform resources. These APIs follow the OpenAPI specification, which defines a standard for REST interfaces, allowing for more straightforward implementation and consumption. All interactions via headless API are secured through authentication e.g. via OAuth token.

Microsites included - consolidate your web estate onto one managed platform

Your Digital Place subscription enables you to create as many microsites as you need, all based on the same instance of the platform, with no additional licence or hosting costs, and with their own custom themes - designed by your own team or partner agencies. Some examples from existing customers include campaign sites, multi-agency recruitment sites, public health, fostering and local venues.



Search

Digital Place integrates the leading open source Elasticsearch engine, which provides search for users of the website, case management, and CCM cubes. Core web search features include:

- Configurable Search results page including faceted search filters
- Search as you type suggestions
- Using tags to boost relevance.
- Adding and managing synonyms
- Managing result rankings and boosting specific results
- Crawling, indexing and including external sites/pages in results

Elasticsearch is an open source, distributed search and analytics engine built for speed, scale, and AI applications. As a retrieval platform, it stores structured, unstructured, and vector data in real time — delivering fast hybrid and vector search, powering observability and security analytics, and enabling AI-driven applications with high performance, accuracy, and relevance.

Placecube has extended the out of the box implementation of Elasticsearch to support a range of enhancements, including enabling Customer Services Agents using the Customer Contact Management (CCM) cubes to search by all the details recorded against customers and transactions, including case reference, phone number, username (email address), full name, address and postcode.

Tailoring the search page user experience is made easier by Search Blueprints, providing a UI for configuration of the query that's sent from the Digital Place search box to the built-in Elasticsearch engine.

SEO and Analytics

Digital Place supports standard Search Engine Optimisation techniques and can integrate with Google Analytics or for more powerful data on the use of pages, content fragments and assets, you can choose to add-on the Liferay Analytics Cloud option. Use of Liferay Analytics with Digital Place also enables more sophisticated user segmentation and personalisation based on segments. Users who log in to their account can be included in more finely tuned personalisation of content and analytics - all based on explicit cookie consent opt-in.

Customisation and Configuration

All Digital Place subscriptions include the ability to configure and customise end-user experiences using the suite of no-code and low-code tools available in the platform. Examples include:

- Look & feel customisation using style books, master page templates, fragments.
- Listings and search configuration using objects, display page templates, and fragments.
- Digital service creation using form pages, case management, workflow, and objects.
- Back-office integrations through configuration of integration connectors.

Subscription Support, Implementation & Professional Services

As outlined in our pricing document, in year 1 we include a single comprehensive implementation support package for a one-off cost. As described in the sections below, this covers deploying your non-production instance of the platform, onboarding, branding, foundation training for the modules included, working with you to configure the CMS, testing for accessibility and security, and then deploying your production environment.

Your annual subscription includes all hosting, support and maintenance costs – there are no additional per user, transaction volume or other charges related to the size of your organisation, customer base or use by partnership projects. This means you can be as ambitious and successful in shifting customers to digital channels without fear of scaling costs as you grow.

Our approach aims to give you control and flexibility. We know that customers often want support to kick start their use of a new platform – either to provide additional training, expert coaching from our developers, or intensive support in configuring and implementing elements of the platform. Some customers have commissioned us to scope and deliver an automated content migration from their legacy CMS to Digital Place. Others have worked with us to discover, design and develop whole digital services. To meet these needs, we offer professional services that can be added on to your subscription purchase in bundles of days, with discounts for up-front purchase of larger volumes outlined in our pricing document.

Deployment & Management

Concentrate on developing the digital services for your organisation. Leave the infrastructure and software stack to us. You don't have to invest in physical assets; being able to 'rent' virtual infrastructure and software has both cost benefits and practical benefits.

The Digital Place Software-as-a-Service solution is ready for immediate deployment over the internet once we have undertaken the necessary onboarding, customisations, and integrations you require. Your users will have full administrative rights, allowing them to start creating other users, roles, sites, content, and services straight away.

Training

Comprehensive foundation 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 training with scheduled refresher sessions. Ongoing knowledge transfer can be provided through ad-hoc 'ask-the-expert', written guidance and virtual Communities of Practice; 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 can be deployed at pace.

Firstly, we will work with you to discuss branding, design and the tools you want to use. We will then set up sessions to walk through the service, demonstrating the various administrative and end-user interfaces. You will have opportunities to practice, 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. 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 datacentres run by Amazon Web Services (AWS) and maintaining ISO27001 certification covering both our corporate and datacentre environments. We also hold Cyber Essentials Plus accreditation.

Our cloud software solutions are hosted by AWS in the UK in some of the most highly specified datacentres available. They're built to exacting, rigorous standards and deliver unparalleled security, power, connectivity, and environmental control. It's a world-class infrastructure and keeps our servers running uninterrupted 24*7. The datacentres are engineered with fully redundant connectivity, power, and HVAC to avoid any single point of failure. Each datacentre is staffed by highly trained technical support staff.

We manage the infrastructure for you, so you can concentrate on managing your platform and your users. We ensure that all software within the environment, including operating systems, databases and application-level software is fully patched. 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.

The platform goes through weekly vulnerability scanning at the web application and infrastructure level, and is penetration tested at least annually by an independent CHECK service provider. The underlying software of our solution, Liferay DXP, is also regularly penetration tested and verified by a third party.

We are an ICO-registered data controller and have appropriate data processing agreements in place with all clients to meet the requirements of the General Data Protection Regulations and Data Protection Act.

Service Levels, Performance & Availability

We aim to provide at least a 99.9% uptime service availability level. The service is fully resilient, with no single points of failure throughout the technology stack. The service comes with a 4-hour recovery time objective (RTO) and a 15-minute recovery point objective (RPO). This means that in the event of a major loss of infrastructure, the service would be available again within 4 hours, with a data loss of no more than 15 minutes.

Availability excludes agreed scheduled maintenance events, customer-caused or third party-caused outages or disruptions, or outages or disruptions attributable in whole or in part to force majeure events. Any service-impacting planned maintenance work is always performed outside of UK business hours, with adequate notification to our clients.

Incremental database backups are taken continuously throughout the day, configured with a 35-day retention period, with support for point-in-time restore within that period. The file storage solution is backed up daily and offers support for point-in-time restore. Backups are stored across multiple data centres and are fully encrypted.

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 in order 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 a number of 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.

Community Collaboration

Our values lead us to work actively to bring our customers together, to form a community that collaborates on shaping our roadmap, helps us to continuously discover how to solve problems for them and the residents and businesses they serve, and then to work with us to test new releases.

We encourage all practitioners to sign up to the Digital Place Community which we run on Knowledge Hub, and contains our documentation, information about current and future plans, links to our roadmap and feedback channels. We run Show and Tells on new product developments for customers and provide tools to enable our customers to collaborate. Customers are invited to join Product Working Groups which help Placecube to prioritise, define and design initiatives for our strategic roadmap that will be selected for development, resulting in major new features and enhancements to existing cubes that we know our customers want.