

Service Definition

Heritage by After Cloud

Service Overview

Heritage by After Cloud is a multi-award winning digital preservation and storytelling platform designed to help organisations curate, present and share their history, assets and cultural significance through immersive digital timelines. The service enables public, private and third sector organisations to create engaging, factual and authentic narratives using multimedia content including text, images, audio and video.

Each Heritage timeline is presented as a public facing web page and is accessible via desktop, mobile devices and a uniquely generated QR code. The service supports museums, local authorities, cultural institutions, visitor attractions, membership organisations and commercial bodies seeking to enhance public engagement, education and long-term digital preservation.

What the Service Provides

Heritage by After Cloud provides a fully hosted digital platform that allows organisations to:

- Create chronological timelines using mixed media content
- Showcase historical assets, places, people, buildings, collections or events
- Deliver engaging visitor experiences before, during or after a physical visit
- Generate unique QR codes linked to each timeline
- Embed timelines into existing websites
- Enable future commercial opportunities through embedded links
- Access usage insights and visitor engagement reporting

Timelines are intuitive and designed to be explored at the users own pace, encouraging deeper understanding and emotional connection.

Service Users

The service is suitable for:

- Museums and galleries
- Local authorities and councils
- Heritage trusts and charities
- Tourist attractions and visitor locations
- Membership organisations

- Educational and cultural projects
- Commercial organisations with heritage assets

No specialist technical knowledge is required to consume the service.

Service Features

Key features include:

- Customisable multimedia timelines
- Chronological presentation of content
- Public facing hosted web pages
- Unique QR code generation per asset or location
- Desktop and mobile optimisation
- Embedded links for additional content or services
- Visitor usage and KPI reporting via dashboard
- Secure content hosting

Service Benefits

Heritage by After Cloud delivers the following benefits:

- Improved public engagement and accessibility
- Enhanced storytelling and education
- Long term digital preservation of heritage assets
- Increased visitor dwell time and interest
- Scalable platform suitable for single or multiple assets
- Opportunities for monetisation and promotion
- Simple deployment without infrastructure overhead

Implementation and Onboarding

Heritage by After Cloud is delivered as a managed service. Implementation includes:

- Initial setup and configuration
- Support with content structure and timeline creation
- QR code generation and deployment guidance
- Optional embedding within customer websites

The service can be live quickly depending on content readiness.

Security and Data Protection

After Cloud operates with security and data protection as core principles. Content is hosted securely and managed in accordance with UK data protection legislation. Public facing timelines only display content approved by the customer.

No personal data is required to be collected from visitors to view timelines.

Service Availability and Support

The platform is accessible via standard web browsers on desktop and mobile devices. Support is provided via email during business hours. The service is designed for high availability and resilience.

Service Constraints

The service requires an internet connection to access timelines. Content quality and accuracy remain the responsibility of the customer.

Pricing Model

Pricing is provided on a subscription basis depending on the number of timelines and required features. Full pricing is available upon request.

Service Outcomes

After Cloud Heritage enables organisations to preserve, present and share their history in a modern, engaging and accessible format that enhances public understanding, visitor experience and long-term cultural value.