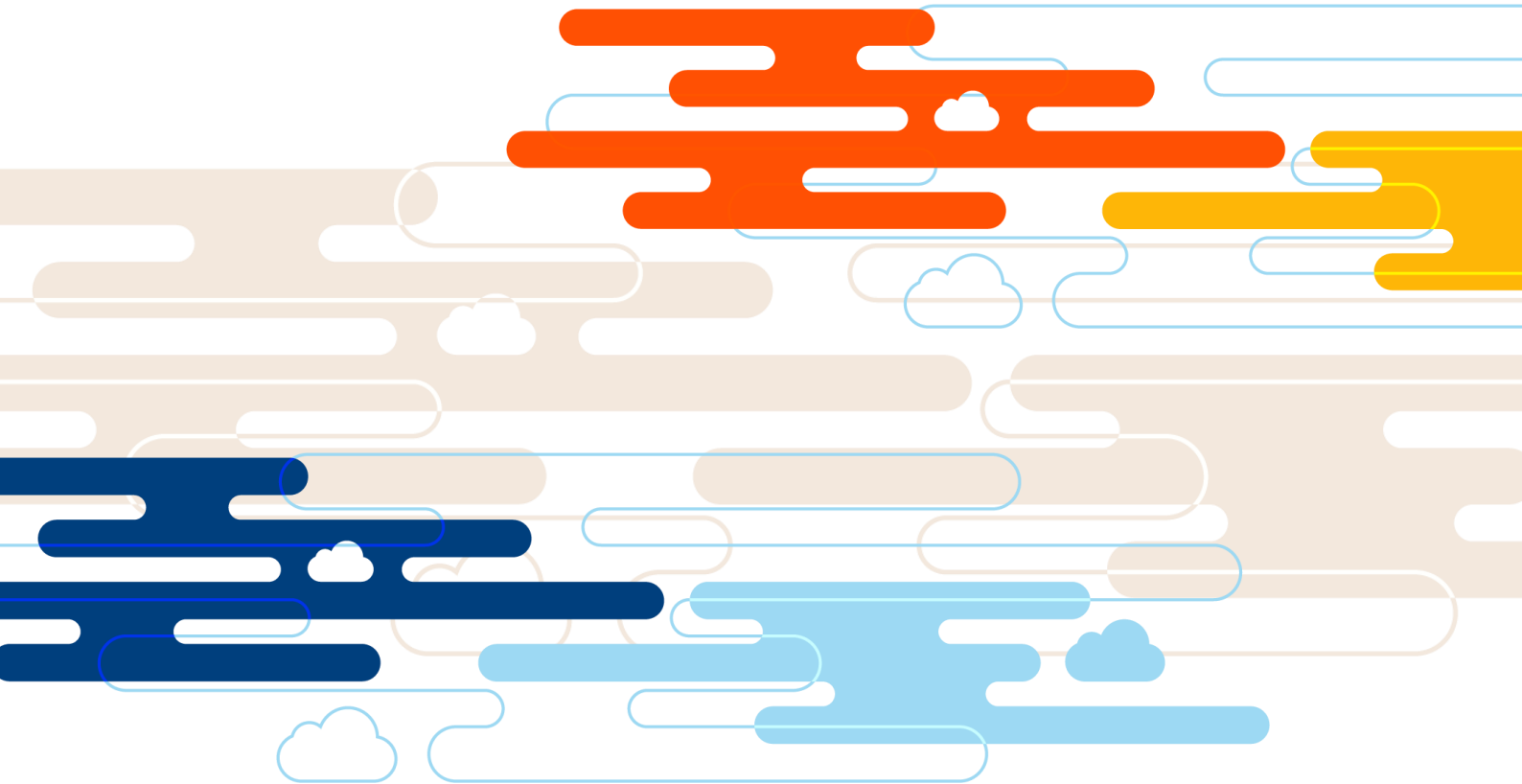




Addin365

Addin Analytics Product and Services

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Change history

Version	Date	Author	Changes
1.0	January 2026	AB/SD	

Executive Summary

AddIn365 Analytics is a dashboard experience which supports content owners and site visitors understand more about the engagement with their content and sites. The dashboard covers a variety of areas such as engagement, journey people and traffic. With these insights in hand a content owner can maintain and improve their intranet content.

