

Microsoft Content Services Platform — Lot 2b Product Definition / Service Definition

1) Service Overview

Service name: Microsoft Content Services Platform

Lot: 2b – Software as a Service (SaaS)

Service description (summary):

A Microsoft-cloud solution that enables enterprise content management, capture, collaboration, and creative workflows using Microsoft 365 services. It supports digital asset management, product content, marketing campaigns, video/media, and creative tooling, providing secure, governed, and collaborative content experiences for public-sector organisations.

Cloud deployment: Public cloud and Hybrid cloud (as relevant to the underlying Microsoft 365/Azure services).

Supplier role: Reseller providing extra support. Organisation whose services are being resold: Microsoft.

2) Service Categories (Lot 2b taxonomy)

The service is listed under **Applications → Content workflow and management / Content services**, and aligned to the following buyer-search categories. Each category explicitly maps to the Microsoft SKU families below for procurement clarity.

- **Enterprise Content Management Applications**

- SharePoint (Online), Microsoft Syntex, Microsoft Purview Records Management

- **Content Sharing and Collaboration Applications**

- SharePoint, OneDrive for Business, Teams

- **Capture**

- Microsoft Syntex (content assembly, OCR), Power Automate + AI Builder



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- **Document**

- SharePoint Document Libraries, Microsoft Syntex, Office apps

- **Website Software**

- Power Pages, SharePoint Online sites, Azure App Service (web)

- **Digital Asset Management Applications**

- Business Central SharePoint/Syntex (DAM use cases), partner add-ons, TAG

- **Product Content Management Applications**

- Dynamics 365 Commerce/Marketing, SharePoint

- **Content Marketing Applications**

- Dynamics 365 Customer Insights – Journeys, Loop

- **Video Platforms**

- Stream (on SharePoint)

- **Digital Adoption Platform**

- Microsoft 365 learning pathways, Viva Learning

- **Media Services**

- Azure Media Services (archival/legacy; many scenarios now in Stream and Azure Storage)

- **Creative**

- Designer, Clipchamp, Paint 3D, Whiteboard

(These mappings will also be reflected consistently in the Pricing Schedule tables to aid buyer search and Call-Off Schedule 5 population.)

3) Service Features & Benefits

Features

- Centralised content management (SharePoint Online, Syntex) with secure storage, versioning and access controls.
- Content capture using Syntex OCR and AI Builder, with automated classification and metadata extraction.
- Workflow automation for capture, classification, routing, approvals and retention (Power Automate).
- Collaboration via SharePoint, OneDrive and Microsoft Teams.
- Website and portal creation (Power Pages, SharePoint).
- Digital asset and media management with Syntex and Stream.
- Records management and retention using Microsoft Purview policies.
- Creative tooling (Designer, Clipchamp, Whiteboard).

Benefits

- Securely store, manage and share documents across devices; automate capture and processing to improve efficiency.
- Collaborate in real time with integrated Microsoft apps; streamline marketing and product content operations.
- Build secure websites/portals quickly; stream and manage video content for learning and communications.
- Improve user adoption via integrated learning tools; enable intuitive creation and editing with modern creative apps.

4) Scope, Add-ons & Extensions

Software add-on or extension: Yes (can also be used as a standalone service).

Multi-cloud support: **Yes** (as applicable to Microsoft cloud services). The service extends Microsoft 365 and Azure content capabilities and can integrate optional third-party add-ons where required.

Service constraints: Availability and feature access depend on Microsoft 365 and Azure platform status and licence levels (e.g., Syntex/SharePoint Premium, Purview, Dynamics). Some features may be region-restricted; integration to third-party systems

may require additional connectors/custom development; performance depends on network connectivity and tenant configuration; storage/processing subject to Microsoft service quotas.

5) How Users Work With the Service

Interfaces & access: Web browser interface (Edge, Chrome, Firefox, Safari) with mobile-optimised experiences via Microsoft 365 apps. No local install required.

