

Invotra Digital Experience Platform Cloud Software Service Definition Document for G-Cloud 15 January 2026



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1. Overview of Invotra Digital Experience Platform

1.1. Introduction

Invotra is a leading SaaS provider of digital workplace solutions and specialises in serving central and local government.

Each day, Invotra supplies its services to hundreds of thousands of UK Civil Servants, providing more modern, innovative ways of working within their organisations.

Our cloud-based software solutions connect professionals to the information they need with features, apps and integrations that make work more engaging, focused and productive.

Invotra is a British SME, with offices in Woking and Dublin.

The Invotra Digital Experience Platform (DXP) enables you to build an experience that works specifically for your organisation by enabling any combination of our existing digital workplace applications. Any tools within the DXP can also be included as an add-on for any other Invotra offering.

1.2. History

With a background as CMS specialists (specifically Drupal), back in 2009, we were approached and tasked with working on the data.gov.uk project for the Cabinet Office.

As a result of that project's success, the UK's Home Office challenged our team to build a SaaS Content Management System that was both flexible and cost-effective. This became our intranet product as we know it today.

In 2024, Invotra now serves hundreds of thousands of UK civil servants, having a variety of public sector organisations on its books including central and local government, NHS, ALBs and charities.

2. Existing Customers



Invotra has been on the UK Government's G-Cloud Digital Marketplace framework from the very beginning in 2012.

Starting initially with consultant work for the Cabinet Office, Invotra has gone on to develop a strong partnership with the UK Government. Invotra began working with the Home Office (HO) and the Department for Transport (DfT) in 2015, and the Department for Work and Pensions (DWP) in 2017. Our valued customer base has grown to include various local authorities which approached Invotra to implement intranet solutions that promote agile and efficient working practices. Among these customers are East Herts, Stevenage, Reading Borough Council, and the West Midlands Combined Authority.

In early 2020, Invotra was also named as the Top Ranked Intranet Provider for the NHS London Procurement Partnership on the Information Management and Technology Framework. From 2020-2022, Invotra was the intranet provider of

choice for NHS Test and Trace, before the organisation was restructured and absorbed into UKHSA.

Invotra overcomes a wide variety of challenges and meets many different requirements for individual professionals, through to enterprise level user bases exceeding 100,000+.

We understand that large complex organisations consist of many teams, departments and third party suppliers who work together to deliver on business objectives. Invotra is committed to working with all customers' third party suppliers to drive the best outcomes.

We regularly look to promote great things that customers are doing through case studies, applications for awards, show and tells to other customers, and invitations to showcase implementations of our applications to the Invotra Team.

We expect and celebrate customers challenging us and problem solving is at the heart of what we do for our customers at Invotra.

Our primary focus is and continues to be on the public sector.

3. Why Invotra?

3.1. Culture

Invotra is fully committed to encouraging equality and diversity among our workforce, and eliminating discrimination. We are a meritocratic organisation. We value talent irrespective of its origin. Our aim is to be truly representative of all sections of society, and for our customers and for each employee to feel respected, be wholly merit driven and able to give their best.

We are a member of the Disability Confident Scheme and work towards reducing the disability employment gap. We also offer work experience to SEN students at a local school.

Our hugely successful apprenticeship programme, which has been recognised by winning multiple high calibre awards, allows us to develop a diverse, sustainable organisation that has an amazing culture and is truly embedded within the business, with all employees constantly learning and evolving. We are proud to say that 44% of our staff are either current or past apprentices, and 40% of the Invotra board members started as apprentices.

3.2. Vision

At Invotra, we are dedicated to serving those who serve the public by delivering secure, efficient, and adaptable digital workplace solutions tailored to the unique needs of civil service. Our commitment is to enhance service delivery and foster superior outcomes for the country.

With a rich heritage in intranet solutions and as a versatile SaaS applications provider, we empower organisations to transform their digital environments with our comprehensive suite of products, driving productivity and engagement across government sectors.