Addin365 are a Microsoft Charter Partner and led by two Microsoft MVPs. We are proven specialists in delivering impactful employee experiences on the Microsoft 365 platform.

1 About Addin365

We are led by a team of world-class experts in Microsoft 365 end-user experiences, commonly referred to as employee experience services. These include: Copilot, Microsoft Viva, SharePoint, Microsoft Teams, Power Platform, Viva Engage and Stream.

Our team help organisations to meet their business objectives, using Microsoft 365 capabilities. Gaps in the Microsoft 365 platform are plugged using Addin365 products. Our consulting team work with our clients to define success and implement solutions.

We are recognised as global experts in employee experience, by Microsoft. This is reflected in our Content Services Charter Partner status.

1.1 Microsoft MVPs

Microsoft award MVP status to about 200 individuals globally for their expertise in user experience services, from a community of more than 2 million practitioners that have skills in this space.

Addin365 are home to two Microsoft MVPs.

1. [Suzy Dean](#) leads the business and works particularly closely with the client services function, who manage the day-to-day relationship with your organisation.
2. [Wes Hackett](#) leads our product design and consulting team and has a close partnership with the Microsoft Product Group for Viva, SharePoint and Microsoft Teams.



1.2 Charter Partner Status

Microsoft have awarded Addin365 Charter Partner status for Microsoft Viva and Content Services as well as Business Applications. This is an award given to a handful of organisations globally for their expertise in SharePoint Online, Microsoft Teams and Microsoft Viva. More about the programme and Addin365 can be read [here](#).



1.3 SaaS product specialists

Addin365 offer a product suite for Microsoft 365 that meet different business objectives, from those that enrich intranet scenarios, through to Teams governance, AI and automation.

These SaaS products are modularised and bolster what is available out of the box with Microsoft 365.

1.4 Onboarding services

Addin365 offer services to help organisations to deploy Addin Analytics.

2 Which organisational challenges do solve?

Addin Analytics and its services solve the following organisational challenges:

- Measuring employee engagement with content
- Understanding how different audiences engage with content
- Measuring the efficacy of content campaigns
- Understanding user journeys through content
- Understanding content consumption by location and audience

2.1 Contacting us

If you have any questions, or want to know more, please contact us on hello@Addin365.com

3 Employee Experience software (Addin Analytics)

3.1 Product management

Addin Analytics is a SaaS product that is for the Microsoft 365 tenant and is installed as an app package.

All Addin365 products bolster native Microsoft functionality. They do not overwrite Microsoft capabilities, keeping your organisation on the Microsoft roadmap.

Addin365 deliver monthly updates to our products as part of our SaaS model. These updates can be enhancements to existing capabilities or net new capabilities.

Addin Analytics updates are delivered in an evergreen fashion.

3.2 Documentation

Addin365 provide written and GIF based training material for Addin Analytics, as well as FAQs.

All training materials reside on an Addin365 owned and managed URL, as we update our materials each month, in line with our releases and the new capabilities we make available.

3.3 Product benefits

With Addin Analytics you will:

1. Enhance the native Microsoft 365 experience.
2. Stay on the Microsoft roadmap.
3. Continuously measure, monitor and improve engagement across your employee experience.
4. Choose an all-in-one package that includes updates and your product support.

4 Addin Analytics (onboarding and after sales support)

The following services are for the deployment of Addin Analytics.

4.1 On-boarding

Once Addin Analytics has been purchased, Addin365 install the products for you.

You will need to have a Microsoft 365 tenant and licences for those you wish to use the platform, as a pre-requisite.

Addin365 will run 4 onboarding sessions with key stakeholders once the product has been installed.

4.2 User Training

User training is undertaken online and/or in person.

Training is undertaken in one hour blocks.

4.3 Off-boarding

There are no off-boarding charges following the end of a contract term.

To off-board from Addin Analytics at the end of the contract term you will need to remove the SharePoint Framework solution from the Tenant App Catalog.

