



Crown
Commercial
Service



vega IT

Service definition document

Vega IT - Commercially Confidential

January 2026



vega^{IT}

Our approach, solution and partnership

- Introduction
- Service description
- Ways of working
- AI-augmented delivery
- Cloud excellence
- Complete project lifecycle support
- Our partnerships and certifications

Global partner, proven delivery

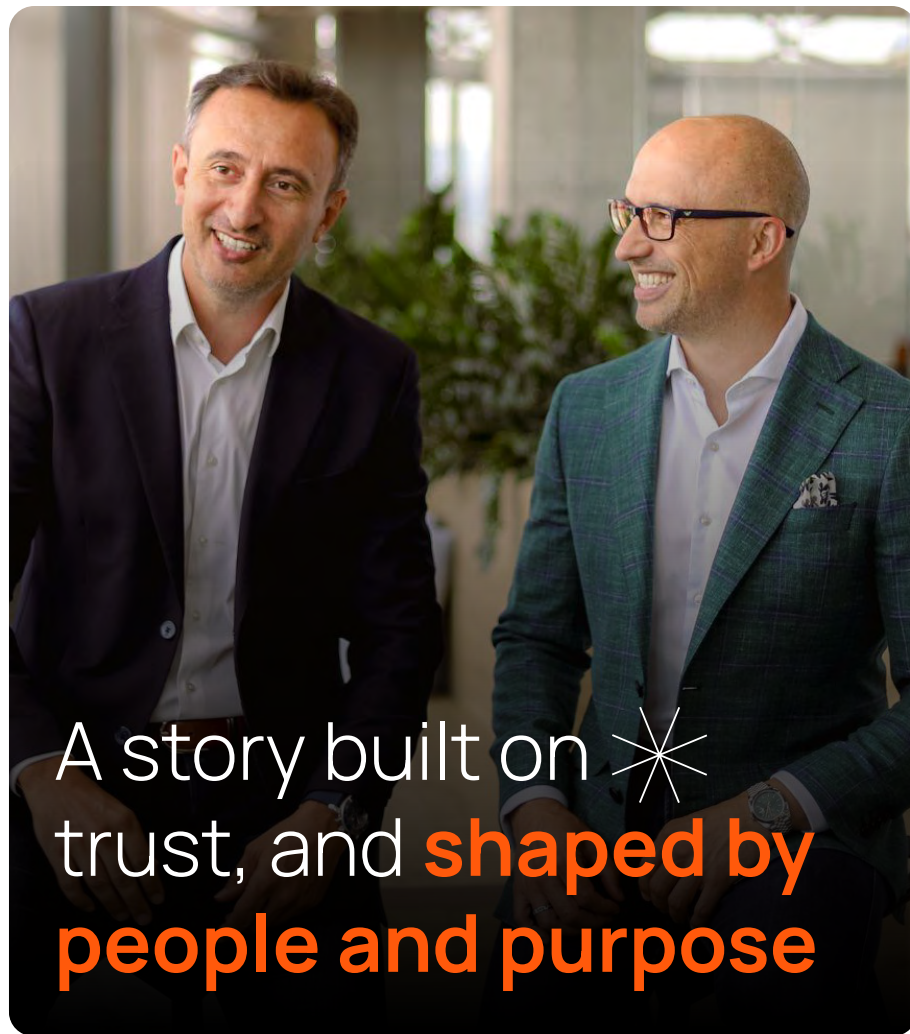
Founded in 2008 by two engineers who believed technology should serve people. Vega IT has grown from a small team in Novi Sad, Serbia, into a **global organisation**. With **900+ full-time professionals**, including **780 engineering and IT specialists**.

