Queue-Fair

Queue-Fair Virtual Waiting Room

G-Cloud 15 Service Definition

Lot 2 – Cloud Software (SaaS)

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1. Introduction

Queue-Fair is the UK-invented Virtual Waiting Room technology that protects websites, applications, and online systems from overload during traffic surges. Established and originally patented in 2004, Queue-Fair provides a secure, transparent, and fair queuing experience for digital services during peak demand, ensuring systems remain available, performant, and reliable when customer interest is highest.

Queue-Fair is independently reviewed on the G2 software marketplace and, as of January 2026, is listed at the **top** of the **"Highest Rated"** tier in the "Virtual Waiting Room" category, with an overall rating of 5.0 out of 5 stars based on verified customer reviews.

Queue-Fair has been operating since 2004 and regularly supports large-scale public sector digital services, including recent government use cases involving almost six million visitors in the queue at the same time.

2. Overview of the G-Cloud Service

Public sector digital services regularly experience periods of overwhelming demand for applications, registrations, bookings, or important services. In these moments, unprotected systems can slow down, crash, or become inaccessible — resulting in citizen frustration, reputational risk, and operational disruption.

Queue-Fair keeps your systems performing at optimum efficiency by:

- Redirecting excess traffic to a controlled waiting room
- Admitting users back to the protected system at a safe, controlled rate
- Ensuring **verified first-come, first-served fairness**

- Allowing genuine users to access services reliably, regardless of capacity constraints

This avoids downtime, reduces infrastructure costs, and maintains citizen trust in online public services and equitable access for your users. The service prevents system overload, improves user experience, and provides real-time feedback to users while they wait.

3. What the Service Provides

Queue-Fair Virtual Waiting Room is a Software-as-a-Service (SaaS) platform that places users into a virtual queue when demand exceeds available capacity. Users are admitted to the target service at a controlled rate, ensuring that systems remain stable and that access is fair and transparent.

The service works by routing users through Queue-Fair before they reach the protected website or application – but only when the protected website or application is busy. When the protected digital service is quiet, no queue pages are shown.

Queue-Fair assigns each user a secure position in the queue and provides real-time updates on their progress. When capacity becomes available, users are automatically redirected to the destination service.

Queue-Fair is designed to be simple to integrate, requiring minimal changes to existing infrastructure. It operates independently of the customer's core systems and does not require access to internal networks or databases.

A Queue-Fair Virtual Waiting Room:

- **Prevents overload**, errors, and system crashes
- **Guarantees fair ordering** using patented **queue identifier hashing**
- **Blocks queue-jumping and automated manipulation**
- Provides **continuous, visible progress information** through a live **ticking People Ahead Counter, estimated waits** and **progress bar.**
- Works alongside existing solutions to protect infrastructure efficiently.

Queue-Fair is **not a proxy** — your website traffic does not flow through Queue-Fair systems, and no DNS change is required. Customers keep full control of their environments and retain the privacy of all website data at all times.

4. Social Value

Queue-Fair supports public sector social value objectives by providing equitable digital access, especially during high-demand online events.

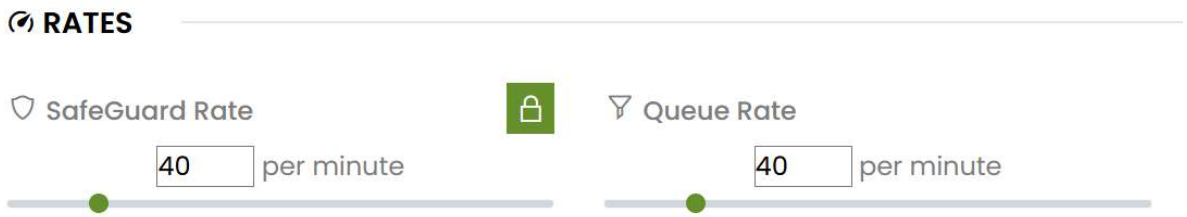
Queue-Fair contributes social value through:

- **Digital equality**: All users are treated fairly, regardless of location, device, or connection speed.
- **Anti-bot and anti-abuse protection**: Ensuring services reach genuine citizens rather than automated actors.
- **Reduced environmental impact**: Queue-Fair allows organisations to avoid unnecessary over-provisioning of cloud infrastructure for occasional demand peaks, and uses only **carbon neutral** cloud hosting.
- **Fair access to public services**: Particularly valuable for time-critical events such as appointments, registrations, or application windows.