Addin365 will then remove Addin Analytics upon your instruction.

From Azure AD remove the Enterprise applications trust from your tenant. This disconnects your tenant from the Addin365 platform and removes our capabilities.

The whole process takes less than 15 minutes.

4.4 Stakeholder management

Addin365 have delivered multiple employee experience projects entirely remotely since March 2020, for organisations such as A428 Highways England (500 people) St James' Place (19,000 people) and Wincanton (20,000 people).

Where we believe that face to face time is valuable, we fully expect to deliver all projects in a remote or hybrid format going forwards.

There are strategies we have for ensuring this remote-hybrid model is successful.

1. We run our projects in a Microsoft Teams, with set channels for different activities.
 - This means that all team members can see the content they need to, as it relates to their role. Sensitive content is held in private channels for restricted access.

- Conversations happen out loud, so activity status can be quickly ascertained by checking the Teams.
 - All deliverables are uploaded to the Team for review.
 - All project calls are recorded for reference and to support those working flexibly who may need to watch later.
2. Workshops are running in person and online simultaneously, providing an inclusive approach for stakeholders. An etiquette is communicated upfront so that all participants are heard.
 3. Where feedback is required Addin365 create a Power Platform survey that is ran in real time for participants in person and online, with the option for those that watch later to still participate in the survey. This supports those working flexibly who may need to participate later.
 4. Weekly project meetings to go through project plan and status, risk mitigation, RAID.

4.5 Testing

4.5.1 User Acceptance testing

The concept of UAT is most appropriate where custom code is being developed. As part of an Addin Analytics project, we do not envisage creating custom code, so there is no requirement for traditional UAT. Saying that, if your organisation would like to test the Addin365 products the team is welcome to do so.

As part of our Software Assurance, Addin365 will fix any software issues for the duration of the contract.

4.5.2 Systems / Integration Testing, Unit Testing, Performance and Load Testing

These tests are most appropriate for custom solutions. Addin365 follow the app package model, so there is no integration (as it is commonly understood) to test. Should performance and load testing be undertaken, it is SharePoint Modern that would be tested, rather than Addin Intranet, again because we use the best practice add-in model. Your organisation will have already passed SharePoint Online for load testing as it is in use.

Your organisation could unit test the components and are invited to do so on our test tenant, unless it is preferred that this is done on your tenant, which is also fine.

5 Coding standards and accessibility

5.1 WCAG 2.1 level AA

Microsoft 365 and SharePoint Online meets these standards. The Addin365 products use the same platform Fluent UI controls and meet the same standards.

5.2 Accessibility standard, and validating that standard

Our design team and developer team maintain relevant knowledge of the current standards. Internal tools including axe Accessibility Linter are used during the UX design and development activities to assess accessibility and immersive technology compatibility.

5.3 Coding quality checks

Addin365 employ several tools including TSLint during the automated build pipelines to detect and verify code quality and standards. Anomalies or standard failures are reported by failed builds. Only code that passes these test stages can be deployed.

5.4 SharePoint Online Standard Pages

Our solution is based on SharePoint Online standard pages; all the Addin365 SharePoint solutions are implemented using SharePoint Framework (SPFx). This is the approved Microsoft extensibility model for modern SharePoint. All solutions are hosted within the SharePoint Online experience, the solutions are running in the context of the standard pages.

5.5 Web Part development

All the Addin365 SharePoint solutions are implemented using SharePoint Framework (SPFx). This is the approved Microsoft extensibility model for Modern SharePoint.

5.6 Recognised coding standards, including OWASP

Addin365 use build pipeline and development tooling to enforce their internal coding standards and quality controls. These implement the appropriate industry standards dependant on the solution technology stacks.

6 Support Level

6.1 Support Boundary

Addin365 will provide fixes to defects reported that can be replicated by the Addin365 production team.

Addin365 will not provide fixes for Microsoft 365 defects. These need to be reported by the organisation or their service partner to Microsoft Support.

6.2 General support details

Addin365 use a ticketing platform called Freshdesk to support incidents, as well as a dedicated client Microsoft Teams channel. High level details of our support can be found below.

