



**CiviCRM Constituent / Customer Relationship
Management (CRM)
Service Definition**

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Service Description

CiviCRM provides a highly configurable CRM platform, integrated with public or private websites. A huge community of government users around the World exploit this CRM platform, unique in the CRM marketplace. No longer will you have to settle for a commercial CRM system that doesn't fit your way of working.

Testimonial

Peter Enaholo, Enablers Portfolio, DDaT, Home Office.

“We have been working with Encircle for the past ten years, taking advantage of their managed Wordpress and Drupal offerings to provide high profile, high volume service to both internal and external audiences. I have found Encircle to be very flexible, coping well with changing deadlines. The technical expertise demonstrated on a number of the projects has been of a very high standard. Throughout our relationship they have brought forward suggestions on continuous improvement and identified areas for cost savings, acting as a partner in the true sense of the word.”

Service Overview

Service features

- Individual, household, families and group relationship modelling
- Model complex free and paid memberships to track any initiative
- Online Forms configuration and Case management workflow automation
- Customer self service forms with role based permissions
- Comprehensive Event management with online sign-up forms
- Reports module offering smart groups and scheduled PDF emails
- Email campaign management for online marketing and engagement
- Online contribution payment forms for memberships, events, donations and pledges
- Back-office accounting integration for tracking payments and cost centres

Service benefits

- Remove workarounds from your CRM processes with flexible relationship modelling
- Deploy new CRM schemes, initiatives, groups and memberships without code
- Receive CRM payments via PayPal, WorldPay and many more merchants
- Manage case workflow with automated activities and scheduled reminders
- Create custom CRM reports via configuration and distribute automatically
- Publicise events and track registrations, attendance and follow-up activities
- Run advocacy campaigns, tracking face to face interactions and voting
- Link activities to campaigns, donations, emails, pledges and survey responses
- Easily create surveys and online forms tracking responses and feedback
- See contact data in one place via intuitive user interfaces

CiviCRM Your Open Source

Membership CRM

Quite simply, CiviCRM is a membership relationship management software, also referred to as a CRM. But it's much more than that:

- CiviCRM allows you to own your data
- Use by itself or integrate into Drupal, WordPress, Joomla or Backdrop
- Used primarily by nonprofits and organisations
- Supported by thousands of people around the world
- Fully customizable and expandable.



FEATURES

Everything Your Organization Needs

CiviCRM prides itself with high quality, reliable, easy to use software features that work seamlessly across different platforms and devices.



Contact Management

Automatically store all data for each contact in one place, creating a unified, holistic record for each constituent.



Configurable & Customizable

CiviCRM's open source licence will allow you the freedom to find the right programmer to tailor your installation specifically to your needs.



Membership Management

Individuals can sign up and manage their membership online, receive automatic membership renewal reminders, and receive member-only emails such as meeting minutes.



Accounting Integration

Enter your gifts once in CiviCRM, and export them in the accounting format that your accounting system - and your accountant - will love.



Case Management

CiviCRM allows organisations to create, manage, and track simple or sophisticated case management workflows.



Event Management

CiviCRM provides a full set of tools for running events and recording a constituent's attendance in their activity record.



Email Marketing

Create and manage bulk email lists. You can also segment your lists, do A/B testing, and monitor statistics.



Financial Management

Process and track transactions, send payment acknowledgements, and report on your data in an elegant and intuitive workflow process.



Campaigns

Build comms campaigns by tying together and tracking the progress of a campaign's events, mailings, activities, and contributions.



Reports

Choose one of the 40 standard reports or configure and create a custom report to evaluate your organisation's impact.

Professional Cloud Services

enCircle provides Professional Cloud Services which enable clients to maximise the benefits of their investment in Cloud services. enCircle provides a full range of supporting consultancy, including application development and systems integration services for provision of Cloud services.

As a specialist business process consultancy, our business process automation toolset provides an end to end service from business and Cloud strategy through design, application development, deployment and operational support and maintenance. enCircle provides consultancy and professional services for:-