As society becomes increasingly digital, Queue-Fair provides trustworthy access mechanisms to ensure citizens receive equitable, reliable access to the services they need.

5. Using the Service

When visitor demand exceeds the safe thresholds that you set in the Queue-Fair Portal, website users are automatically redirected to a Queue-Fair Virtual Waiting Room page. Users are admitted back to the protected system according to a **configurable safe rate**, managed entirely through the Queue-Fair Portal. You can think of a waiting room as a page from us inserted between two pages from you - or you can send people directly to the waiting room with a direct link in emails, posts or texts.



Rate Settings from the Queue-Fair Portal. Queue Rate can be set any value from 5 visitors sent from the front of the queue to the protected service per minute up to 60,000 per minute. Higher values are also possible upon request.

For events with a pre-announced start time, we also provide a **PreSale Page** that stops your service from crashing from people hitting Refresh Refresh Refresh waiting for a button to appear on your site at the opening time.

Key included features:

- First-come, first-served virtual queue

- Automatic SafeGuard for unexpected traffic spikes

- Unlimited queue capacity and inflow – we will queue as many as arrive, as fast as they arrive

- Real-time position, progress bar and estimated wait time

- Real-time and historical queue analytics and reporting dashboard

- Rate-based traffic control

- Completely customisable queue pages, with fully editable HTML that you control.

- White Label branding

- Multi-language support

- Cryptographically secure access tokens to prevent bots and humans skipping the queue.

- Award-winning bot and abuse protection

- Full privacy. The conversation between your site and your visitors remains private to you and to them.

- Fully cloud deployment with CDN delivery for fast page loads.

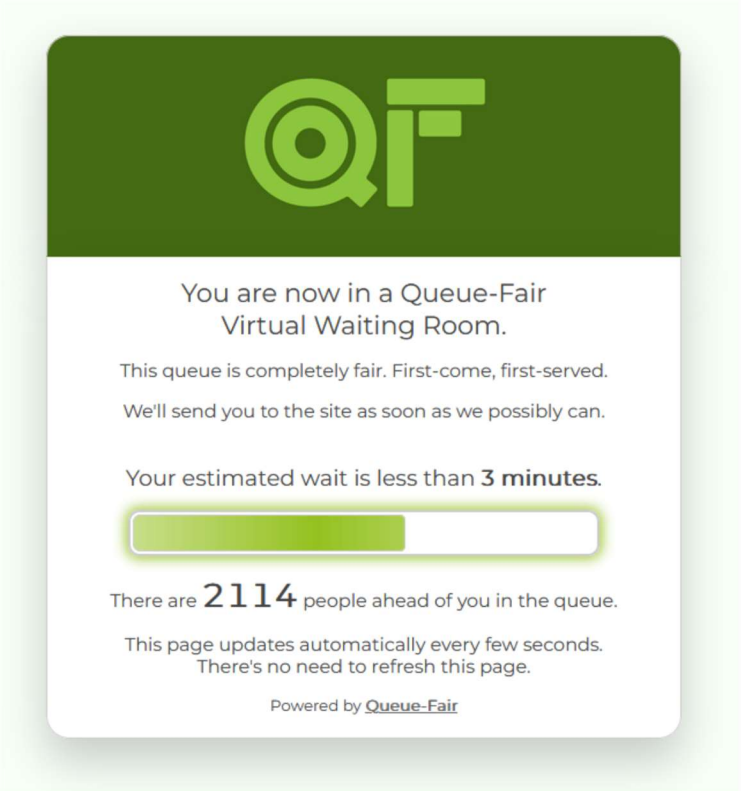
- Integration via JavaScript tag, Server-Side Adapter or Cloud Service (CDN) Edge Worker

- Mobile app integration on native iOS, Android, React or Flutter / Dart.

