



Crown
Commercial
Service

G-Cloud 15 Service Definition

User Research

Lot 3 - Cloud Support

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1 Introduction

1.1 Company Overview

Annertech is a multi-award-winning digital agency, focussing on creating exceptional user experiences. We do this while providing the most performant and secure solution that delivers on the needs of the organisation.

Put simply, we partner with great clients to create digital success stories.

We are perceived in the market as one of Europe's leading Drupal specialists, are Drupal certified Platinum Partners and are highly prominent within the international Drupal community. We are also Drupal Signature Supporting Partners and Upsun (formerly called Platform.sh) Platinum Partners for hosting.

We are strong supporters of the Drupal project and its ecosystem, and regularly contribute code and time, and help organise Drupal events. With thousands of code contributions and over 500 years' combined Drupal experience, our team is responsible for in excess of 50 contributed projects on drupal.org. We're also proud to have, not 1, but 2 Drupal Core maintainers and 1 Security Team Member on our team.

Annertech specialises in User Research. We are a trusted partner for public sector organisations across the UK and Ireland, working together to design, develop, and enhance websites to improve service outcomes. Our aim is to help organisations efficiently serve their users by identifying and resolving challenges they face. We support public sector organisations looking to enhance their websites.

Our History

Annertech (UK) is part of the Annertech group which was established over 17 years ago in 2008 and is headquartered in Ireland. After many years of successfully delivering services to the Irish public sector, such as Dublin City Council, University of Limerick, and Department of Defence, Annertech (UK) was established in 2021 to deliver services to UK clients. Since then we have gone on to work with the likes of Essex County Council, Redcar & Cleveland Borough Council, and many others.



1.3 Our Value Proposition

Our User Research service solves a key problem within the public sector by helping organisations assess and reimagine their website's user experience and visual design.

We understand that public sector organisations face challenges in efficiently serving their users, and our service addresses these challenges by supporting organisations looking to improve their site's user experience.

Annertech has been involved in the delivery and optimisation of websites since 2008. Our clients have great confidence in us for these reasons:

- How we approach all projects as a partnership and are transparent in everything we do – our clients have full access to all of our information about their project, including our decision making processes.
- The quality of our work, as seen on our portfolio.
- With a long history of working on digital projects in the public sector, we can bring our experience to bear on your project. We have partnered with many organisations in the past, the majority of whom we continue to work with today.
- The friendliness and helpfulness of our staff. We're here to help and we'll do our utmost to ensure that the website delivers what you need.

We work with multiple organisations on their websites across both the UK and Ireland. We have the experience in not only assessing the content of your site, but also in restructuring and rewriting it.

To date, Annertech has delivered solutions for the likes of [Oxfam Ireland](#), [Médecins Sans Frontières Southern Africa](#), and [University of Limerick](#).

1.4 What the Service Provides

Our User Research service enables public sector organisations to make informed decisions based on a clear understanding of real user needs and behaviours.

The service focuses on gathering and analysing evidence to support accessible, user-centred service design and continuous improvement. It is suitable for organisations designing new digital services, improving existing services, or validating assumptions before delivery.

Delivery is aligned with government digital standards, accessibility requirements, and user-centred research best practice. The service provides a reliable foundation for confident, evidence-based public sector digital service delivery.

Throughout our engagement, we will aim to be a pro-active partner. Your Account Manager will work with you to enhance your digital presence and make sure that you are getting the most out of our service.

It is important to stress that, at Annertech, we see this as a partnership, and not just another client-supplier relationship.

1.5 Social Value

Annertech is committed to social value and aligns with the Social Value themes outlined in PPN 002. We recognise the importance of kickstarting economic growth, making Britain a clean energy superpower, breaking down barriers to opportunity, and building an NHS fit for the future.

As a digital only company, we've removed the need for paper, and travel to on-site meetings only where value can be added. We are committed to achieving Net Zero emissions by 2030.

In addition, we partner with suppliers who are committed to reducing their carbon footprint. We have zero tolerance for slavery and human trafficking and ask our suppliers to make a similar commitment and include an anti-human trafficking and slavery in their contracts wherever possible.