Mobile vs desktop: Same core capabilities; desktop provides the most advanced admin and configuration features while mobile prioritises view, capture, approval and sharing workflows.

Service interface description: Users interact through SharePoint sites, document libraries, Teams channels and Power Platform apps with role-based dashboards; administrators use Microsoft 365/Azure admin centres for configuration, security, retention and content policies; APIs are available via Microsoft Graph and connectors.

Accessibility: Interfaces and support channels align to **WCAG 2.2 AA** with screen-reader and keyboard-only testing.

API / Customisation: API exposure and customisation are governed by the Microsoft 365 platform and connectors; no additional proprietary API is introduced by the reseller service.

6) Technical Requirements & Dependencies

- Microsoft 365 tenant with appropriate SharePoint/Syntex/Purview licences; Power Platform licences for Power Automate/AI Builder; Azure subscription for supporting storage/media scenarios.
- Supported modern browsers (Edge, Chrome, Firefox, Safari) and reliable internet connectivity.
- Microsoft Entra ID accounts for authentication and access control; desktop Office apps for advanced authoring/editing; supported mobile apps for Teams/OneDrive/SharePoint.
- Endpoint security/antivirus aligned with organisational policies.

7) Onboarding & Offboarding

Onboarding (Getting started): Discovery and enablement covering configuration, governance alignment and user training (online sessions, role-based workshops, recorded webinars), with quick-start guides, configuration playbooks, template environments and reference architectures. Optional floor-walking/coaching and adoption reporting are available. Documentation is provided in **PDF** and aligned to **WCAG 2.2 AA**.

End-of-contract data extraction: Users export data using Microsoft 365/Azure admin tools, PowerShell and Microsoft Graph where appropriate, with metadata preserved where supported. Guidance and scripts are provided.

End-of-contract process: Structured offboarding with knowledge transfer, export guidance and handover; standard offboarding support is included; additional costs may apply for extended support, custom scripts, large-scale transfers or non-Microsoft migrations.

Data import/export formats: CSV, ODF, JSON, XML (export available at any time using built-in tools).

8) Metrics, Reporting & Tagging

Metrics & reporting: Licence allocation/utilisation, active/inactive users, subscription status, adoption insights (Teams, Exchange, SharePoint, OneDrive), consumption trends, and security/compliance activity where applicable. Provided via Microsoft admin centres or periodic summaries.

Resource tagging: Supported, including **FOCUS resource tagging** where applicable to align costs and usage with governance frameworks.

9) Support Model

Channels & hours: Email/online ticketing (users can manage status/priority), phone (09:00–17:00 UK, Monday–Friday), optional web chat (extra cost) with AI chatbot; onsite support available at extra cost. Ticketing and web chat meet **WCAG 2.2 AA**.

Support tiers:

Tier 1 – triage/basic troubleshooting; Tier 2 – technical/configuration; Tier 3 – escalation to specialist engineers; Tier 4 – vendor liaison (Microsoft). Third-party support available where appropriate.

10) Security, Governance & Compliance

Data in transit: TLS 1.2+; IPsec or TLS VPN gateway for protection between networks and within the supplier network where applicable.

Asset protection & locations: Data storage/processing in the UK, EEA and other regions with buyer control over location choices (as supported by Microsoft 365). Datacentre security managed by Microsoft as third party.

Penetration testing: At least every 6 months by an external testing organisation.

Data sanitisation: Cryptographic erasure, data erasure, secure overwrite prior to reallocation, and physical destruction via third-party destruction services.

Governance: Board-level accountability; **Cyber Essentials Plus**; security policies aligned to ISO 27001 principles and UK public-sector expectations (access control, secure configuration, data protection, vulnerability management, supplier assurance, incident response). Staff are vetted to BS7858:2019, with government security clearance up to BPSS as required.

Operational security: Defined configuration/change management; vulnerability management via MSRC/NCSC/CVE monitoring; protective monitoring using Microsoft 365 Security/Defender alerts; incident management workflows with immediate triage of high-severity issues during business hours and documented post-incident reviews.