- Fully-featured REST API

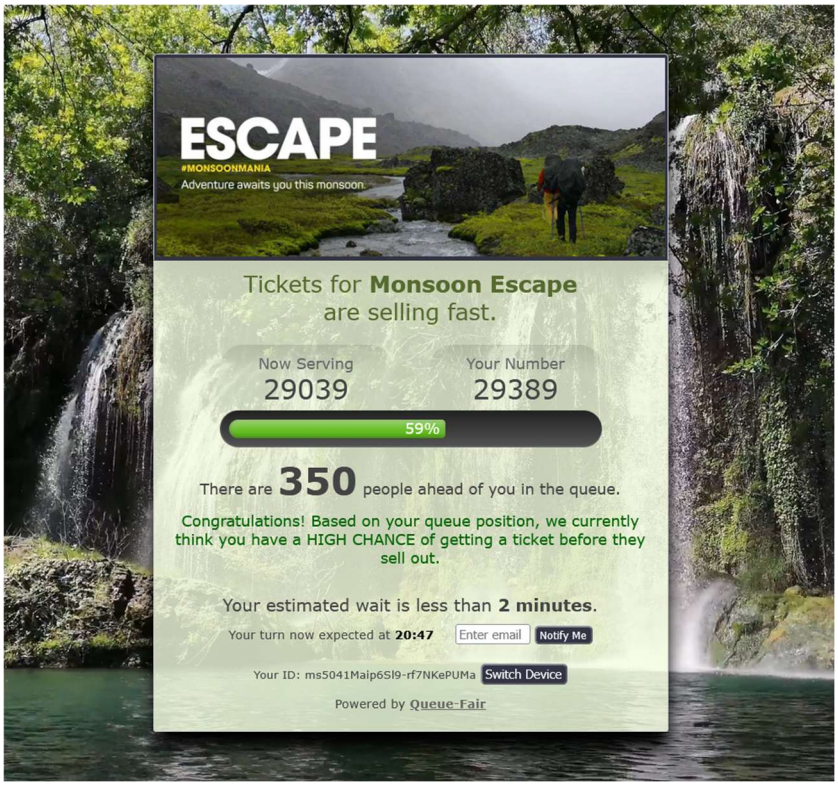
- Free Tier also available.

Visitors in the waiting room receive **live queue position updates** via a **ticking People Ahead Counter** that is unique to Queue-Fair, that ticks down one number at a time until it reaches one and they are Passed to the protected service, accompanied by **estimated wait times** and a **progress bar**, and clear messaging — resulting in a smooth, transparent, and reassuring citizen experience.



An example unbranded Queue Page. Every aspect can be customised. Our unique ticking people ahead counter assures people that their place is saved if they refresh the page, and that they have moved forward through the queue if they go away and come back later, and that the queue is always moving – vital for visitor comfort.

While it's normally best to keep things simple, we can show more status information on the Queue Pages than this, and if you have a particular requirement in this area just let us know.

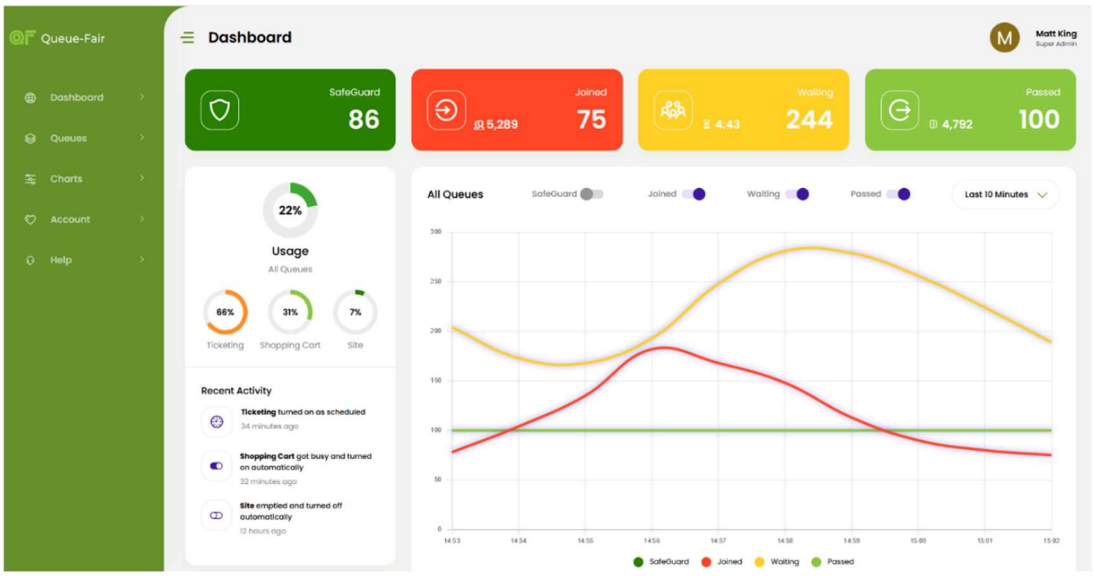


An example branded-up Queue Page, showing some of the additional information we can display for visitors.