At Annertech, the wellbeing of our staff is very important to us. We offer all staff members fully flexible working conditions, including the ability to work from home and fully flexible working hours. We also run a wellbeing programme where staff can access online resources and avail of a 24/7 Employee Assistance Programme which covers a large range of assistance from mental health, legal and financial advice, family counselling, and more.

1.6 Overview of the G-Cloud Service

Annertech's User Research service supports public sector organisations to understand user needs, behaviours, and barriers in order to inform the design and improvement of digital services. The service is designed to support evidence-based decision-making, reduce delivery risk, and improve service outcomes.

We deliver structured user research activities aligned to public sector service contexts and priorities. Research planning ensures appropriate methods are selected to answer specific questions and support service and delivery objectives.

The service includes qualitative research such as user interviews, usability testing, and contextual observation to explore how users interact with services and where challenges arise. Quantitative research is used where appropriate to validate findings and support prioritisation and decision-making at scale.

Research is carried out with diverse user groups, including users with accessibility needs and those requiring assisted digital support. This ensures services are designed inclusively and aligned to accessibility requirements from the outset.

We support participant recruitment for public sector user research programmes, helping

organisations engage appropriate users ethically and effectively. User needs are defined and documented in alignment with GDS Digital Service Standards and service outcomes.

Research findings are analysed and synthesised to produce clear, evidence-based insights. Outputs include user research reports with documented findings, supporting evidence, and practical recommendations to inform design, delivery, and improvement decisions.

All research is delivered by experienced public sector specialists, ensuring insight is relevant, actionable, and grounded in public sector delivery realities.

1.6.1 Our Agile Approach to Project Delivery

We take an Agile approach to project delivery. Agile represents a model of website planning and execution that prioritises a strong level of communication and relationship development between our clients, their service users and the project delivery team.

The emphasis of our delivery approach is to create a system whereby the client is engaged in the process throughout and is a large part of the successful deployment of the new or updated version of your website.

From the very start, we work to develop a deep understanding of your organisation, your audience, your strategy, and objectives.

We bring research insights together with creative technical solutions. Our team brings value to design projects with proven UI and UX experience.

1.6.2 One-Off Engagements (Daily Rates)

These are some of the things we typically can support you with:

- Discovery workshops and user research to ascertain an organisation's exact requirements and those of its stakeholders and website users.
- User and client-centred discovery and research phases.
- Prototyping, storyboards, flat designs and interactive wireframes.
- Mobile-first approach ensuring designs are fully responsive across all user devices.
- Forward-planning for major system upgrades and site revisions.

1.6.3 On-Going Engagement via our Subscription Packages

Dedicated Managed Services Team

All on-going engagements are carried out by our dedicated (and ring-fenced) managed services team of 15+ Drupal developers. We do not outsource to other agencies.

The managed services team is solely dedicated to looking after clients with a subscription package and ensuring that their needs are met.

Not only that, but the team are always very pleasant to deal with and our subscription clients are always very happy with our service.

Package Sizes

We offer a number of subscription packages. They cover help and support from our dedicated managed services team, plus continuous improvement and optimisation.

These come in bundles of 8 hours per month and are billed in 15 minute increments.

	Bronze	Silver	Gold	Enterprise
Hours per month	8	16	24	25+

All packages can be **upgraded or downgraded with one month's notice**.

We do not penalise clients for exceeding their monthly subscription, and still only charge extra work at the hourly rate according to the package chosen. However, we are unable to guarantee our capacity to take on extra work which has not been previously flagged or agreed to.

If not all subscribed hours are used within a given month, you can **roll over hours** to the following month(s). A cap of one month's subscription is applied.

What's Offered in Subscription Packages

User experience improvements

A website that is fresh and modern is key to the credibility of a business. For existing sites, it is therefore important to maintain on-going optimisation on the site, through the addition of new enhancements and features, not waiting until it is tired and dated.

We work with clients to continuously monitor and improve the user experience, rolling out new features as needed.

Support for you

We have clear support structures and partnership contracts, depending on your team's own resources and individual needs. Support can be via a combination of telephone, email and ticketing system, tracking the actions and completion dates.

