# DeeperThanBlue Service Definitions

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DEEPERTHANBLUE

DIGITAL TRANSFORMATION SPECIALISTS

We help organisations and brands undertake digital transformations through: Generative AI & Automation, Application Modernisation and Development, Data Integration, Customer Experience, Composable eCommerce, and providing Insights from Analytics using modern Cloud technology.

Through partnerships with leading technology solution suppliers and Open-Source, we deliver transformational experiences across many types of businesses.

# Company Values

| | |
|---|---|
| Seize opportunities | be ambitious as a business and as individuals |
| Push boundaries | be a change agent |
| Be positive | can do/will do attitude and have drive |
| Invest in people | develop their skills and set them up for success |
| Be realistic | what can be achieved, use simple language and communicate frequently |
| Take ownership | drive positive results by taking control and responsibility, have a voice |
| Be human and respectful | grow and develop from our learnings and mistakes |
| Care | ensure colleagues, clients and our community are looked after, do the right thing |

# What we do


We equip your business for the future, today.

By analysing all areas of your organisation, we gather **essential insight** to **underpin innovation** across your business.

We develop your digital proposition to help you **excel online and offline**.

# Vendor partnerships and OpenSource

## eCommerce

BIGCOMMERCE

shopify

HCLSoftware
BUSINESS PARTNER

## Cloud

Google Cloud

aws

IBM Cloud

## AI & Automation

Google Cloud

IBM

OpenAI

## Integration

IBM

Microsoft

spring boot

GraphQL

## AppDev / AppMod

IBM

Microsoft

React

GraphQL

## Analytics

IBM Planning Analytics

IBM Cognos Analytics

Microsoft

# IBM Automation SaaS Software

## Services and Support

## Service Definition

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# IBM Automation: Service Overview

DeeperThanBlue delivers enterprise-grade IBM Automation services that enable organisations to integrate systems, automate processes, and expose data securely across hybrid and multi-cloud environments. Our cloud-native integration platforms connect systems from the back office to the front office, supporting real-time data synchronisation, API-led connectivity and event-driven architectures.

Our services are built on IBM MQ, IBM App Connect Enterprise, IBM API Connect, IBM WebSphere Application Server IBM Cloud Pak for Integration, IBM Cloud Pak for Applications, and IBM webMethods Hybrid Integration (was Software AG). Together, these technologies provide a robust Hybrid Integration Platform supporting iPaaS, SaaS, multi-tenant architectures and single-tenant dedicated instances, aligned to enterprise security and performance requirements.

Solutions are delivered using low-code and no-code tooling with graphical, drag-and-drop interfaces that enable self-service integration while maintaining governance and control. All platforms are Red Hat OpenShift certified, Kubernetes-based and designed for cloud-native microservices, enabling consistent deployment, auto-scaling and portability across IBM Cloud, Microsoft Azure Marketplace and AWS Marketplace.

DeeperThanBlue supports full lifecycle delivery, from strategy and architecture through implementation, migration and managed services, helping organisations modernise legacy estates, reduce integration complexity and accelerate digital transformation with confidence.

# IBM Automation: Capabilities

## IBM Cloud Pak for Integration

Unified integration platform combining IBM MQ, App Connect Enterprise and API Connect for secure messaging, application integration and end-to-end API management.

## IBM webMethods.

Cloud-native integration platform with 600+ pre-built connectors and intuitive drag-and-drop tooling for rapid cloud-to-cloud and hybrid integration.

## Hybrid & Multi-Cloud Portability

Red Hat OpenShift certified platforms enabling consistent deployment across IBM Cloud, Azure, AWS and on-premises environments.

## API & B2B Integration

Support for API lifecycle management, B2B partner integration, canonical data models and real-time synchronisation.

## Business & Process Automation

Automation of repetitive tasks and complex decision logic using AI-enabled business rules and orchestration capabilities.

# IBM Automation SaaS Software: Service Features

- Hybrid Integration Platform supporting SaaS, iPaaS and on-premises systems
- Enterprise messaging using IBM MQ for high-volume, resilient workloads
- Application and data integration via IBM App Connect Enterprise
- Full API lifecycle management with IBM API Connect
- 600+ pre-built connectors and legacy adapters including SAP and mainframe
- Low-code/no-code development with graphical workflow designers
- Cloud-native, Kubernetes-based architecture on Red Hat OpenShift
- Secure connectivity using VPN, Direct Link and encrypted data flows
- High availability with automated monitoring and 99.9% SLA
- Rapid deployment using templates, recipes and reusable integration assets

# IBM Automation SaaS Software: Service Benefits

- Faster integration delivery through low-code self-service tooling
- Reduced integration complexity across hybrid and multi-cloud estates
- Improved business agility through decoupled, API-led architectures
- Lower operational costs via containerisation and automated management
- Increased resilience with scalable, event-driven integration patterns
- Secure data exchange meeting enterprise and regulatory requirements
- Future-proof platforms aligned to cloud-native and microservices strategies
- Consistent governance across APIs, integrations and messaging
- Faster time-to-value using pre-built connectors and templates
- Reduced technical debt through legacy modernisation

# Service Delivery & Implementation

**Stage 1: Discovery & Assessment**
This initial stage focuses on Cloud Readiness and business alignment. It involves a "Readiness Review" to assess maturity and a "Discovery" phase to define user journeys, KPIs, and potential constraints

The goal is to gather essential insights to underpin innovation and understand the client's business goals

**Stage 2: Strategy & Design**
In this stage, the team defines overall technology blueprints and Solution Architectures. Key activities include:

- Implementation Workshops: Collaborating to agree on roles, responsibilities (RACI analysis), and project scope
- Landing Zone Design: Establishing secure cloud foundations with embedded security guardrails,.