When we set up your account, **we will brand up your queue pages for you** to match the look and feel of your website or app. Then we hand over **full control** of the HTML of the pages and provide asset CDN hosting, so you can change them as you wish.

You manage, administer and report on your queues with the Queue-Fair Portal. This allows customers to:

- Configure queuing rules and activation thresholds
- Monitor throughput and waiting room status in real time
- Access logging, analytics, and audit history
- Manage Adapters, Secrets, and security configuration
- Edit queue page content and look and feel



Queue-Fair Portal Dashboard

Customers retain **full control** of their digital properties, and Queue-Fair does **not handle or process any sensitive data** relating to protected systems or user transactions.

6. Key Benefits

- Prevents system overload and downtime
- Ensures fair access for all users
- Improves customer experience during high demand
- Reduces infrastructure costs by smoothing traffic spikes
- Requires no changes to core systems

7. Who the Service is For

Public sector organisations that need to manage high demand for online services, including:

- Ticketing and booking systems
- Registrations of all kinds

- Grant or application portals
- Examination results systems
- Public information releases
- Digital service launches

8. Pricing

Pricing is provided separately in the G-Cloud 15 Pricing Document.

9. Ordering and Invoicing

You can order through G-Cloud in the usual way. You may prefer to contact us first so that we can understand your requirements, answer any questions and provide a recommendation.

All invoices are issued electronically. Public sector invoicing requirements (e.g. purchase order, reference number, or designated procurement portal submissions) are accommodated.

Queue-Fair accepts payment via bank transfer, BACS, CHAPS, Credit / Debit Card (via PayPal) or other public-sector approved mechanisms.

10. Onboarding & Service Setup

Customers frequently like to start with a **Free Tier** account, available upon request. The Free Tier accounts have limited features but are suitable for testing integration, proof of concept, or small live queues.

For paid service, Customers can engage Queue-Fair directly via the G-Cloud 15 Framework. Queue-Fair will:

- Assign a dedicated technical onboarding contact
- Provide access credentials for the Queue-Fair Portal
- Supply guidance documentation including **Technical Guide**, **Step-by-step Adapter installation notes**, and **open-source Adapter code.**

Customers also receive a technical onboarding training session, delivered via Google Meet.

Integration typically involves copying-and-pasting a JavaScript tag to pages. No code changes are required to the protected service. Full integration and onboarding support is included.

A typical implementation plan includes:

1. Kick-off meeting to confirm technical requirements
2. Selection of Adapter type (client-side, server-side, or network edge)
3. Integration of Adapter into customer staging environment
4. Configuration of queue activation rules, SafeGuard thresholds, and queue page branding
5. Testing, user acceptance, and approval
6. Promotion to production service
7. A further Google Meet review of settings and integration with a senior Queue-Fair engineer, normally the day before the busy event.

10.1 Post-Sales Account Management

Queue-Fair provides a unified customer success function to support onboarding, optimisation, event preparation, and operational stability.

