

DeeperThanBlue Service Definitions



DEEPERTHANBLUE
DIGITAL TRANSFORMATION SPECIALISTS

G-Cloud 15

30
01 26



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



What we do

Managed Services & Support

Cloud

AI & Process
Automation

Application
Development

Insight

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



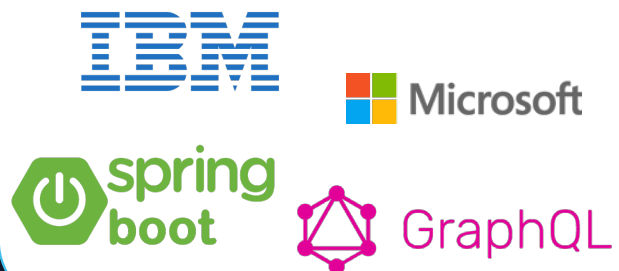
Cloud



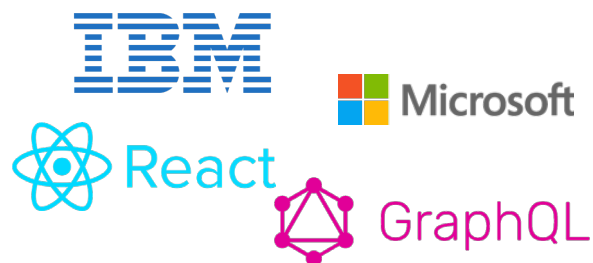
AI & Automation



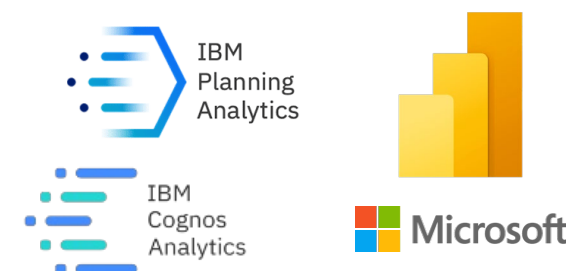
Integration



AppDev / AppMod



Analytics





Web, Application and CMS Development and Modernisation

Services and Support

Service Definition



DEEPERTHANBLUE
DIGITAL TRANSFORMATION SPECIALISTS

30
01 **26**



Web and Application Development: Service Overview

DeeperThanBlue delivers end-to-end web and application development services for UK public sector organisations, combining modern engineering practices with a deep understanding of government delivery standards. We design, build, modernise and operate secure, scalable digital services that meet user needs, comply with the GDS Service Standard, and stand up to real-world operational demands.

Our services span the full digital lifecycle — from early Discovery and Alpha through Beta and Live — enabling public sector teams to reduce delivery risk, retire legacy technology, and introduce cloud-native platforms that are resilient, maintainable and cost-effective. We work collaboratively with internal teams, policy owners and delivery partners to translate complex requirements into intuitive, accessible digital services.

We specialise in building new applications with UX/ UI design a key aspect of our implementation approach, modernising legacy applications and platforms including CMS, breaking down monolithic systems into modular, API-led architectures using microservices, containerisation and serverless technologies. This approach reduces technical debt, accelerates change, and supports continuous improvement without disruptive re-platforming programmes.

Security, accessibility and operational resilience are embedded throughout our delivery approach. We apply secure-by-design principles aligned to NCSC guidance, implement robust governance through Technical Design Authority (TDA) oversight, and ensure services meet WCAG 2.1/2.2 accessibility standards. Our Agile and DevOps practices enable frequent, reliable releases while maintaining transparency, auditability and control.

Beyond delivery, we prioritise knowledge transfer and long-term sustainability. By working in multidisciplinary teams and using open standards and open-source technologies where appropriate, we help public sector organisations build internal capability and avoid long-term vendor lock-in.



Web and Application Development: Service Features

- **User-Centric and Accessible Design:** Research-led UX/UI design meeting WCAG 2.1/2.2 accessibility standards.
 - **Full GDS Lifecycle Delivery:** Delivery across Discovery, Alpha, Beta and Live aligned to GDS standards.
 - **Agile, Multidisciplinary Teams:** Scrum-based delivery with designers, engineers, testers and product specialists.
 - **Cloud-Native Application Development:** Microservices, serverless and containerised solutions on AWS, Azure or GCP.
 - **Legacy Application Modernisation:** Incremental re-platforming and refactoring to reduce risk and technical debt.
 - **API-Led and Integration-First Design:** Secure, reusable APIs enabling interoperability and data sharing.
 - **DevOps and CI/CD Automation:** Automated build, test, security scanning and deployment pipelines.
 - **Secure-by-Design Engineering:** Alignment with NCSC principles and Cyber Essentials Plus.
 - **Technical Design Authority Governance:** Architecture assurance, standards enforcement and design oversight.
 - **Knowledge Transfer and Upskilling:** Embedded collaboration to build internal capability and confidence.
-