- **Design Authority** to ensure a consistent business and technical architecture that complies with corporate strategy.
- **Project and Programme Management** to ensure smooth delivery and provide effective governance of provisioning of Cloud services and supporting business change.
- **Business Analysis and Design** especially with regard to creating business change through user and process integration.
- **Design and Development** using rapid application development and agile techniques to create or configure solutions that meet operational objectives as well as supporting performance management and strategic objective management.
- **Testing** of standard and bespoke Cloud implementations still need testing by providers and especially users with professional support.
- **Project Specification and Selection** requires the scope of any project including Cloud -based to be well defined, enCircle have been specification project scope for more than 8 years; enCircle's principals have been involved in such work for a total of 70 years.
- **Service Integration** is a core capability of enCircle's service and cross-platform integration of applications has been part of the offering for ten years.
- **Deployment** is a principal part of the enCircle offering and is available across most popular technical environments.
- **Transition management** is a key part of the enCircle service whether in the Cloud or on traditional infrastructure. The enAct suite facilitates data migration and as a provider of services to police enCircle has proven data security processes in place across the whole life-cycle from on-boarding to archiving and data destruction.
- **Service Management**. Additional or enhanced service management can be provided over and above that included with enCircle Cloud Service. Service management is provided during development and implementation as part of a professional services assignment at a level comparable with the core enCircle service.
- **User and Identity Access Management** . Can be provided as part of the professional services if required. Often enCircle manage systems users during the development up to user acceptance testing when it is usually taken over by the client as part of business as usual. However this can be extended when needed.
- **Training** is a key part of the offering, both general and specific to the enCircle products and services.

- **Editorial.** Through our wide network of associates and our in-house capability enCircle can provide content for many aspects of Cloud services.
- **Application Management and Support**
- **Strategy and Implementation Services**
- **Compliance and Governance** is a core component of enCircle's professional services offering especially the design and implementation of processes for ISO accreditation. enCircle is accredited for ISO 9001 (Quality and ISO 27001 (Security) using the enAct tools to ensure compliance.

As an established consultancy and an early adopter of the Cloud, enCircle provides three main sets of services based on the above and tailored for:-

- General Cloud Consultancy,
- Application Configuration and Module / Plugin Development
- System Integration Services and also
- Mobile application development
- Micro-Service Development, Deployment and Improvement.
- Open Source Assurance
- Environment Management
- Git, Github.com, SVN, Jira, etc....
- HTML, CSS, Javascript, PHP, Java, XSL, Python, Ruby, Nodejs, etc...
- Docker, Vagrant, Chef, Tutum, etc...
- Blaze.io, CloudFlare, Memset, Amazon, etc...
- Data Extract, Transform & Load Aggregation
- Data Cleansing
- Cloud Integration
- Open Source Configuration
- Service Monitoring
- Service Integration
- Service Management
- Onboarding
- Offboarding
- Testing
 - Load
 - Func
- Training
- Continuous Service Improvement

The enCircle consultancy team has a long background with both public and private sector assignments of all sizes up to £450 million. These encompass the full range of business consultancy and are provided to existing clients whether using the Cloud or legacy infrastructure. It is a complete service from strategy to implementation to the support of business change, application development and management with built-in strategic objective and performance management.

enCircle provides strategic consultancy and planning for the Cloud, covering systems

integration, customisation and implementation of Cloud services. These professional services are based on the above service descriptions but tailored to the needs of would-be or existing Cloud customers.

enCircle Overview

Founded in 2004 by its directors Tom Taylor and Darren Woods, enCircle Solutions Ltd provides a collection of service based offerings which are intended to support the operational needs of an organisation, including CRM, ERP and BPM.

enCircle combines a powerful [Agile](#) business process first approach and [GDS compliant methodology](#), developed in-house over the past 18 years, with a set of quality checked open source applications that are all pre-configured to run reliably on Cloud architectures such as Microsoft Azure, Amazon Web Services (AWS) and Google Cloud Platform (GCP). The entire system can be deployed on the platform of choice by customers wanting ultimate flexibility in the Cloud.

We structure our engagement around the Discovery, Alpha, Beta and Live phases. During the Discovery phase we will assess the client's requirements in detail and recommend the appropriate solutions, from cloud platform through to application architecture and operational support procedures. Our obsessive support is intended to delight our customers and deliver prompt resolution to any issues raised. Regular service level review meetings will cover service and operational response times, including uptime and detailed analytics such as threat detection and mitigation.

Our business process approach orchestrates the services provided by each module of the cloud stack, or exposed services from preconfigured solutions. enAct offers the possibility of integrating many surfaces, services, and content sources, in the context of business process management and workflow. This approach to cloud applications offers a truly flexible, standards based, and future proof solution for 21st century cloud environments.

Accreditation

enCircle Solutions is accredited to [ISO 9001](#), [ISO 27001](#) and [Cyber Essentials Plus](#) certification, with annual audits by accredited 3rd party organisations. Where necessary we will achieve PCI/DSS or other additional accreditations enCircle is working through the assurance and accreditation process with the G-cloud programme accredited IaaS/ PaaS G-cloud services.