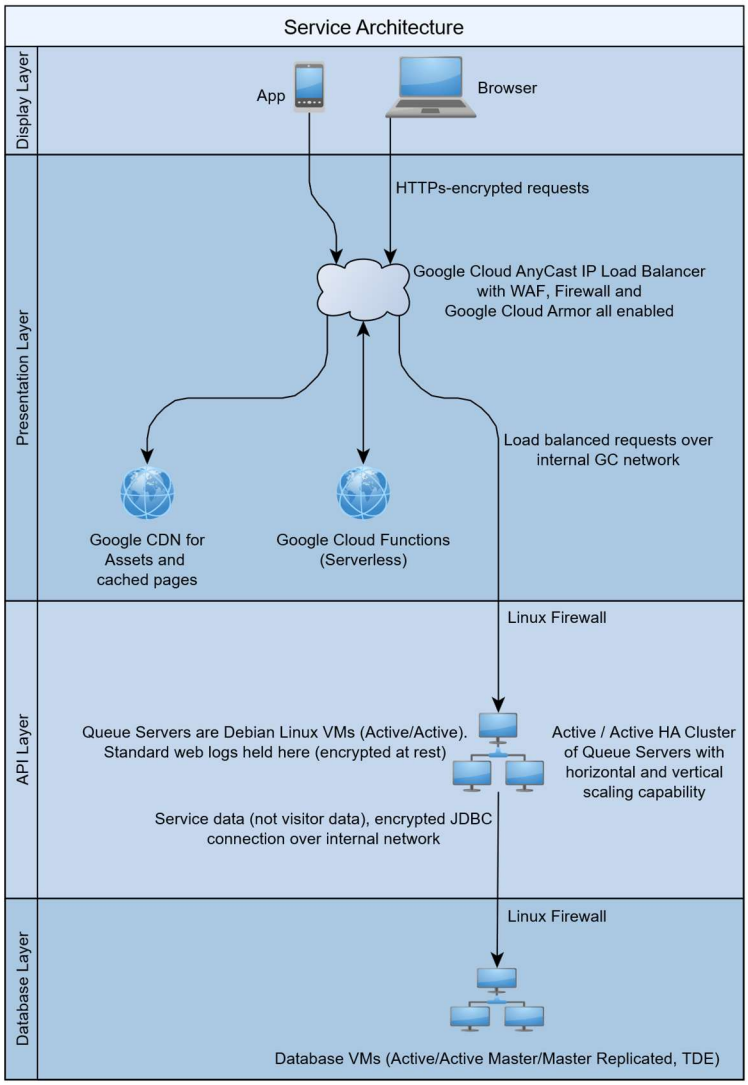
Post-sales support includes:

- 24/7 telephone support
- Email and web-chat support during UK business hours
- Access to knowledge base and all technical documentation
- Assistance configuring SafeGuard threshold values
- Review and guidance for upcoming high-traffic events
- Optional “war room” attendance during major events

Each active customer is assigned a Queue-Fair customer success representative who will proactively monitor and support customer usage, event preparation, and integration best practices.

11. Service Architecture

Queue-Fair provides a fully hosted SaaS stand-alone Virtual Waiting Room solution that operates independently of customer infrastructure. Customers do not need to provision hardware, install software, or alter infrastructure beyond including a single Adapter implementation.



The service is delivered through Queue-Fair's cloud queue servers, controlled and configured via the Queue-Fair Portal.

Customers retain full control of their website, network connectivity, and application behaviour, while Queue-Fair manages issuing queue positions, hashing, admission logic, and propagation of your portal configuration to your Adapter integration piece.

11.1 Customer Responsibilities

The Customer is responsible for Adapter installation and managing and configuring queues within the Queue-Fair Portal. The Customer must keep login credentials and system secrets confidential, Refer to terms and conditions for details at https://queue-fair.com/unlimited-terms-and-conditions

11.2 Service Constraints

Queue-Fair requires minimal technical dependencies and imposes no hardware or server infrastructure constraints. Our default cloud service provider is Google Cloud, chosen for maximum reliability, but deployments on other hosting providers including AWS are also supported. There is no requirement regarding which hosting provider your systems use – it doesn't matter.

Supported integration methods include:

Direct Link:

A simple link to the Waiting Room.

Client-Side Adapter:

Add a one-line JavaScript <script> tag to protected web pages.

Server-Side Adapter:

A simple library installed in customer back-end systems. Every major web programming language is supported – for a full list and open-source code see https://queue-fair.com/developers . Server-Side Adapters enable full token verification and access control logic at origin.

Network-Edge Adapter:

Integration at CDN or load balancer level for maximum protection and speed (Cloudflare, Fastly, AWS CloudFront, Google Cloud, Azure, Akamai and other network edge platforms).

Key technical characteristics

- No DNS change required
- No proxying of traffic through Queue-Fair
- No additional certificates required
- No modification to existing hosting infrastructure

Queue-Fair recommends testing integration in a staging environment before enabling SafeGuard in production.