International reach, local integration

We operate from **London, Amsterdam, New York, and Riyadh**, with delivery hubs in **Serbia** (Novi Sad, Belgrade, Niš, Zrenjanin), **Montenegro** (Podgorica), **Romania** (Timișoara), and **Nigeria** (Abuja), with expansion plans for **Amsterdam, Dubai, and beyond**. Some of our first and **longest-standing clients** such as **Howden, Doctor Care Anywhere and JAAQ** are from UK, and we are proud to continue partnering with them to this day. This footprint gives us the ability to scale quickly and **integrate seamlessly** with client teams across United Kingdom, Europe, the Middle East, and North America, working in time zones that support **full-day collaboration**.

Secure, compliant digital platforms for government

We design and deliver **intuitive, secure, and scalable** digital platforms for government and regulated environments. Our work is grounded in **deep domain knowledge** and business stakeholders involvement allowing **robust solution architecture** and **end-to-end digital platforms delivery**, ensuring **compliance, resilience, and long-term sustainability**. We support the launch of new digital services and the modernisation of legacy systems, embedding **security, accessibility, and performance** throughout the full **delivery lifecycle**. Our teams combine strong **technical capability** with relevant **domain expertise** to ensure **confident delivery** in complex public sector contexts.





Digital product development and system integration partner

Global Reach

- Active client projects in 24 countries
- Offices in London, Riyadh & New York
- Delivery from Serbia and Montenegro primarily, and scaling our capability to Romania, Turkey and Nigeria

This is how our clients rate us:

- 72 Net Promoter Score
- 4.7 Clutch score from 36 reviews



17+



Years in the
market

200+



Active
clients

900+

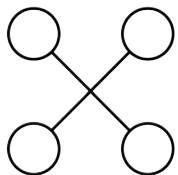


Digital
experts

2000+



Projects
launched



HubSpot development

We design, implement, customise, and optimise **HubSpot platforms** to support **scalable CRM, marketing automation, sales enablement, and customer service operations**. Our service covers the full HubSpot ecosystem - including **Marketing Hub, Sales Hub, Service Hub, CMS Hub, and Operations Hub** - ensuring seamless **alignment between business processes, data, and digital channels**.

We work across **greenfield implementations, migrations from legacy CRM or marketing platforms, and continuous optimisation** of existing HubSpot environments. Our approach combines platform best practices, secure configuration, and custom development to ensure reliable adoption, measurable business outcomes, and long-term platform sustainability.

Features

- Business process analysis and requirements gathering
- Definition of functional and non-functional requirements (performance, security, compliance)
- Marketing automation workflows, lead scoring, and segmentation
- Custom object modelling, pipelines, and lifecycle stages
- Sales enablement configuration (pipelines, deal stages, forecasting)
- Customer service tooling (tickets, SLAs, knowledge base, chatbots)
- HubSpot CMS development (themes, templates, modules, landing pages)
- API-based integrations with ERP, finance, data platforms, and third-party tools
- Data migration, cleansing, and enrichment
- Security, permissions, and governance configuration

Key activities

- Application discovery and requirements refinement workshops
- Define scope, success criteria, and implementation roadmap
- HubSpot solution architecture and platform configuration
- Data modelling and integration with internal and external systems
- Module configuration and feature enablement
- Workflow automation for marketing, sales, and service processes
- Custom HubSpot CMS development using HubL, HTML, CSS, and JavaScript
- Security, access control, and compliance configuration
- Testing, validation, and user acceptance support
- Deployment and environment configuration
- Continuous improvement, maintenance, and platform optimisation
- Knowledge transfer, documentation, and enablement

Benefits

- Alignment with regulations (UK GDPR, DPA, PCI-DSS, MHRA, etc.)
- Quality management certified by ISO 9001
- Service management processes aligned and certified with ISO 20000-1
- Information security management certified by ISO 27001 and Cyber Essentials Plus
- Testing aligned with regulations (UK GDPR, DPA, PCI-DSS, MHRA, etc.)
- Agile approach with iterative progress
- Continuous system health monitoring
- 24/7 support
- Faster time-to-value through standardised HubSpot best practices
- Unified customer data across marketing, sales, and service teams
- Reduced manual effort through workflow automation

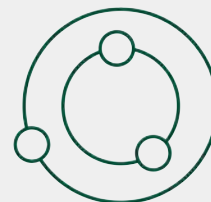
Onboarding and offboarding

We follow a structured onboarding and offboarding approach to ensure every engagement starts with clear alignment and ends with a smooth, controlled transition. This ensures delivery readiness from day one and long-term operational continuity after completion.