Deployment Models

How can the service be deployed?

The enCircle framework may be deployed on all three types of cloud computing infrastructure, including Public, Private, and Hybrid architectures.

- **Public Cloud** implementations offer open connectivity to the global community, or additional resilience and scalability, for example global ERP implementations. enCircle may be deployed on a platform provider of your choice, allowing ultimate flexibility and avoid vendor lock-in.
- **Private Cloud** implementations of enCircle are suitable for dedicated internally facing systems such as secure forms and document scanning / work-flow systems. An example of this type of implementation is at a Police Headquarters, where the enCircle framework is available to remote locations across the Force network only, implemented on a VM Ware data-centre.
- A **Hybrid Cloud** implementation of the enCircle framework provides the best of both-worlds in terms of deployment options, however this does require more platform resources to achieve. Having redundant real-time disaster recovery as a mandatory requirement could necessitate this style of implementation.

Service Management

Technical boundaries/interfaces of the service documented?

The technical boundaries of the service are between the Platform and Software Services layers of the cloud. All modules delivered as part of the enCircle service, or provisioned on Virtual Machine format, and may be provisioned on the platform of choice. The customisation of business processes, taxonomy, data element definitions, forms, and general organisation modelling, may be facilitated by the procurement of additional services listed in this tender response.

Services available to other suppliers so they can use them to provide services to government?

The enCircle service is available to any consumers or suppliers accepted on the G-Cloud framework.

On-boarding process e.g. moving on to the service?

The on-boarding process involves the end user subscribing via an online order form, email or telephone, which triggers a pre-sales call to the customer to gather precise requirements for their custom solution stack. Once the solution has been configured, it will be provisioned and sanity tested automatically, within 24 hours of the order being placed. The customer is then able to setup the required processes to migrate and translate any required reference data or configurations such as taxonomy or legacy document data and indexes. Once all data has been migrated (if any) the system is ready for use, and the administrator may begin live tests or pilots, depending on the implementation plan adopted. Again, at all times the end user is in control of the schedule and steps taken to move the application into a live environment. Each customer will require different breadths and depths of test and acceptance. When the client has insufficient in-house support enCircle can provide professional services to fill the gap.

Off-boarding process e.g. moving off the service?

Off-boarding is simply a case of the customer providing sufficient notice, followed by both parties jointly agreeing the retirement schedule of their service and associated data. This process is designed to be as quick and seamless as possible, providing the customer with full control of the downloading and destruction of their data (dependent upon platform used).

Data extraction/removal criteria met?

Standard VMWare disk images are used, allowing secure access to the raw data disks using industry standard tools. Standards used in all the applications layer data are compliant with SQL, XML, and various other web 2.0 and Web 3.0 standards (e.g. HTML5 and CSS3 where appropriate). All encrypted data will be decrypted on behalf of the client, should they require these services.

enCircle are fully committed to returning all customer data (including all meta-data, user generated content, business processes, data dictionaries, forms, business logic, taxonomy, folksonomy, etc...) as part of a quick and simple exit process designed to allow user to migrate between service providers within the minimum of fuss.

Using the BPEL business process designer and execution engine included in enCircle's enAct product, it is possible for customers to create complex ETL (exchange, transform and load) business processes that move the customer's data in the required manner, while incorporating human workflow for approval and audit compliance. For large data-sets and detailed data manipulation, the Pentaho Data Integration tool (Also included in the enCircle stack) offers even more flexibility and open access to data sources.

Although the customer is free to extract their data at any time, using the tools provided (at no additional cost, but within the resource capacities of the platform) enCircle may also provide professional services to clients, at the defined day rates in the Lot 4 service definition and SFIA rate card.

enCircle commit to purge and destroy any client data (as defined in security accreditation for different ILs) held on our infrastructure, while all the time adhering to the Data Protection Act and English Law.

Data processing and storage locations defined?

By partnering with RackSpace and Attenda, enCircle are able to offer their services on the UK based and operated data-centres. Other platform providers are also supported, such as Google App Engine and Amazon, however these platforms may not be suitable due to data-centre locations.

Data location option can be defined by user?

enCircle offer the SaaS server to our customers, and they are free to deploy this wherever they wish.

Data held in Safe Harbour (if applicable)?

N/A

Data centre(s) used adhere to best practices described by the EU Code of Conduct for Data Centre Operations?

N/A

Data centre tier?

