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

API Data Integration

using HTTP, SOAP, REST, JSON, GraphQL and Spring Boot

Development and Support

Service Definition

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API Data Integration: Service Overview

DeeperThanBlue is your expert integration partner, helping organisations modernise complex legacy environments and accelerate digital transformation. With decades of experience delivering secure, scalable, enterprise-grade integrations, we specialise in moving organisations from monolithic systems to modern, cloud-native architectures.

Our in-house team designs, builds, and supports robust API-led integrations using REST, SOAP, JSON, XML, GraphQL, Spring Boot, and event-driven patterns. We combine proven vendor technologies, Open Source with fully bespoke solutions to ensure seamless interoperability across your digital ecosystem.

From strategic API planning, hands-on development and delivery to support, we enable organisations to unlock data, streamline processes, and create flexible foundations for future innovation.

API Data Integration: Service Features

- **API Vision and Strategy:** Establish a clear roadmap for API management, including cataloging, discovery, and maturity assessments.
- **Bespoke Development:** Design and build from scratch or extend existing services using REST, GraphQL, SOAP, Spring Boot, and event-driven architectures.
- **Security-First Design:** Implementation of robust authentication via API Gateways (e.g., OAuth, OpenID Connect) and adherence to secure-by-design principles.
- **Modern Architecture:** Expertise in Spring Boot microservices, containers, and loosely coupled cloud-first designs to replace legacy monolithic structures.
- **Industry Standards:** Creation of industry-standard OpenAPI (Swagger) documentation for enhanced developer experience and ease of integration.
- **Technology-Agnostic Approach:** Deep expertise across Java, .NET, NodeJS, TypeScript, AWS, Azure, and Google Cloud Platform.
- **Automated Delivery:** Utilisation of DevSecOps and CI/CD pipelines to automate the build, test, and deployment process with confidence.
- **Interoperability:** Promotion of cross-sector system interoperability, specifically within healthcare and public sector standards.

API Data Integration: Service Benefits

- **Minimised Total Cost of Ownership (TCO):** Development of robust, maintainable, and extendable APIs that reduce long-term maintenance costs.
- **Elastic Scalability:** Systems designed to meet fluctuating demand cost-effectively without inflating overhead through auto scaling and containerisation.
- **Enhanced Security & Compliance:** Protection of critical assets and user data through rigorous security assessments and GDS Service Standard alignment.
- **Faster Time-to-Market:** Rapid delivery of new features through Lean Agile practices and automated feedback loops.
- **Reduced Human Error:** Automation of quality assurance and deployment processes to mitigate integration challenges.
- **Risk Mitigation:** Early defect identification through shift-left testing and robust performance monitoring using tools like JMeter and Grafana.
- **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 with rapid response times for critical incidents.

API Data Integration 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 .

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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