

DeeperThanBlue Service Definitions



DEEPERTHANBLUE
DIGITAL TRANSFORMATION SPECIALISTS

G-Cloud 15

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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



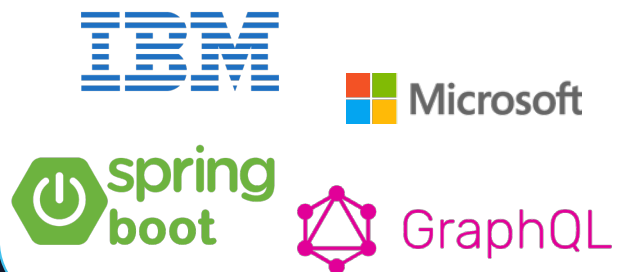
Cloud



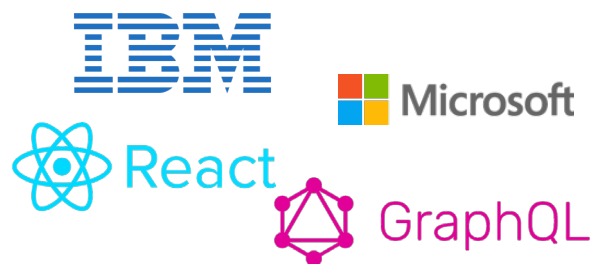
AI & Automation



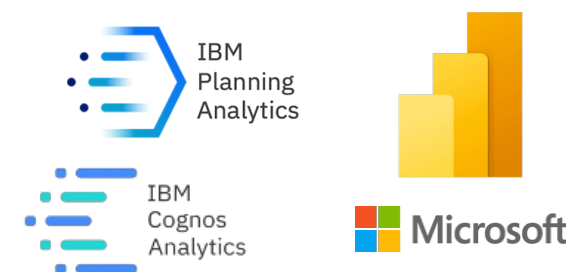
Integration



AppDev / AppMod



Analytics



eCommerce Design and Development

Consultancy, Services and Support

Service Definition

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eCommerce Design and Development: Service Overview



DeeperThanBlue delivers tailored end-to-end eCommerce services designed for public sector bodies that need scalable, resilient, and future-ready digital commerce solutions. We help organisations launch, transform and operate eCommerce platforms optimised for performance, conversions and long-term growth.

Our approach combines strategic consultancy with hands-on technical delivery across leading commerce technologies including BigCommerce, Shopify (including Shopify Plus), and HCL Commerce. We deliver solutions tailored to the complexity and scale of your operation, whether that's B2C, B2B, D2C or hybrid models. Our expertise covers traditional platform builds, complex replatforming, ecosystem integration, and next-generation architectures such as headless and composable commerce, enabling complete separation of front-end experience from backend commerce logic for maximum flexibility and performance.

From initial strategy and platform selection through to design, development, deployment, and ongoing managed support, DeeperThanBlue ensures your eCommerce stack aligns with your digital strategy and delivers tangible business outcomes. Our solutions are built for agility, vendor interoperability, integration with existing enterprise systems (ERP/CRM/PIM/OMS) and ease of governance, while maintaining robust security and compliance.

eCommerce Design and Development: Service Features



- **Platform Strategy & Selection:** Expert guidance on choosing between Shopify, BigCommerce, HCL Commerce and whether to select a headless architectures based on business needs, complexity and integration footprints.
 - **Custom eCommerce Build & Deployment:** Design and deliver bespoke storefronts with intuitive UI/UX and secure checkout flows, tailored to your user journeys.
 - **Headless Commerce Implementation:** Decouple presentation and commerce layers for fast, channel-agnostic digital experiences using modern APIs and frameworks.
 - **Systems Integration:** Seamless connection to ERP, CRM, PIM and order management systems to unify data and processes.
 - **Migration & Replatforming:** Smooth transition from legacy systems to scalable platforms with minimal disruption and preserved SEO/data integrity.
 - **Multi-Channel & Multi-Store Support:** Manage multiple storefronts, territories, languages and currency strategies from a centralised backend.
 - **Managed Commerce & Support Services:** Ongoing platform support, performance optimisation, monitoring and incident response.
 - **Performance & Security Hardening:** Implementation of best-practice security, automated scaling for peak demand, and optimisation for speed and accessibility.
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eCommerce Design and Development: Service Benefits



- **Faster Time to Value:** Rapid delivery of eCommerce capabilities, reducing time from concept to commerce.
 - **Future-Proof Architecture:** Headless and composable frameworks ensure adaptability for new channels, APIs and technologies.
 - **Enhanced Customer Experience:** Optimised UX and responsive design increase engagement, satisfaction and conversion rates.
 - **Operational Efficiency:** Integrated systems streamline workflows, reduce manual processes and improve data accuracy.
 - **Scalability & Reliability:** Enterprise-grade platforms like HCL Commerce and BigCommerce handle high traffic volumes and complex transactions and business models.
 - **Robust Security & Compliance:** Built-in platform security and governance support compliance with PCI, GDPR and public sector security standards.
 - **Reduced Total Cost of Ownership:** Efficient builds and managed services lower ongoing maintenance and platform-ownership costs.
 - **Ongoing Continuous Improvement:** With managed support, performance monitoring and iterative enhancements, your commerce ecosystem evolves as your organisation's needs grow.
 - **Knowledge Transfer:** We upskill and mentor your internal teams through hands-on coaching and collaborative development to ensure long-term self-sufficiency.
 - **Flexible Support Tiers:** Access to different support levels, including 24/7/365 telephone support and service desk portal with rapid response times for critical incidents.
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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
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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
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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
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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.
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Thank you for the opportunity to present
DeeperThanBlue

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