N/A

Support boundaries/interfaces of the service documented?

enCircle provide technical support for the Virtual Machine appliance delivered as part of the service. The scope of support does not include the platform level, where the provider is responsible for infrastructure and connectivity, and also does not extend beyond the software configuration delivered as part of the service. If additional support requirements are needed for application configuration and / or business integration, these may be procured through the Lot 4 services defined in the attached service definition.

Service roadmap provided?

All future changes to the services will be clearly documented and provided to customers as a forward schedule of change.

The current roadmap for the enCircle service includes the on-going addition of

components and modules taken from the open source community, once quality assurance and any required accreditation has been performed.

Customers are updated regularly on the new and improved functionality and modules available. Automated upgrades are provided where possible, however depending on customisations made by the user, these upgrade paths may require data migration and other additional services.

Performance attributes defined and documented?

Performance attributes are based on the availability of the applications to end users. enCircle support the uptime commitment of the platform supplier in this respect. enCircle also track its support performance based on mutually agreed SLAs.

Backup & Disaster Recovery?

All services are backed up in real-time and support full disaster recovery. Back and disaster recovery is the responsibility of the platform provider to ensure business continuity.

Is a support service provided and documented?

All support services are provided online and over the phone (Where applicable). The main point of support is the enCircle customer self-help portal, which allows users to create issues, upload documents and files, and search through a knowledge base of frequently asked questions.

enCircle are also able to provide enhanced support services via partner organisations who offer a shared Service Desk capable of scaling to the required user group.

'Real time' management information available?

Real-time management information is available to the customer from both an application perspective and billing/ commercial perspective.

As enCircle has simplified the billing for each service instance as part of a pro-rates annual subscription, it's very quick and easy for users to see how much they are using and what the costs are.

Reports include each billed unit?

Billing reports do include each billed unit.

Self service provisioning/ deprovisioning?

Self service provisioning is performed through an online sign-up form, email or telephone call, as detailed in the "on-boarding" process.

Indicative time for provisioning/ deprovisioning documented?

24 hours.

3rd party service monitoring tool access?

Due to the standards compliant systems being used, along with service oriented architecture, all endpoints within the application services may be monitored by third party tools and services, given the appropriate and secure access.

Service Desk can be used by 3rd party suppliers for their services - e.g. small SaaS provider?

No, however enCircle have partnered with Rackspace and Attenda and others to make our software available as a service on their cloud platform and infrastructure. This partnership arrangement may also include the sharing of ITIL accredited service desks based in the UK and Europe, able to scale the support capability when needed.

Commercial

Specialist Cloud Services Pricing

Pricing is based on the enCircle SFIA rate card published as part of the G-cloud catalogue

Aggregated billing options?

Billing options are available for multiple account organisations.

Minimum Contract/ Billing Period?

One Year is the minimum contract period for an enCircle service instance.

Free option?

Customers are free to download the enCircle VM and install this on their local machines, however a free cloud hosted option is not available.

Trial Option?

End users are able to download and trial a demonstration virtual machine image, but this is not available for trial on a cloud based platform.

Details of any trial service available.

Although the enCircle service is available on the Cloud, we only have a limited ability to offer a hosted trial service. However we do offer the ability to download our VM images, and trial these on local hardware, or perform pilot tests before migrating the trial platform to fully hosted service.

Due to the flexibility and highly-configurable nature of our service we do offer to work with clients as part of a Discovery phase to develop low-cost proofs of concept or MVP pilots that are a specific response to the client's need.

These can often form the basis of the initial live services enabling a rapid delivery of capability

Termination costs?

There are no termination costs for enCircle services, subject to agreed contractual terms..

Supplier contract terms jurisdiction?

enCircle are based and regulated in England.

Payment Options?

enCircle accept the following payment options.

Note: Cash and Cheques are not accepted:-

- Credit / Debit Cards,
- PayPal,
- Google Checkout,
- BACS.

Service constraints

enCircle will communicate any maintenance windows with the user to ensure they are

happy for any service downtime to occur.

Users are able to fully customise the applications delivered as part of the service, however consideration should always be given to how easy module upgrades will be performed in future.

Depreciation of functionality is also clearly documented well in advance and agreed with the user prior to implementation.

Ordering and invoicing process

Orders are taken online, via a self-provisioning page or an email from the customer. This then triggers a conversation with the end user detailing the exact requirements of the Cloud service. The service is then provisioned within 24 hours, and invoices are issues at the point from which the service is available.

More complex requirements should be raised either by email or telephone and enCircle will collect the information it needs to give guidance on cost and likely timetable as a precursor to a formal proposal.