Onboarding

Each engagement starts with structured onboarding to ensure alignment and delivery readiness. We run **discovery sessions and workshops** to understand the client's business context and goals, followed by **detailed project discovery**, solution design, and architecture planning.

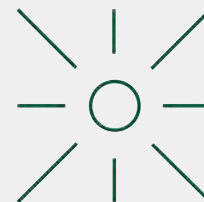
We then define the **feature breakdown, project plan, budget and timeline, assemble the delivery team** and hold internal mobilisation and a **formal project kick-off**. Delivery is managed through regular **Agile ceremonies** to ensure transparency and adaptability, with **clear acceptance criteria** and **UAT** at the end to validate the solution before completion.



Offboarding

After project completion, we ensure a smooth transition to ongoing support or **full client ownership**. If Vega provides **support and maintenance**, deliverables are transferred seamlessly into the support team under agreed service levels.

If ongoing support is not provided, we conduct a **comprehensive handover**, including **system architecture, infrastructure and configuration documentation, deployment and Infrastructure-as-Code scripts, source code** and operational **runbooks**. A recorded **handover session** is held to explain system setup and operational specifics. A **warranty period** is included to cover any immediate post-delivery issues before full transition.



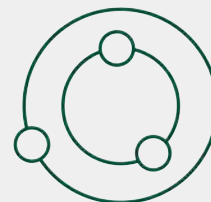
Operating model

Our ways of working are designed to deliver value early, manage risk, and remain adaptable in complex public sector environments. We combine an Agile, iterative delivery approach with a holistic view of services to ensure solutions are user-centred, sustainable, and aligned with long-term objectives.

Agile approach

Vega delivers services using an **Agile, iterative approach** that aligns with UK public sector **delivery standards**. Work is delivered in **short, structured cycles**, with regular **show-and-tells, feedback**, and prioritisation based on **user needs** and **required service outcomes**.

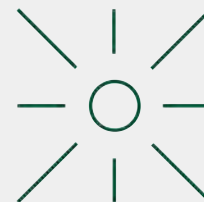
This approach provides **clear visibility**, helps **identify risks early**, and allows teams to **adapt** as requirements change without losing momentum. Clients are closely involved throughout delivery, ensuring **solutions remain aligned with policy, operational constraints, and service objectives**.



Holistic view

Vega's engineers take a **practical, outcomes-focused approach to delivery**. They work closely with stakeholders to understand the real business problem, the needs of service users, and the operational environment before designing solutions.

Instead of treating tasks in isolation, Vega's teams look at **the wider service landscape**, including dependencies and long-term goals. This ensures solutions are **proportionate, sustainable**, and provide clear **value for money**. The result is digital services that meet technical requirements while genuinely supporting better public services and measurable outcomes.



AI-augmented SDLC for product and dev teams

We've designed an internal set of **AI workflows, agents and commands** that we use across the Software Development Lifecycle to increase the speed and quality of the delivery. We train our colleagues to **use AI responsibly** and to understand all its benefits and pitfalls. Before using AI in projects, we agree with clients in which steps we will use AI augmentation and where we will rely on humans only.

To ensure AI does not sidetrack projects, our workflows are designed with **built-in safeguards**:

- Human-in-the-loop validation at every stage
- Clear ownership and accountability of each team member
- No autonomous deployment or production changes
- Alignment with security, privacy, and regulatory requirements

AI accelerates, humans remain accountable.