Support level	
Support Channels	Freshdesk, Microsoft Teams dedicated channel
Support Hours	0900-1700 / Mon - Fri
Ticket response time	Within 24 hours of a defect being reported to Addin365 a response will be issued to confirm receipt.

As part of your product onboarding nominated members of your customer team will be invited to join Freshdesk and receive introductory training.

6.3 Defect investigation and resolution

Within 24 hours of a defect being reported to Addin365 a response will be issued to confirm receipt.

Addin365 will investigate the defect. Addin365 aim to investigate issues and respond with a target fix date within 3 days. However, if the defect is complex it may take longer.

If the defect can be reproduced Addin365 will issue a target fix date for the defect. The priority given to fixing a defect is dependent on the severity of the defect.

- Priority 1 defects will be resolved as a minor patch of the current release.
- Priority 2 and 3 defects will be fixed and delivered in the next major release.

Addin365 reserve the right to determine how severe a defect is.

Addin365 will not fix a defect that has been fixed in a subsequent release. The organisation will be required to run the new version of the product(s).

If an organisation does not have first line support with a partner and 3 defects are reported, investigated and found to be due to custom code or configuration the organisation will be required to engage an Addin365 service partner for first line support before Addin365 investigate any further defects reported.

7 Information Security

7.1 Information Security Requirements

Our Information security policy is based upon the recognised industry standards and laws applicable to Addin365's information assets as follows:

- International Standard ISO27001 – Information Security Management System
- International Standard ISO27002- Code of practice for Information Security Controls
- EU General Data Protection Regulation
- UK Data Protection Act 2018
- Cyber Essentials Plus

7.2 System and application security

7.2.1 Cloud security

Addin365 SaaS services are exclusively hosted in Microsoft Azure. Addin365 services only leverage the SaaS services within Azure.

Individual client data is held in dedicated customer partition. Each SaaS application comes from a specific tenant ID, and this informs the Addin365 platform which partition to interact with. This tenant ID is configured to prevent injection attacks or request spoofing.

Addin365 do not sub-contract or outsource any of the development or operations for our products.

All Addin365 SaaS services are hosted behind an Azure Front Door to provide additional security and service availability. DDoS is actively monitored for, and any unusual traffic patterns creates alerts

7.2.2 External network security

Addin365 use Azure security and conditional access policies to protect our Azure and Microsoft 365 assets. As such the posture is the same regardless of the network being used. Additional controls are triggered on non-corporate devices and/or unknown network locations.

7.3 Threat and vulnerability management

There are effective controls to both prevent and detect the execution of malicious application code that could impact the confidentiality, integrity, or availability of Addin365 information.

Information processing facilities are vulnerable to the introduction of malicious code, such as computer viruses. Controls are implemented to prevent, detect, and remove malicious code from business systems and applications.

Control requirements relating to threat and vulnerability management are outlined below with detailed controls being included in the Antivirus and Patch Management standards and procedures document.

7.3.1 Monitoring of software to protect against malicious code

Antivirus software is effectively monitored to ensure it is both active on Addin365 computing assets and that virus definitions are updated. This is run through Windows Defender. Microsoft Defender brings together machine learning, big-data analysis, in-depth threat resistance research, and the Microsoft cloud infrastructure to protect devices (or endpoints) in our organization. Microsoft Defender Antivirus is built into Windows, and it works with Microsoft Defender for Endpoint to provide protection on our devices and in the cloud.

7.3.2 Patch management

Operating system and application updates and patches are effectively managed to ensure that identified vulnerabilities are removed in a timely manner, commensurate with the risks these present to the organisation. Addin365 is currently certified to Cyber Essentials Plus and this includes the incumbent vulnerability scanning. We run windows updates regularly and have Intune managing our compliance to our defined policies.

7.4 External vulnerability testing

Periodic vulnerability testing of external systems is conducted, reports collated, and corrective actions implemented. Addin365 are currently certified to Cyber Essentials Plus and this includes external vulnerability scanning.