Our agile development model is at the heart of our innovation. It enables us to swiftly incorporate customer feedback into our continuous release cycle, ensuring our solutions not only meet but anticipate the evolving demands of a changing workforce. Each update brings enhancements and new features, directly influenced by the users who know best, our clients.

We provide a platform where customers can actively participate in shaping our tools. Ideas and feature requests are encouraged, carefully evaluated by our product team, and potentially integrated into our development roadmap.

Our flexible SaaS model has consistently resolved challenges within large government departments. As the public sector undergoes significant changes in workforce structures and expectations, Invotra remains a steadfast partner, continually evolving to address these new challenges head-on.

4. DXP Application Suite

4.1. Introduction

Invotra's Digital Experience Platform provides a suite of applications to help UK Public Sector Organisations to solve problems and empower their people.

However, as a marketplace of applications, we are constantly evolving our offering and will be adding new applications on a semi-regular basis. As such, any procurements for the Invotra DXP will be for the platform itself, and the applications enabled will instead be treated as the basis for the contract cost.

4.2. Message wall

Amplify your employees' voices

Create a community

Be informed

Share micro-news updates with your colleagues using Invotra Message Wall. Immediate, simple, exciting communication across your organisation, breaking down silos and reinforcing values. Categorise your messages using company values or important company subjects, @mention individuals to immediately notify them, hashtag to quickly create memes for others to follow. Join our existing clients in using this tool to create an exciting informal, collaborative intranet and portal.

4.3. Groups

Empower collaboration

Discuss what's important, to everyone

Document and distribute information

Enable collaboration using Invotra Groups. Give your users the power to create self organising digital conversations. Initiate discussions with individual posts on the Group wall, then reply to others who have also posted. Collaborate on content inside the group using Invotra Group Docs. Group administrators can fluidly alter the membership of the group from across your organisation. Set your group to be public accessible to all, private to require a joining request, or secret to be only visible to those members you have added (and senior administrators). Your digital transformation starts with the Invotra Groups collaboration tool.

4.4. Decision Trees

Empower front-line staff	Create detailed, reactive workflows	Streamline citizen support
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Streamline Citizen support by empowering your front line-staff to deliver speedy and effective service.

Create detailed workflows which enable your employees to make timely, informed decisions without having to take detours out of their already busy day-to-day.

4.5. Webforms

Gather insights	Inform decisions	Establish a direct line of comms with your people
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Ask the big questions and gather vital insights from the people in your organisation. Webforms are a direct line of communication with your employees and colleagues, be that a single team or entire workforce.

Our powerful webforms application allow you to design and test each component before publishing and monitoring the responses. You'll be notified every time a form is submitted, building up research before making informed decisions that can drive change.

4.6. Ideas

Innovate	Encourage contribution	Ensure change happens
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Power ideation and innovation in the way you work with Invotra Ideas. Give all employees the ability to submit ideas for improvements, then moderate and assign all suggested ideas to the correct teams for development into your next round of innovation. Invotra ideas is a collaborative way to keep your organisation evolving and involve all your staff in making changes across the organisation.

4.7. Queries

Better understand your users

Ensure your staff have the answers they need

Report on knowledge gaps

Within any organisation, employees will have questions and queries surrounding several areas and topics. Invotra's Queries application gives users a dedicated space to raise these queries, and provides you with a data source to more deeply understand where your people need assistance.

All users are able to do specific query searches, view the analytics dashboard and have access to a page that tracks a user's own queries.

4.8. People Directory

Connect your people

Supercharge your HR systems

Organise your people data

Invotra's People Directory allows you to create a source of truth for your people data, as well as engaging and connecting your staff - ensuring that they will always know who to turn to.

Organise people with profiles, badges, skills, teams and locations (and much more) to ensure that you have a holistic and detailed view of your organisation. You can also visualise your organisation's structure with our Org chart and Team chart features.