Identity & authentication: MFA, identity federation, and username/password for users; RBAC/least privilege; annual access-restriction testing; management access supports MFA, public-key/TLS client certificate and federation. **Post-quantum cryptography secure:** Yes.

Audit information: User and supplier activity audit is available on request; supplier/user audit retention typically at least 12 months; system logs retained at least 12 months; user audit retention may be buyer-defined.

11) Service Levels, Availability & Resilience

Availability & SLAs: Underlying Microsoft 365 services are backed by financially supported SLAs (commonly 99.9% monthly uptime or higher for core services). If Microsoft does not meet commitments, customers may be eligible for service credits per Microsoft's policies. As reseller, we provide incident support and escalation; enhanced support SLAs are available as optional add-ons.

Resilience: Microsoft's globally distributed cloud provides multi-datacentre redundancy, load balancing, automated failover, continuous monitoring, DR processes and independent audits (e.g., ISO 27001, SOC 1/2, CSA CCM). We ensure licensing continuity and escalation routes.

Outage reporting: Via Microsoft 365 Service Health Dashboard and public status pages; we monitor notifications and assist with escalation/updates.

12) Public-Sector Considerations

Independence of resources & scaling: Microsoft's multi-tenant SaaS isolates each customer's data/performance; capacity/scaling managed by Microsoft with elastic resources and automatic load balancing. As a reseller, we do not host or operate the platform.

Public-sector network connectivity: Not applicable (no direct PSN connection required).

Accessibility & inclusion: Service interfaces, documentation and support channels adhere to **WCAG 2.2 AA**, with assistive-tech checks to support public-sector accessibility expectations.

13) Pricing Summary (high-level)

Licence basis and units: Per user / per device / per tenant / per add-on SKU as applicable to the Microsoft SKU family. Billing monthly or annual under the NCE model; minimum commitment typically one licence unless the SKU specifies otherwise. (Metered storage/overages apply per Microsoft service rules.)

Mechanism for establishing price at Call-Off:

Prices are established from the **baseline list prices in the Pricing Schedule**, minus the agreed **Framework Discount**, plus any declared supplier-specific schemes (e.g., volume/term). Variable components (e.g., storage, metered usage) follow the Pricing Schedule tables to ensure consistent buyer evaluation and transparent total cost of ownership. (This mirrors CCS Lot 2b norms.)

Category consistency: The category mappings shown in Section 2 are consistently reflected in the Pricing Schedule to aid buyer search and ordering.

14) Training & Documentation

Documentation: PDF service documentation aligned to **WCAG 2.2 AA** accessibility.

Training & enablement: Online onboarding sessions, role-based workshops and recorded webinars; optional onsite training and coaching/adoption reporting.

15) Trials & Education Discounts

Free trials: Where available, certain Microsoft products provide ~30-day evaluations subject to Microsoft campaigns.

Education discounts: Available for eligible organisations as declared in the listing.

16) Responsibilities Matrix (Supplier vs Buyer)

Supplier responsibilities:

- Provide licensing and configuration guidance; enable capture/classification workflows; support records policies; offer operational support with defined tiers; monitor service notifications and escalate to Microsoft when required.

Buyer responsibilities:

- Maintain a Microsoft 365 tenant; procure requisite licences; participate in configuration/MFA/user provisioning; define internal policies; use Microsoft export tools at exit; request audit information where required.

Platform operation:

- Underlying SaaS platform is operated by Microsoft; the supplier acts as reseller providing extra support and does not host/operate the platform.

17) Compliance with Lot 2b Product Definition Spec

This Service Definition includes the required Lot 2b elements (overview, categories, features/benefits, scope, user interaction, technical dependencies, onboarding/offboarding, metrics/reporting/tagging, support, security/governance/compliance, SLAs/availability/resilience, public-sector considerations, pricing summary, training/documentation, trials/discounts, responsibilities) and confirms alignment with the G-Cloud 15 Lot 2b Product Definition specification for publication on the Digital Marketplace.