Initiation & Ideation

AI-driven rapid prototyping for:

- Digital Twin Prototypes
- Short discoveries
- UI component kits
- In-delivery proof of concepts



Product design

AI agents which can do:

- PRD drafting
- Feature breakdown
- Epic-level breakdown
- Story/Task breakdown
- Automated backlog creation & project management tools updates



Development & testing

AI agents for developers:

- Figma to code extraction
- Project onboarding and documentation
- Code generation
- Debugging and troubleshooting
- Code validation and reviews
- Compliance checks (e.g., PCI DSS)
- Test plans, scenarios and case generation
- Automated tests generation
- Traceability matrix generation



Maintenance & optimisation

After going to production, AI continues to bring value with:

- Release notes generation
- Incident analysis and post mortems
- Continuous compliance checks

Cloud Architecture & Strategy



Key details

- **Cloud Readiness Assessment:** Evaluate current infrastructure and provide a detailed roadmap for migrations..
- **Cloud Architecture Design:** Design scalable, secure, and cost-effective cloud architectures tailored to specific business needs.
- **Multi-cloud Strategy:** Develop strategies for utilizing multiple cloud providers to enhance resilience and avoid vendor lock-in.

DevOps & Automation



Key details

- **CI/CD Pipelines:** Streamline development and deployment processes by implementing CI/CD pipelines
- **Infrastructure as Code (IaC):** Automate infrastructure provisioning and management
- **Configuration Management:** Ensure consistent and secure configuration of servers and applications.

Cloud Migration & Management



Key details

- **Cloud Migration Services:** Plan and execute the migration of applications and data to the cloud with minimal disruption.
- **Cost Optimisation:** Monitor and optimize cloud resource usage to reduce costs and improve efficiency.
- **Managed Cloud Services:** Provide ongoing management, monitoring, and support for cloud environments.

Networking & Connectivity

Key details

- **Hybrid Cloud Solutions:** Design and implement hybrid cloud architectures that integrate on-premises infrastructure with public cloud environments.
- **VPN & VPC Setup:** Configure secure Virtual Private Networks (VPNs) and Virtual Private Clouds (VPCs) to ensure secure and efficient connectivity.
- **Edge Computing:** Deploy edge computing solutions to bring computation and data storage closer to the location where it is needed, improving response times and saving bandwidth.



Security & Compliance



Key details

- **Security Audits:** Conduct comprehensive security audits to identify and mitigate vulnerabilities in cloud environments.
- **Compliance Management:** Ensure compliance with industry standards and regulations, such as GDPR, HIPAA, PCI DSS and SOC 2.
- **Identity & Access Management (IAM):** Implement robust IAM policies to protect against unauthorized access.

Performance & Reliability



Key details

- **Performance Tuning:** Optimize cloud resources and configurations for better performance and reliability.
- **Monitoring & Alerting:** Set up monitoring and alerting systems to proactively manage and resolve issues.
- **Disaster Recovery:** Design and implement disaster recovery plans to ensure business continuity.

Application Modernisation



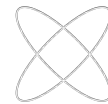
Key details

- **Containerisation:** Migrate applications to containers using Docker and manage them with Kubernetes or cloud-native container services.
- **Serverless Architectures:** Build and deploy applications using serverless computing services like AWS Lambda, Azure Functions, and Google Cloud Functions.
- **Microservices Architecture:** Refactor monolithic applications into microservices to enhance scalability and maintainability.

Heads in the world.
Hearts in the code.