4.9. Blogs

Create compelling content

Target content based on location, roles and more

Keep your people up to date

Keep your organisation up to date with relevant and compelling content with our Blogs application. We have made publishing simple with multiple levels of user roles, a powerful

WYSIWYG and advanced targeting to ensure that your people only see what will be most relevant to their roles.

4.10. Broadcasts

Send enterprise-wide notifications

Target teams, locations and role grades

Drive awareness

Our Broadcasts application allows you to send enterprise-wide messages which will pop up on your users screen, and can only be dismissed manually - ensuring that your people are always up to date with the latest organisational changes or updates.

4.11. AI Integration

Leverage the power of AI

Directly interact with AI from any Invotra application

Use AI to increase your productivity

Invotra's AI integration enables you to use artificial intelligence directly within any of its applications to speed up your productivity.

4.12. Inverifi

Fully embeddable process diagram management

Compliance knowledge management system

Reduce time spent managing your information and preparing for audits

Inverifi is a compliance platform that is easy to use and can be customised to suit the unique requirements of your organisation - ensuring you are always in control of your compliance activities, whilst being resource-effective and reducing costs.

4.13. Content Management

Take charge of your information

Keep content relevant and compelling

Distribute publishing rights

We've made publishing simple with sections, widgets and content types. Start straight from the workbar to create, relate and set up a workflow for local and global publishing teams. Whenever content goes live, widgets pull through the desired details and group them under a customisable title so pages stay fresh and up to date.

Our content management has Instant publishing that's considered and traceable. Pass work and comments between authors, editors and publishers with Workflow, check back to revisions to pinpoint changes, clone an item and half the time to create repeating content.

5. Service Overview

For the Invotra DXP service is everything. We take great pride in the ways in which we deliver an excellent service to our customers.

As a DXP customer you will have 24/7 access to our dedicated Helpdesk Portal.

The UK Helpdesk is available for UK Public Sector customers between 0900-1700 Monday-Friday, excluding Bank Holidays and national holidays.

6. Onboarding

6.1. Introduction

Invotra's Digital Experience Platform (DXP) is designed to be a fully SaaS offering, and as such customers can self-serve and onboard onto all of the applications.

However, for more complex implementations where additional support is required a proposal can be put together on request.

7. Security and Accreditations

7.1. Security

At Invotra, we take security seriously. Our secure software is enhanced by our committed approach to information security and governance.

Our customers expect the very best from us and we never fail to deliver. All members of staff have an ongoing commitment to ensure that, as an organisation, we adhere to industry best practice and international standards.

From developing the code that underpins our products, all the way through to implementing best practices when designing and building the infrastructure which hosts the platform, security is always at the forefront of our minds and is reviewed and approved at multiple stages throughout all of our processes, internally and externally.

In addition to this, we use independent penetration testers for the product to ensure total visibility of security. Every aspect of the environment is constantly reviewed and updated in order to mitigate any possibility of future vulnerabilities.

7.2. ISO 27001:2013

We obtained the ISO 27001:2013 accreditation in 2016 to provide our customers the assurance that we adhere to the International Organization for Standardisation criteria for protecting information.

All areas of Invotra meet the requirements and we continue to have an ongoing commitment to information security.

Every year, we are internally and externally scrutinised against 35 security categories and 114 controls. In April 2024, we undertook our recertification audits and passed them with no major or minor non-conformities raised.

7.3. ISO 9001:2015

We obtained our ISO 9001:2015 accreditation in 2023 in order to provide our customers the assurance that we adhere to the International Organization for Standardisation criteria for quality management.

All areas of Invotra meet the requirements and we continue to have an ongoing commitment to quality management.

Every year, we are internally and externally scrutinised against 10 quality categories and 56 sub-clauses. In April 2024, we undertook our recertification audits and passed them with no major or minor non-conformities raised.

7.4. ISO 14001:2015

We obtained our ISO 14001:2015 accreditation in 2023 in order to provide our customers the assurance that we adhere to the International Organization for Standardisation criteria for environmental management.

All areas of Invotra meet the requirements and we continue to have an ongoing commitment to environmental management.