Technical documentation is provided via the Queue-Fair Technical Guide and supporting documents, including:

- Example Adapter configuration
- Activation rule examples
- Safety best practices
- Integration test cases
- Troubleshooting guidance
- Security Guide

11.3 Development Lifecycle

Queue-Fair employs a continuous development approach aligned with modern cloud software standards.

Release processes include:

- Automated testing and deployment
- Version control
- Peer code review
- Regular security scanning
- Backward-compatible Adapter updates

Queue-Fair issues platform improvements regularly without service disruption. Platform updates and feature enhancements are delivered transparently and require **no customer action** unless using a server-side or edge Adapter where update options are notified.

Customer enhancements, bug fixes, and performance improvements are implemented based on:

- Product roadmap
- Customer feedback
- Public sector feature requests
- Security research

Queue-Fair does **not** modify or access customer application code.

12. Service Level

Queue-Fair operates a High Availability service with Active / Active queue servers and Master / Master database replication. We provide a target uptime of 99.99%. Monitoring and alerting are in place to detect and resolve issues quickly, and in most cases, automatically.

13. Data Locations

Service for UK customers is provided from servers entirely within the UK.

14. Offboarding

Customers can remove Queue-Fair at any time by removing the integration configuration (Adapter). All customer data can be exported and deleted on request. There is no vendor lock-in.

Customers usually prefer us to mothball the account when not in use, which we can do as a courtesy, so that they find everything is just as they left it when they next find they need a Virtual Waiting Room. This is perfect for ad-hoc or seasonal use.

15. Security, Accessibility and Compliance

Queue-Fair follows industry best practices for information security, including encrypted data in transit and at rest, access controls, and regular security reviews. We are Cyber

Essentials certified. Queue-Fair is provided by a UK company and fully complies with UK GDPR and applicable UK public sector cloud and security guidance.

Queue-Fair has received industry recognition for security, including the **Most Secure Online Queueing Solution** Award.

Queue pages support assistive technologies including screen readers and keyboard-only navigation. They also auto-adapt for mobile device displays. They are tested WCAG 2.2 AA compliant.

16. Information Assurance

The service is hosted across multiple cloud availability zones and regions with automated failover and regular backups.

Queue-Fair provides a **high-availability SaaS queuing platform** designed to protect public sector websites and applications from failure due to sudden or sustained surges in demand.

Key assurances include:

- Queue-Fair **does not require a DNS change**, reverse proxy configuration, or TLS certificate for customer domains, eliminating common data exposure risks.
- Only **queue identifiers and queuing metadata** are processed by Queue-Fair systems. No protected customer content or end-user form data is handled by Queue-Fair.
- Queue identifiers are issued independently of service eligibility and **hashed with a secret** to prevent tampering, forgery, or queue-jumping attempts.
- Queue-Fair allocates separate logical environments and secrets for each customer.

Queue-Fair performs regular internal security reviews, maintains strict access controls for platform administration, and applies multi-factor authentication for all queue server administrative access.

16.1 Data Back-Up, Disaster Recovery and Restoration

Queue-Fair maintains full infrastructure resilience through automated processes, which include:

- Master/Master database replicatoin to continually automate backups of queue configuration, account rules, Adapter settings, and integration metadata, with periodic saved snapshots too.
- Secure backup storage using encrypted cloud resources.
- Region- and availability-zone-segmented architecture to avoid single point of failure and cross-region failure propagation.
- Ability to restore queue configuration to the last working configuration on request.
- Backups do **not** contain customer financial data, application data, or personally identifiable information entered on customer systems — only queue configuration metadata necessary to restore Queue-Fair functionality.

16.2 Business Continuity Statement

Queue-Fair is designed from the ground up to provide High Availability continuous service delivery during disruptive incidents, including extreme traffic events, hardware faults, or cloud provider outages. There is no single point of failure in the service.

Our business continuity model includes:

- Automatic **load balancer health checks** and removal of failing queue servers.
- **Multiple regional instances** to prevent single-region failures.
- Allowance for **hot failover** to alternate queue servers.
- Queue-Fair targets a **99.99% platform availability** SLA.

