

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



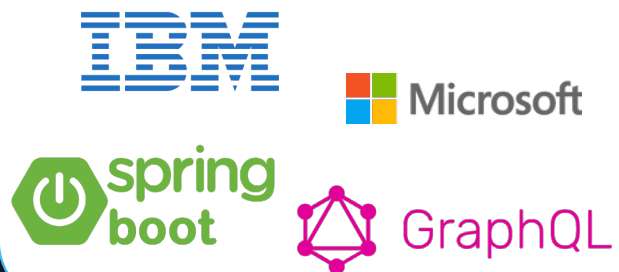
Cloud



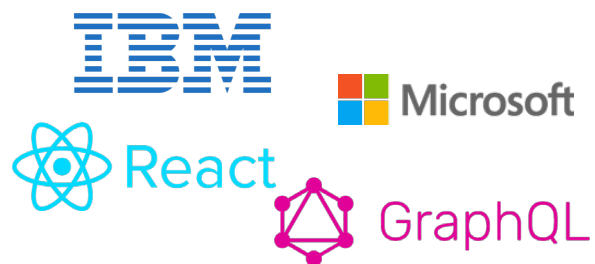
AI & Automation



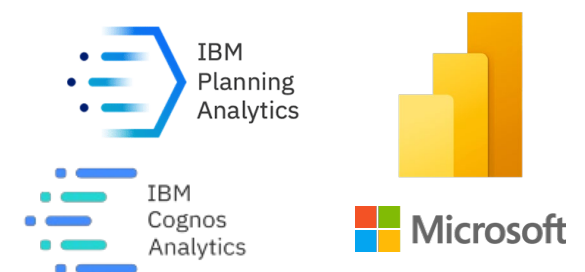
Integration



AppDev / AppMod



Analytics



IBM App Connect Enterprise and App Connect Professional

Services and Support

Service Definition



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IBM ACE Services and Support: Service Overview



As an IBM partner DeeperThanBlue provides specialist integration consultancy and support services for IBM App Connect Enterprise (ACE) and App Connect Professional, helping public sector organisations modernise integration landscapes and accelerate digital transformation.

We enable organisations to securely and efficiently connect modern SaaS platforms with complex legacy systems across cloud, private data centres, hybrid and on-premises environments.

The IBM ACE platform supports a wide range of integration patterns, including API-led, event-driven and message-based flows to unify systems and move data reliably across the enterprise and with trusted external parties.

IBM ACE Services and Support: Service Features



- **Hybrid & Multi-Cloud Connectivity:** Seamless integration between off-premise SaaS, on-premise and hybrid resources with centralised visibility and control over integrations across hybrid environments.
 - **Advanced Flow Management:** Build, deploy, and manage automated data movements integration (flows) between sources and targets.
 - **Premium Asset Packs:** Out-of-the-box connections for major business systems, including SAP, Workday, and Salesforce along with extensive API and data integration capabilities.
 - **AI-Enhanced Mapping:** Utilise AI Mapping Assist and AI-driven transformation features to provide metadata-based suggestions and automated flow mappings to accelerate integration development.
 - **Bespoke Connector Development:** Ability to build custom connectors for proprietary or niche legacy systems where standard technology connectors (HTTP, REST, MQ) require enhancement.
 - **Event-Driven Automation:** Automated updates, notifications, and trigger-based actions across diverse application ecosystems.
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IBM ACE Services and Support: Service Benefits



- **Reduced Operational Risk:** Leverage consultants with deep expertise in fault isolation, diagnosis, and resolution for intricate environments, particularly where multiple protocols are in play.
- **Cost-Intelligent Maintenance:** A value-added alternative to traditional vendor support, focusing on protecting and enhancing IBM Passport Advantage software, and extending system life and value.
- **Expert Knowledge Transfer:** Our integrated team approach ensures mentoring and hands-on learning for your staff, transferring technical and process innovation to your core teams.
- **Proactive Performance Monitoring:** Regular service reviews, retrospectives, and "Meet the Experts" sessions to optimise performance and ensure continual improvement.
- **Flexible Support Tiers:** Access to different support levels, including 24/7/365 telephone support with rapid response times for critical incidents.

IBM ACE Implementation, Development and Support: Delivery Methodology



We follow a structured lifecycle to ensure project success:

- **Discovery:** Full Landing Discovery and RACI analysis to define scope, constraints, and business value.
 - **Design:** Utilisation of Architectural Patterns to ensure consistent integration and security policy setup.
 - **Deliver:** Rapid deployment via Proof of Concept (PoC) to validate ideas before full funding and development go-ahead.
 - **Optimise:** Continuous performance monitoring and Service Improvement activities via our Integration Centre of Excellence .
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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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