

MINDERA Public Sector

Content Workflow and Management

OVERVIEW OF MINDERA'S CONTENT WORKFLOW AND MANAGEMENT SERVICE

Mindera's Content Workflow and Management service delivers Public Sector organisations a persuasive content management solutions, including website software, product content platforms, content marketing tools, video platforms and digital adoption systems.

Our services span media and creative production, plus enterprise portals and digital workspaces that support multi-audience engagement and integrated employee experiences for seamless communication, productivity and organisational cohesion.

We support a wide range of content services, including content creation, editing, approval, publishing, and archiving across multiple digital channels. The service enables structured workflows, role-based access, and auditability to ensure content is accurate, accessible, and compliant with organisational policies and public sector standards.

With these services, buyers can develop sophisticated content workflows that support efficient collaboration, clear governance, and timely publication across digital channels. Automated approvals, version control, and audit trails ensure content quality, accessibility, and compliance, while enabling organisations to scale content delivery and respond quickly to changing user and business needs.

OUTCOMES

- **Publish content** using headless workflows with responsive previews, enabling teams to author once and deliver consistently across web, mobile, intranet, kiosks, and third-party channels, with device-level previews to ensure accessibility, responsiveness, and brand consistency.
- **Manage content** on the move with secure mobile tools and approvals, enabling editors and approvers to create, review, and approve content from mobile devices with notifications, inline feedback, and full audit trails.
- **Reduce publishing cycles** through automated reviews, translations, and omnichannel syndication, streamlining approvals, supporting multilingual content, and publishing consistently across channels with minimal manual effort.
- **Improve campaign performance** through personalisation, A/B testing, and audience segmentation, delivering more relevant content based on user attributes, behaviour, location, or device, with built-in analytics to continuously optimise effectiveness against measurable outcomes.
- **Centralise assets** and rights to accelerate reuse, providing a secure digital asset management capability with metadata, tagging, automated renditions, and rights management to ensure compliant use across teams and channels.
- **Enable self-service portals** to boost productivity, providing secure, SSO-enabled access with role-based controls and integrations to collaboration, CRM, ERP, and case management systems.
- **Accelerate product launches** by governing taxonomy, variants, and syndication, ensuring consistent, structured content across audiences and channels, with automated distribution to e-commerce platforms, websites, and partners.
- **Enhance discoverability** with enterprise search, facets, synonyms, and personalisation, enabling users to quickly find relevant content and assets while improving engagement, reuse, and efficiency.
- **Improve accessibility and engagement** with captioned videos, transcripts, and analytics, ensuring compliance with accessibility standards while providing insights on content use to drive continuous improvement.
- **Reduce training overhead** with in-app guidance, walkthroughs, and contextual help, helping users become productive quickly while minimising reliance on formal training and support.

SERVICE LEVELS

Mindera agrees clear Service Levels with Buyers to deliver reliable, transparent, and predictable Content Workflow and Management services, supporting the creation, approval, publishing, and lifecycle management of digital content in line with public sector governance, assurance, and value-for-money requirements.

Availability

Standard SLA is 99.9%–99.99% uptime, with higher levels available per project. High availability is achieved through redundant infrastructure and failover, ensuring continuous access to content creation, approval, publishing, and management services.

Recovery Time Objective (RTO)

Typically 15 minutes to 4 hours, based on criticality, defining maximum downtime to restore content management services and workflows..

Recovery Point Objective (RPO)

Typically 1–4 hours, defining the maximum acceptable data loss. Content, assets, and associated metadata are backed up regularly to ensure minimal disruption to content creation, approval, and publishing workflows.

Data Redundancy

Stored in geo-redundant infrastructure with automated replication and failover across multiple regions, ensuring business continuity and uninterrupted access during site or regional outages.

Backup/Integrity

Content, assets, and associated metadata are backed up regularly with automated integrity checks, ensuring reliable recovery, and minimal data loss.

Monitoring

Continuous, real-time monitoring of content management systems, workflows, and assets with automated alerts enables proactive detection and resolution.

Incident Response

Critical incidents are addressed within 30 minutes and non-critical incidents within 1 hour, ensuring rapid mitigation, minimal disruption.

Scalability

The platform automatically scales resources to handle increased content volumes, user demand, and publishing workloads.

Performance

Ensures fast, reliable access to content, workflows, and assets, supporting efficient creation, approval, and publishing during high-demand periods.

The service includes Disaster Recovery (DR) and Business Continuity (BC) arrangements

to ensure the the availability and continuity of Content Workflow and Management services during disruptive incidents.