**Stage 3: Development & Execution**
Following an Agile Development approach, the solution is built through iterative cycles or sprints. This phase often utilises:

- Infrastructure as Code (IaC): Automated provisioning using tools like Terraform and Ansible to ensure consistency and secrets management with tools like Vault by Hashi Corp and Microsoft's Azure Key Vault
- Co-execution: Working side-by-side with stakeholders to deliver benefits early and iterate based on feedback

# Service Delivery & Implementation (continued)

### Stage 4: Validation & Onboarding

Before full deployment, the solution undergoes rigorous testing and environment setup

- Proof of Concept (PoC): Validating ideas and architectural patterns before full funding or the "go-ahead"
- Environment Setup: Configuring build/deployment systems and sandbox test environments for a seamless transition

### Stage 5: Adoption & Enablement

A critical part of the methodology is fostering Sustainable Capability within the client's team

- Training & Mentoring: Upskilling staff through technical programs, paired programming, and "train-the-trainer" sessions to bridge the digital divide
- Knowledge Transfer: Ensuring client teams are equipped to maintain and evolve solutions through a comprehensive Wiki knowledge base and peer collaboration

### Stage 6: Optimisation & Support

The final stage moves beyond deployment to ensure long-term value and reliability

- Proactive Monitoring: Utilising tools like Prometheus and Grafana for real-time health and performance tracking
- Service Improvement: Continuous performance monitoring and "Meet the Experts" sessions to drive ongoing optimisation and service maturity

# Testing and QA

We collaborate closely with our clients to test the solution, ensuring that performance and automation meet the expectations outlined in the project design. Throughout the deployment process, testing and approval are integral steps, with input from both the client and engineering teams to uphold the highest standards of delivery. This encompasses thorough performance testing, seamless continuous integration, and smooth delivery into production environments at scale. Our comprehensive QA services encompass a range of activities:

- Peer reviews for each deployment
- Manual exploratory and cross-browser testing
- Functional testing based on user story acceptance criteria
- Regression testing
- Test Automation
- Google Lighthouse audits for performance, SEO, and best practices compliance
- Load and scale testing
- Monitoring server performance
- Performance testing using JMeter and Grafana

# Support and Managed Services

DeeperThanBlue provides flexible, enterprise-grade Support and Managed Services with defined service levels tailored to customer needs. Support is available across Standard and Premium tiers, with coverage options ranging from business hours to full 24×7 service.

# DTB Service Level Agreements

| Role | Business Hours | Extended Business Hours | 24 x 5 days | 24 x 7 days |
|---|---|---|---|---|
| Hours | 09:00 – 17:00 | 08:00 – 22:00 | 00:00 – 23:59 | 00:00 – 23:59 |
| Days | Monday to Friday[1] | Monday to Friday[1] | Monday to Friday[2] | Monday to Sunday[2] |
| Service Level | Standard | Standard | Premium | Premium |

1 Excluding Public Holidays
2 Including Public Holidays, except Christmas Day

| Severity | Description | Premium Service Level | Standard Service Level |
|---|---|---|---|
| Level 1 | Production system down and unavailable | Response within 1 hour | Response within 2 hours |
| Level 2 | Production system error but available | Response within 2 hours | Response within 4 hours |
| Level 3 | Non-critical production / non-production system issue | Response within 4 hours | Response within 16 hours |
| Level 4 | General enquiry / query | Response within 24 hours | Response within 24 hours |

# Training and Mentoring

DeeperThanBlue's training and mentoring approach centres on building integrated teams and enabling a truly hands-on learning journey for users and client stakeholders. We create an immersive environment that blends peer collaboration, structured training sessions, and informal knowledge-sharing opportunities to ensure learning is continuous, practical, and relevant.

Our core objective is to transfer our expertise in technology, process innovation, and best-practice delivery into our clients' internal teams. Through tailored training programmes, our specialists work side by side with client personnel to build long-term capability and confidence.

In addition to formal training, we provide ongoing mentoring to support the growth and development of individuals and teams. This includes one-to-one coaching, role-specific guidance, and support in adopting new tools, methodologies, and ways of working. Our mentoring approach focuses on nurturing future leaders, strengthening technical and delivery skills, and embedding sustainable, adaptable practices within the organisation.

By combining structured training with continuous mentoring, DeeperThanBlue ensures that client teams are fully equipped to maintain, optimise, and evolve their solutions long after project completion.

# Social Value

- DeeperThanBlue will embed the UK Government's Social Value Model into all cloud software and cloud support engagements, using secure, scalable platforms (AWS, Azure, GCP - Google Cloud and IBM Cloud) to help public bodies deliver more reliable digital services for citizens, including vulnerable users, while improving long-term value for money.
- We will prioritise energy-efficient cloud architectures and, where buyers permit, the use of low-carbon or carbon-neutral data centre regions, designing right-sized, auto-scaling solutions that reduce unnecessary compute and storage consumption and support the Government's net zero and climate resilience objectives.
- Through our cloud support services, we will strengthen local supply chains by collaborating with UK-based SMEs for specialist components (such as accessibility testing, training, or niche integrations), helping to retain more economic value in the regions we serve while improving the diversity and resilience of public sector digital delivery ecosystems.

Thank you for the opportunity to present DeeperThanBlue

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