Consultancy services

As well as providing support and development of new features, Annertech is also able to offer access to all of our in-house consultancy services through your chosen subscription package.

How to Contact Managed Services

We provide a number of communication channels: phone, email, ticketing system.

Ticketing system – Our online ticketing system is our preferred method of communication with the managed services team to ensure everyone on the team has full visibility of the request raised. At all times you can see how much work has been completed, what is being worked on, what needs doing, and if any items are ready for your UAT process.

We aim to be as open and transparent as possible in all our dealings, so you are never in the dark about any aspect of your project.

We can provide training on how to get the most out of the ticketing system as part of the on-boarding process.

Email – Support via email can be provided by emailing support@annertech.com. Emails sent to this address will go directly to the managed services team who will investigate the issue as well as create a ticket in Trello for tracking the issue.

Phone – Phone support is provided on +44 20 458 600 65 but this is reserved for critical or emergency issues, such as the site being unavailable or key pieces of functionality not working as expected and which is having a detrimental effect on the organisation.

Monitoring of issues

All new tickets added to the ticketing system, as well as updates to existing tickets, will trigger notifications for our team.

Our notification channels are closely monitored by the managed services team staff to ensure that we meet our high customer-satisfaction standards.

Service Hours

Subscription services are available between 9am and 5:30pm Monday-Friday, excluding public holidays.

Additional 24/7/365 support is available for Critical issues for an additional cost. Please see pricing document.

Response Times

We provide a number of communication channels: phone, email, ticketing system – basically, we'll make it as easy as possible for you to talk to us (and directly to a developer if you wish).

- **Critical priority** – immediately, with a maximum 1 working hour response time
- **High priority** – within 8 working hours
- **Medium priority** – within 24 working hours

- **Low priority** – within 5 working days

Reports

All subscription clients are given access to a dashboard which allows them to query at any point the number of hours that have been spent in the current month, where that time has been spent and how many hours are remaining. This report can be filtered by custom date ranges too if desired, so you can look back at previous months.

In addition, we provide historical ticket/card statistics reports on the effort spent per ticket and the elapsed time per ticket and other reports such as details on SSL cert renewals, performance and accessibility.

1.7 Associated Services

Our User Research service includes a range of associated services that can be bought alongside the main service. These include:

1. **Maintenance and Support:** We provide ongoing support and retainer services to ensure the continuous optimisation and improvement of the user experience. For more information, see the “On-Going Engagement via our Subscription Packages” section above.
2. **Professional Services:** Our team of experts can provide consultancy, training, and implementation services to help organisations maximise the value and impact of their website. These can be in the areas of UX research & design, content design and strategy, performance optimisation, content writing, development, and migration. Please see our pricing document for our daily rates.
3. **Training:** We provide content training to your editors, as well as “train the trainer” training. Each course is tailored to meet your specific requirements and can be delivered on-site or online via Teams, Zoom or similar tools. Please see our pricing document for our daily rates.
4. **Hosting:** Annertech are Upsun Platinum Partners and we provide a managed hosting service for Drupal websites. The servers are specifically primed for Drupal and can give up to a 99.99% up-time guarantee depending on the package chosen. Please see our pricing document for costs.

These associated services can be tailored to meet the specific needs and requirements of each organisation, providing a comprehensive and integrated solution for their digital transformation journey.

2 Data Protection

2.1 Information Assurance

As a service provider, we prioritise the security and protection of information. We have robust processes and facilities in place to safely manage information and ensure data confidentiality, integrity, and availability. We comply with industry best practices and standards, to maintain a secure environment for our clients. We are ISO 27001 certified, as well as Cyber Essentials and Cyber Essentials Plus.



Our team follows strict information security policies and procedures to safeguard sensitive data. We continuously monitor and update our security measures to mitigate risks and ensure the highest level of information assurance.

2.2 Business continuity statement/plan

Our business continuity plan ensures that Annertech can continue to operate should a disaster occur, which could jeopardise Annertech's ability to carry out its normal business. The plan covers when and how it will be invoked and defines what actions need to take place, when, and the responsible people.