Web and Application Development: Service Benefits

- **Improved User Productivity:** through better user design and experience, faster application response times
 - **Reduced Delivery Risk:** Proven GDS-aligned delivery models minimise uncertainty and rework.
 - **Lower Long-Term Costs:** Cloud-native architectures reduce infrastructure and maintenance overheads.
 - **Faster Time to Market:** Agile delivery enables rapid iteration and earlier value realisation.
 - **Improved Service Quality:** User-centred design leads to more intuitive, accessible digital services.
 - **Enhanced Security and Compliance:** Security embedded throughout the development lifecycle.
 - **Scalable and Resilient Services:** Platforms designed to handle fluctuating demand and operational stress.
 - **Reduced Technical Debt:** Incremental modernisation avoids costly “big bang” replacements.
 - **Vendor Independence:** Open standards and shared knowledge reduce reliance on single suppliers.
 - **Operational Transparency:** Clear governance, documentation and auditability throughout delivery.
 - **Sustainable Digital Capability:** Internal teams empowered to own and evolve services post-delivery.
-

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

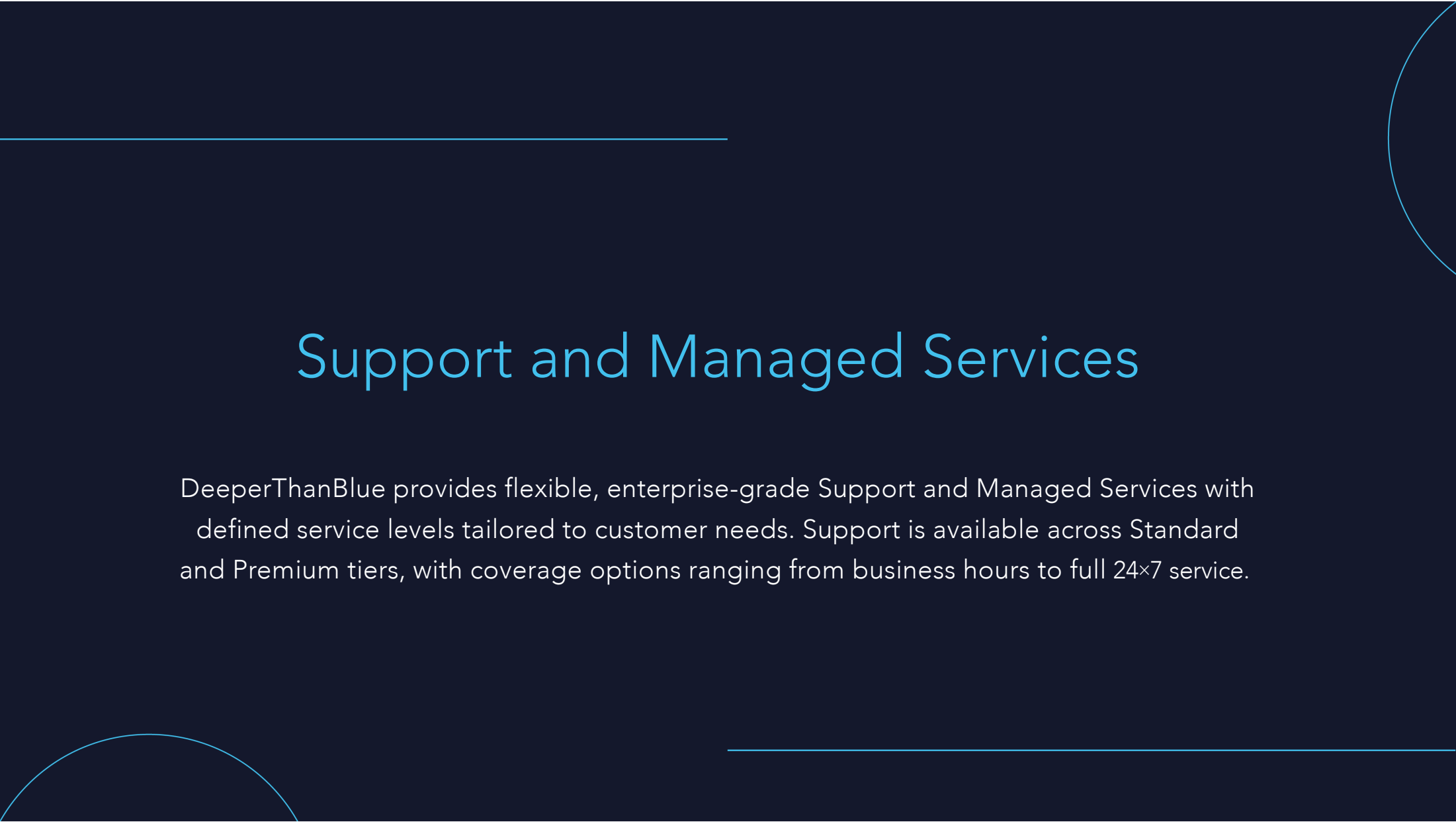
- Proactive Monitoring: Utilising tools like Prometheus and Grafana for real-time health and performance tracking
- Service Improvement: Continuous performance monitoring and "Meet the Experts" sessions to drive ongoing optimisation and service maturity

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

www.deeperthanblue.co.uk | info@deeperthanblue.co.uk
0114 399 2820