7.4.1 Change control

All changes that could transform, alter, or modify the operating environment or standard operating procedures of any system or service that has the potential to affect the stability and reliability of the infrastructure or disrupt the organisation are carried out through a formal change control process and supporting organisational justifications are documented.

The CTO (Chief Technical Officer) is responsible for change management of all Addin365 systems.

7.4.2 Penetration testing

Network security penetration testing is performed annually to identify potential security weaknesses and vulnerabilities. We are currently certified to Cyber Essentials Plus and this include external penetration scanning.

7.4.3 Encryption requirements

To prevent potential data compromise, any data sent outside Addin365 domain is appropriately secured.

Any data held within the Addin365 Microsoft 365 tenant follows the standard Microsoft 365 Encryption. All employee laptop devices have BitLocker enabled and recovery keys held in Azure AD.

The SaaS platform utilises an EV 256 SSL to encrypt connections between services. The EV process ensures we have verified our corporate identity with the SSL issuer and they can see this in the connection.

Secrets and configuration information needed to run the SaaS platform is held with Azure Key Vault. These values are retrieved by Azure Configuration Management and not transmitted in plain text.

All data within the SaaS platform is encrypted at rest.

Addin365 do not allow for the use of removable computer media on any corporate devices.

7.5 Security incident management

Addin365 will ensure information security incidents are identified, managed, and reported in an effective manner to protect the confidentiality, integrity, and availability of Addin365 information.

This is supported by the following policy, procedure and supporting documents –

- Breach/Incident Procedure
- Subject Access Request Procedure
- Risk Register
- Data Protection Policy

7.5.1 Business continuity

Addin365 have an established and implement processes and procedures to be able to continue or re-start the organisation with the minimum of impact and facilitate the recovery of information assets in a timely manner following disruption in the event of unforeseen circumstances. The BCP is owned by the CEO, who has overall responsibility for the BCP process.

7.6 Third Party data

Addin365 will not collect any additional PII beyond what is required to service the customer relationship such as first name, last name and email address. It is only used as guest identity during the authentication process. These identity accounts are only active during the relationship. As soon as your organisation is not an active customer, we remove them.

Other than this, Addin365 do not collect or process customer data. Customer data is never shared externally, it is uploaded to Microsoft Teams by our customers for consumption by Addin365 employees until it is retired. Customer data cannot be emailed or downloaded by Addin365.

8 Staff Security Clearance

All Addin365 employees are subject to a Baseline Personnel Security Standard (BPSS) pre-employee check. Our screening process is operated by an external company called CBS, Company reg no. 5435348. CBS is a Registered Umbrella Body to the Disclosure & Barring Service, an Executive Agency of the Home Office. All processes and systems are scrutinized and approved by the Ministry of Justice in order to trade with Ebulk systems. The term Ebulk is a government approved system providing a facility to transfer encrypted data to and from the Home Office. All systems are built on the standards required by these bodies.

8.1 The process

Prior to an employee joining the company a profile is created by HR on the CBS Screening tool. Basic personal information is entered into the tool to create the profile. This then creates the account and sends a notification email to the employee.

The employee is then asked to complete all necessary fields as required to allow a full BPSS screen check to be carried out. The CBS screening tool is programmed to check all required information is entered correctly and will detect any sections where further information is required. The tool requires each employee to read and sign a declaration form confirming all information entered is true.

Under completion of all sections and all documents submitted the details are then checked and approved by Addin365. This step alerts the CBS Team and initiates the screening process.

Once the CBS team have completed the screening process an alert is sent to Addin365 and we are able to view the screening results.

In adherence with BPSS requirements all employees are screened for the following;

- Right to work - Nationality and Immigration status (including an entitlement to undertake the work in question)
- Identity - ID data check (electronic identity authentication - name, address, aliases, links, accounts etc)
- Criminal records - Search for unspent convictions only (basic disclosure)
- Employment history check - confirmation of past three years employment (minimum) history/activity

In addition, employees are required to disclose any significant periods spent abroad (6 months or more in the past three years).

We also ask CBS to run the following checks on all employees;

- Credit report
- Highest Qualification Verification