Cloud Hosting and Redundancy

Our Content Workflow and Management service is hosted on highly resilient, geo-redundant cloud infrastructure, with multi-level redundancy across network, storage, and compute resources to ensure continuous access and reliable operation.

Automated Backups and Replication

Content, assets, and metadata are backed up and replicated automatically to enable rapid restoration in the event of system failure, site outage, or data corruption.

High Availability Design

Designed to ensure Content Workflow and Management operations continue seamlessly, even if individual components or hosting locations become unavailable, minimising disruption and maintaining user trust.

Alignment with Industry Standards

The DR and BC arrangements are rigorously aligned with a comprehensive set of recognised national and international public sector standards and guidance.

- ISO 22301 (Business Continuity Management)
- ISO 27001 (Information Security Management)
- NIST SP 800-34 (Contingency Planning)
- UK Government Business Continuity Guidance
- NHS Digital DSP Toolkit (for relevant health sector deployments)
- GDPR Security Requirements
- G-Cloud Service Continuity Requirements

ACCESSIBILITY, SECURITY, ETHICS, COMPLIANCE AND SOCIAL VALUE

Accessibility

- **Mindera supports accessibility:** Requirements are discussed and agreed with the Buyer, including reasonable adjustments and alternative documentation formats where required. Where applicable, services are designed to align with WCAG 2.2 AA standards, and accessibility considerations are reviewed throughout delivery.

Security, Ethics & Compliance

- **Secure operation:** Content workflow and management services are operated in line with UK GDPR, public sector security requirements, and recognised best practices.
- **Data protection:** All content, documents, and metadata are handled securely, with access controls, encryption, and audit trails to protect sensitive information.
- **Responsible management: Services** are designed to ensure transparency, auditability, and compliance, supporting ethical handling of content and workflows in line with Buyer policies and regulatory obligations.

Social Value

- Mindera has always contributed to our communities regardless of location. Activities include our school (we pay young adults to learn how to code for 10 months) and tech camps (for kids without any parents). We run Mindera Foundations (UK, Portugal and Romania) to channel our charitable activities in these locations, but also work with local communities across all our locations.
- We have measured our carbon emissions since 2021, developing an emissions reduction plan which aims to halve scope 1 & 2 emissions before 2030, reaching net zero before 2050, in line with the Government's 25 Year Environment Plan (25YEP)
- Progress is shared with staff, suppliers, and customers, and annual public communication will highlight achievements. We encourage sustainable practices in the supply chain via bi-annual supplier environmental surveys, and integrating climate-related targets and performance as a purchasing selection criterion.
- Explore more at https://mindera.com/foundation_global

At Mindera, we are more than just a global tech company.

We are a bunch of geeks, all 1,300 of us, who are innovative thinkers, problem solvers and application developers grounded by our sense of community..



Founded in 2014, our roots are deeply embedded in the passion for technology, the belief in the power of collaboration and to give back to society.

Today, we have a global presence in over 10 countries. Some clients like us on site, some want our best people across the world, and others seek the most affordable option. As such a hybrid approach is common, offering a balance of industry expertise, close collaboration and cost efficiency.

Constant technology evolution keeps us busy particularly in the UK Public Sector technology requirements, social value and ethics as we build in stronger security, focus on assurance by design, embed greater accessibility with a significant focus on giving back to the community.

Plus, from a technology perspective, we build more 'outcome driven' solutions maximising public benefit in line with the 2023 Procurement Act.

We stand as a beacon of technical excellence in the technology, software engineering and consultancy landscape.

Our journey began with a simple yet powerful idea: to create a space where collaboration, a people-first approach and self-organisation are not just encouraged but are the very foundations of how we operate.

This ethos has allowed us to not only build a strong internal culture, but also to foster lasting relationships with our clients.

At Mindera, every project is a shared endeavour; where the whole team takes ownership, ensuring that we're not just service providers but true partners in our clients' success.

As a Crown Commercial Services (CCS) approved supplier we extend this expertise and experience to our Public Sector buyers.

This service can be delivered as a standalone engagement or combined with other Mindera services available under G-Cloud Lot 2b and Lot 3.

Associated services support public sector organisations across the full cloud lifecycle, from planning and assurance through to implementation, optimisation, and ongoing operational support, enabling secure, resilient, and high-performing cloud solutions.

Contact us:

Please contact us if you would like to learn more about this service or any of our listings on G-Cloud, Technology Services 4, or Digital Outcomes 7. Please email paul.brown@mindera.com

As all enquiries are initially handled through a single point of contact, please include your name, organisation, contact details, and the service you require support with.

Further information about our service capabilities is available on our website at www.mindera.com or on our blog at www.mindera.com/blog