It identifies the main areas of risk to Annertech as being:

- loss of key systems or utilities
- loss of staff

As Annertech is a distributed company, with the majority of staff working remotely, the loss of premises is not a main area of risk to Annertech.

A more detailed plan can be provided to the buyer on request.

2.3 Privacy by Design

Annertech has data protection by design embedded across the business. In advance of Annertech engaging with any customer data, Annertech will agree data management and data protection protocols with the customer, assigning clear roles and responsibilities in respect of the data.

Annertech is registered with the Information Commissioner's Office (ICO) as a Data Processor. We have a dedicated Data Protection Officer to ensure compliance with the regulation. As a data processor, we comply with GDPR principles and ensure all our processing meets Data Protection law. We are happy to work with clients to help meet their regulatory requirements.

3 Using the service

3.1 Ordering and Invoicing

To order services from Annertech for User Research service, please contact our team to discuss your requirements in more detail. You can reach us at hello@annertech.com or by phoning +44 20 458 600 65. Our team will assist you with the call-off contract, to formalise the agreement.

Our fees are invoiced monthly in arrears for any on-going engagement via our support subscription packages, while other work is usually invoiced upon completion of agreed milestones. Payment terms are 30 days net of receipt of the invoice. If you have any questions or need further assistance, please don't hesitate to reach out to our team. We are here to help you throughout the ordering and invoicing process.

3.2 On-Boarding, Off-Boarding, Service Migration, Scope etc.

The on-boarding process for our User Research service is designed to help users start using the service effectively and efficiently. Here's how we support users during the on-boarding phase:

1. **Kick-off Meeting:** We start by scheduling a kick-off meeting with key team members to understand your specific requirements and goals.
2. **Dedicated Point of Contact:** We assign you an Account Manager who will provide assistance and guidance during the on-boarding process and throughout the contract. They will be available to answer any questions and address any concerns you may have.
3. **Training:** We offer training sessions tailored to your needs, whether it's for editors or "train the trainer". These sessions can be conducted remotely or on-site, depending on your preference.
4. **Account Management:** Throughout the on-boarding process, our account management team will be available to ensure a smooth transition and address any issues that may arise.

Regarding off-boarding, when you decide to stop using our service, we will work closely with you to ensure a seamless transition to your new provider. We will provide all code, documentation and data access as needed.

We are committed to supporting you throughout your engagement with us, ensuring that you have the necessary resources and expertise to maximise the value of our service.

3.3 Training

Our training facilities for User Research service include a range of resources to support users in acquiring the necessary skills and knowledge. As part of our commitment to facilitating the on-going improvement of your site's content, we offer training sessions to editors to help them maintain it going forward. Please see our Pricing document for daily rates.

3.4 Implementation Plan

A detailed implementation plan can be provided to the buyer on request. We offer a partnership approach, working closely with organisations to identify and resolve challenges they face.

3.5 Service Management

We manage our User Research service using a combination of people, processes, and technology. Here's how we ensure effective service management:

- **Certifications and Standards:** We adhere to industry best practices and standards, including ISO/IEC 27001 certification for data security and are ISO 27001 certified. Our team follows ITIL service management principles to deliver high-quality services.
- **Continual Improvement:** We have a proactive approach to continual improvement. We regularly assess our processes, identify areas for enhancement, and implement necessary changes to optimise service delivery.
- **Service Constraints and Incidents:** We have a well-defined process for handling service constraints and incidents. Our project management and ticketing system acts as a single point of contact for customers to seek support and make requests.
- **Progress Reporting:** We provide regular progress reports to our customers, keeping them informed about the status of their projects. Our reporting includes key milestones, deliverables, and any relevant updates.

3.6 Service Constraints

The service is only available remotely. However, a consultant can come on-site for meetings where agreed in advance.

3.6.1 On-Going Engagement via our Subscription Packages

Package Sizes

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If not all subscribed hours are used within a given month, you can **roll over hours** to the following month(s). A cap of one month's subscription is applied.