16.3 Privacy From The Ground Up

Queue-Fair is built to enforce privacy by design principles, including:

- **Data minimisation:** Queue-Fair processes only queue identifiers and timestamps — we do not process protected user input, form submissions, payment information, or content served by customer systems.
- **No reverse proxy:** Queue-Fair never proxies end-user requests, content, or traffic.

- **Hash-protected queue tokens:** Queue identifiers are protected with a secret known only to the Queue-Fair queue servers and the Adapter or edge implementation.
- **Server-side verification:** Customers may choose to verify queue tokens server-side or at the network edge for maximum security.
- **Automatic expiry:** Queue tokens are automatically timed out and cannot be reused, shared, or replayed.

17. Selected Public Sector Reference Testimonials

For further reference testimonials, please see G2.

"When we opened COVID vaccinations to 16-29 year-olds, we turned to Queue-Fair for help, who quickly set us up with a fully branded Virtual Waiting Room. That afternoon, Queue-Fair fairly queued **450,000** people for us. Queue-Fair meant our system was able to accept bookings at a rate it could handle, **without overload**. We're very grateful for the **exceptional support** from Queue-Fair, and we launched with **great success**. The queue **worked perfectly**, and helped us to overcome a punctual uncovered technical problem that otherwise would have ruined the campaign. **Thank you very very much** Queue-Fair for your offering! It's much appreciated. Queue-Fair **saved us!**" – *Alejandro Lara, Basque Government Informatic Society*

"A stress killer app! We knew there would be a rush of applications through a new eGovernment service we launched. We wanted to use the queue continuously for protection. Queue-Fair provided us with a branded Queue Page and **easy-to-use** tools to customise and manage our waiting room. Their support was **excellent** and a **pleasure** to speak with. Queue-Fair was continuously **there for us** and what is important for us is that we did get the service we needed. Thank you Queue-Fair!" – *George Milis, Cyprus Ministry of Transport, Communications and Works*

"The **value** for us has been **very high**. The help was **professional**, the **support** was **superior**, and they even joined our meeting to watch over with us all as the queue went live. **It was great!**" – *Peter Nordin, Swedish Board of Student Finance*

"**Takes ALL the stress out!** Queue-Fair **worked perfectly**, was **very easy** to set up & the support was above and beyond, **masterclass in support** really. The experience was so **seamless** and gave us a lot of **confidence** beforehand. In previous years our site has always crashed which has proven very stressful for everyone involved. Queue-Fair **solved this problem**, our **website didn't crash**. It all just worked, just as our onboarding consultant said it would. With Queue-Fair we are confident for even bigger days in the future." – *Andy C, University of Cardiff*

"**Wonderful!!!** Queue-Fair worked very well and the support is very good. Queue-Fair solved the problem of access of many people to the project, and **avoided crashes** of my server. We plan to continue to use Queue-Fair on future projects. Thank you Queue-Fair!!!" – *Jose D, Ayuntamento de San Sebastian de los Reyes*

"The communication was really **smooth** and everything **worked well**. The campaign was a **success** - we were in the **green zone** with our server all the time! It **all worked**, both technical and customer-side, and we got **positive feedback**. We **recommend** you contact Queue-Fair! I'm **pleased** we found the **solution** to our problems." – *Riho Maisa, National Postal Service of Estonia*

"The people at Queue-Fair went **above and beyond**to help us implement their queuing system **within one day**. With over 25,000 people in the queue, they helped us manage traffic during our high peaks. Queue-Fair **does what it is meant to do**; queue people at a **competitive price**. We are **happy** with the Queue-Fair system and will keep using it during future events." – *Raoul Van Workom, museum/nl*\

18. Contact Details

For enquiries, onboarding support, or call-off guidance under the G-Cloud 15 framework, please use the following contact details:

Supplier Name: Orderly Telecoms Ltd

Service Name: Queue-Fair Virtual Waiting Room

Framework: G-Cloud 15 Cloud Software (SaaS)

General Enquiries:

Email: info@queue-fair.com

24 Hour Support Hotline: 0333 5432 108

Web Chat: Available via https://queue-fair.com (UK business hours)

Documentation and Integration Resources:

https://portal.queue-fair.net

https://queue-fair.com/developers

https://github.com/queue-fair

Queue-Fair Technical Guide (provided at onboarding and available upon request)