Every year, we are internally and externally scrutinised against 10 quality categories and 41 sub-clauses. In April 2024, we undertook our recertification audits and passed them with no major or minor non-conformities raised.

7.5. Cyber Security Essentials Plus

In addition to the ISO 27001:2013 certification, in April 2024, we undertook the Cyber Security Essentials plus certification.

The UK government scheme, supported by the NCSC (National Cyber Security Centre), sets out five basic security controls to protect organisations from around 80% of common cyber-attacks.

This certification provides assurance to our customers that Invotra's defences will protect against the vast majority of cyber attacks, keeping them and their information safe.

7.6. Disability Confident

We are proud to be a part of the UK Government's Disability Confident scheme. We believe that by being part of a range of employers who are committed to this scheme, we can help lead the way in equality for people with disabilities. We are helping to drive change through behaviours and cultures around employment and have already begun to reap the benefits of inclusive recruitment practices.

By being part of the Disability Confident scheme we can:

- Draw from the widest possible pool of talent
- Secure high quality staff who are skilled, loyal and hard working
- Improve employee morale and commitment by demonstrating that we treat all employees fairly



8. Business Continuity and Disaster Recovery

Invotra has fully tested and ratified Business Continuity and Disaster Recovery plans which ensure, not only basic service, but full operations of the organisation as a whole can continue should the need to activate the plans arise.

All systems and processes are driven from highly-resilient and distributed cloud-based services and all roles are able to operate remotely from any location.

Continual review and improvement of the plans are embedded within the operations of the organisation which is led by the CEO and Board of Directors.

9. Health and Safety Policy Statement

Invotra's statement of policy is:

- To provide adequate control of the health and safety risks arising from our work activities.
- To consult with our employees on matters affecting their health and safety.
- To provide and maintain safe equipment.
- To provide information and supervision for employees.
- To ensure all employees are competent to do their tasks, and to give them adequate training.
- To prevent accidents and cases of work-related ill health.
- Implement emergency procedures, including safe evacuation of premises in case of fire or other significant events.
- To maintain safe and healthy working conditions.
- To review and revise this policy as necessary at regular intervals.

10. Equal Opportunities Policy Statement

Invotra is committed to encouraging equality and diversity among our workforce, and eliminating discrimination as well as being committed to equal opportunities in employment and service delivery. We are committed against unlawful discrimination of customers or the public.

Our hugely successful apprenticeship programme, which has been recognised by winning multiple high calibre awards, allows us to develop a diverse, sustainable organisation that has an amazing culture and is truly embedded within the business, with all employees constantly learning and evolving.

In addition to our membership of the Disability Confident Scheme we work towards reducing the disability employment gap. As part of this we offer work experience to SEN students at a local school.

Invotra is fully committed to encouraging equality and diversity among our workforce, and eliminating discrimination. We are a meritocratic organisation. We value talent irrespective of its origin. The aim is to be truly representative of all sections of society, and for our customers and for each employee to feel respected, be wholly merit driven and able to give their best.

Invotra is committed to:

- Encouraging equality and diversity in the workplace as it is good practice and makes good business sense.
- Creating a working environment free of bullying, harassment, victimisation, and unlawful discrimination as well as promoting dignity and respect for all, and where individual differences and contributions of all staff are recognised and valued.
- Opposing and avoiding all forms of unlawful discrimination.
- Ensuring that no job applicant or employee receives less favourable treatment on the grounds of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion, or is disadvantaged by conditions or requirements that cannot be shown to be justifiable.
- The positive promotion of equality of opportunity in all aspects of employment.

This commitment includes training managers, and all other employees about their rights and responsibilities under the equality guideline.

Invotra believe that by encouraging equality, diversity and inclusion it can help:

- Make Invotra more successful.

- Keep our employees happy and motivated.
- Prevent serious or legal issues arising, such as bullying, harassment and discrimination.
- Better serve a diverse range of customers.
- Improve ideas and problem-solving.
- Attract and keep good staff.