With the end-to-end capability to meet your needs, today and tomorrow



Delivery Leadership & Management

→ Agile Product & Project Management → Programme & Project Management → Business Change & Adoption Engineering

Digital Advisory

→ Digital Discovery
→ Product Discovery
→ Experience Assessments
→ Options Assessment
→ Technology Architecture
→ Security Advisory
→ Business Case & Roadmap

Experience Design

→ Market & User Research
→ Service Design
→ UX & UI Design
→ Content Design
→ Business Analysis

Applications

→ Front-End Dev & SEO
→ Back-End Dev
→ Mobile Dev
→ Business Apps
→ IoT & Embedded Apps
→ App Optimisation

Data & AI

→ Data Engineering
→ Data Analytics & BI
→ Data Science & AI
→ Conversational AI
→ Gen AI & LLMs

Platforms

→ Content
→ Sales & CRM
→ Commerce
→ Services
→ Industries
→ Low / No-code

System Integration

→ Integration Architecture
→ Microservices & APIs
→ Legacy Modernisation
→ Data Platform & Integration
→ Cloud & Infrastructure
→ Payment Integration

Product Engineering

Quality Assurance & Automation

→ Testing Strategy & Execution → Tooling & Optimisation

Product Operations & Managed Services

→ Support & Maintenance → Continuous Improvement → DevOps

Post-launch support that keeps you running

Why support matters

After go-live, you need stability, fast issue resolution, and ongoing peace of mind. That's why we offer flexible support options tailored to your platform and users.

Included warranty

Every project includes 1 month of post-launch support to catch and resolve any delivery-related issues, ensuring a smooth transition into live use.

Flexible support packages

Choose from guaranteed support hours during business time:

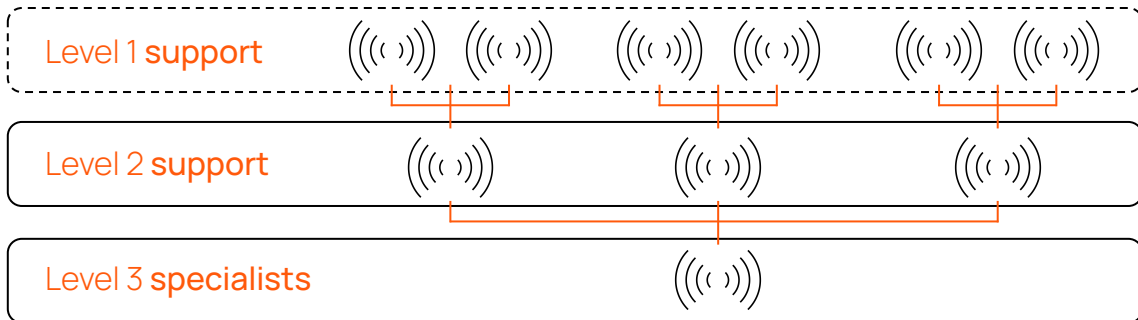
- 5 hours per week
- 10 hours per week
- 20 hours per week

All packages require a 12-week minimum commitment, with the option to extend into a longer-term contract.

What you get

- Access to Level 2 and Level 3 specialists
- SLA-backed weekly support hours
- Single-channel issue reporting and communication

Support and maintenance levels



Support & maintenance tailored for you

Tailored support, built to flex with you

Our SLA-backed support adjusts with your evolving needs. We review every 12 weeks to ensure the right level of coverage and guaranteed hours as your platform grows.

Need more than support?

We also offer fixed-price feature add-ons outside your support hours. These are ideal for enhancements that don't affect your SLA.

Want even less friction?

Our Managed Services can take over hosting and infrastructure too. This streamlines your support into one channel, with no need to classify every issue up front.

With leading partnerships and certifications



Google Cloud
Partner



Microsoft
Solutions Partner



umbraco



Optimizely

ACQUID[®]



contentful



SEND



fluentcommerce[≡]

Quality standards



Environmental
Management Systems



Quality Management
Systems



Security Management
Systems



IT Service
Management Systems



Occupational Health and
Safety Management
Systems



System and
Organization
Controls 2



**CYBER
ESSENTIALS
PLUS**



Your success starts here. **Let's talk.**

vega^{IT}



Nikola Prelevic, Executive Partner UK



Richard Morris, Executive Partner UK

vega IT

We look forward to working with you.

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