Response Times

We provide a number of communication channels: phone, email, ticketing system – basically, we'll make it as easy as possible for you to talk to us (and directly to a developer if you wish).

- **Critical priority** – immediately, with a maximum 1 working hour response time
- **High priority** – within 8 working hours
- **Medium priority** – within 24 working hours
- **Low priority** – within 5 working days

3.7 Service Levels

Service Hours

Services are available between 9am and 5:30pm Monday-Friday, excluding public holidays. Service delivery outside of these hours can be discussed if required.

3.8 Financial Recompense Model for not Meeting Service Levels

We do not have a specific financial recompense model in place for not meeting service levels. However, we are committed to providing high-quality service and ensuring customer satisfaction. If there are any issues or concerns regarding service levels, we will work closely with you to address them and find a suitable resolution.

Our goal is to deliver a reliable and efficient User Research service that meets your expectations and requirements. We value your feedback and will continuously strive to improve our service delivery.

4 Provision of the service

4.1 Customer Responsibilities

These responsibilities will vary per project but normally focus on a commitment to:

- Resourcing the project internally
- Ensuring that key project sign-off points are met
- Providing all necessary access required to complete the service delivery

4.2 Client-Side Requirements

The requirements for our User Research service include the following:

1. Client-Side Requirements: The client will need to provide resources to facilitate the User Research. These requirements can be further discussed and documented during the onboarding process, ensuring a clear understanding between both parties.

We understand that each client's requirements may vary, and we are committed to working closely with you to ensure a smooth and successful delivery.

4.3 Outcomes/Deliverables

This service will deliver the following outcomes, deliverables, and outputs:

- **Identification and assessment of the client's current situation:** We will work closely with the client to understand their specific needs, challenges, and goals.
- **Expert guidance and consulting:** Our team of experts will provide advice and guidance to the client on any design improvements required.

The client will benefit from improved service outcomes and continued improvements in user experience.

4.4 After-sales Account Management

To build and maintain customer relationships, we take the following approach:

1. **Relationship Management:** We prioritise effective communication and collaboration between our team and the customer. We assign dedicated account managers who serve as the primary point of contact, ensuring smooth and efficient communication. Our account managers work closely with customers to understand their needs, address any concerns, and provide ongoing support.

2. **Reporting:** Reporting will form a major element of the communications between Annertech and the customer. These communications will take place at regularly scheduled intervals.
3. **Customer Satisfaction:** We strive to ensure customer satisfaction by delivering high-quality services and solutions. We actively seek feedback from customers to understand their experience and make necessary improvements. Our goal is to exceed customer expectations and build long-term partnerships based on trust and mutual success.
4. **Business Partnership:** We aim to grow our business partnerships by fostering a collaborative and mutually beneficial relationship. We work closely with customers to identify opportunities for innovation, provide strategic guidance, and explore ways to enhance their digital capabilities. Our focus is on delivering value and helping customers achieve their goals.

By adopting these practices, we aim to build strong and lasting customer relationships, ensuring customer satisfaction and driving mutual success.

4.5 Termination Process

In our User Research service, we have a clear approach to termination that includes specific clauses, rights, obligations, and responsibilities for both parties.

Termination Process: If either party wishes to terminate the service, they must provide written notice with a minimum of 30 days' notice. The termination notice should include the effective date of termination and the reasons for termination.

Rights and Obligations: Upon termination, and subject to payment of any outstanding fees, the customer retains the rights to any deliverables or outputs provided during the service period. The supplier is responsible for ensuring a smooth transition and providing any necessary support or documentation to facilitate the transfer of services. Daily rates (as per our Pricing document) will apply in respect of any extra documentation or support that may need to be written or provided.

5 Our experience

5.1 Client List

Here are just some of the clients we work with.



5.2 Example Testimonials

"Their friendly folks brought lots of domain knowledge and gave us good advice around best practice, that has enabled us to implement change quickly and created a result that is performing really well."

- UK local government client

"Working with the team involved has been incredible. Their passion and buy-in with our vision was what made the whole journey, from procurement to delivery, completely seamless."

- UK local government client

6 Contact Details

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We're looking forward to working together.