Standard terms of 30 days apply to invoices from enCircle, and payment plans may be agreed with customers assuming there is no problem with their credit rating.

Termination terms

Our standard terms and conditions do not override termination clauses in the G-Cloud call off contract, unless agreed by the client at contract award, e.g. 90 days for quarterly discounts.

By consumers (i.e. consumption)

30 days' notice at any time for any reason (Subject to full payment up to the current minimum contract period)

By the Supplier (removal of the G-Cloud Service)

90 days' notice at any time for reasons where the consumer has not met their obligations as part of the service or have breached clauses relevant to service termination.

Data restoration / service migration

Data Restoration is possible at any time from backups provided by the platform provider or kept by the end user.

Providing multi-cloud solutions increases resilience and reduces recovery times. Our standard services utilise AWS storage, with appropriate retention policies and IAMS configurations, ensuring clients always have access to the most up to date backups in the event of a disaster or supply chain issue.

Service migration is a simple case of preparing and downloading a copy of the virtual machine, and uploading this to the new service platform.

To migrate all customer data to a totally new service, means the customer must define and execute their own ETL processes using either the enCircle service stack or other

tools available. All data is fully accessible, within the rules of the client's data governance, so there is no lock in.

Consumer responsibilities

The end users responsibilities are set out in the terms and conditions and also each service agreement. Responsibilities include prompt notification to enCircle of any issues or problems with the service that could lead to SLA breaches.

Service Levels

The following section of the document provides an overview of the support package and SLA enCircle are able to provide as part of the service.

Yearly subscriptions include the support and maintenance cover of standard fault finding, resolution, and root cause analysis services. The services may be provided Mon-Friday, 09:00 GMT – 17:30 GMT, excluding public holidays. Enhanced hours of support are available at additional cost; in the event of 24/7 cover being required.

Standard response and resolution times are described in the table below:-

Issue Priority	Business Impact	Description	Response	Resolution
Immediate	Critical	Catastrophic / Service Down – Overall software access is inoperable, resulting in total or major loss of functionality to users 70%+ of which are affected software unusable without any workaround possible.	2 Hours	2 Hours
Urgent	Major	Severe – limitations to use of software, major dysfunction with only a difficult workaround 30%+ of users affected.	4 Hours	4 Hours
High	Medium	Component module down, loss of functionality, limited user operations. No simple workaround. Could be a “bug”. Where a workaround has been applied no impact on operational environment.	8 Hours	8 Hours
Normal	Minor	Software functionality intact, assistance required in configuration or use of product. Minor feature is dysfunctional but has workaround or cosmetic defect. Could also be enhancement request or request for information.	60 Hours	60 Hours
Low	N/A	This is a best effort priority for questions and answers relating to issues with no business impact, and which are not covered by the software contract.	Best Effort	Best Effort

NOTE: Please note that the times above are elapsed times, based on the time a trouble ticket is outstanding. They also cover working hours, mentioned above.

Any support calls that are proven to have a root cause other than the product being supplied by enCircle, will be chargeable at enCircle’s quoted SFIA daily rate. In the event of the root

cause being identified as enCircle's service, i.e. the application software module in question, this fee will naturally be waived.

Support calls will be managed via enCircle's online customer self-help portal. This website allows users to create and track outstanding and closed issues. There is the ability to search the knowledge base and attach documents to issues, helping enCircle to identify root causes.

Known issues and problems are also published on the customer support site and these will be notified to the customer on a regular basis via email.

Financial recompense model for not meeting service levels

enCircle Provide service credits in the form of ¼ days consultancy services if any of our SLA terms are not met as stated. The degree of service credits is determined by the business impact of the outage agreed by both parties.

Training

Training videos and documentation are provided for each application module, and extended training and documentation are available from each of the open source communities behind the application modules.

Online 2hr training sessions can be provided on an ad-hoc basis or part of a defined project implementation plan. These are intended to be short and intense sessions which give attendees plenty of time in between sessions to complete exercises and get support to understand the learning outcomes.

In-person classroom training is also available either at the customer premises or other appropriate venue. This involves delivering both printed and online material and structured tests to validate a clear understanding of learning outcomes.

Technical requirements

The enCircle framework requires a virtual machine or container environment to function as expected. Elasticity and other infrastructure requirements may be defined by the customer, which will define where and how the enCircle service is deployed and managed.

All other technical dependencies are catered for the machine provisioning services provided by enCircle as part of the service.

Depending on the application modules used, the bandwidth and latency requirements of the application vary by implementation. Client side requirements are also heavily dependent upon the modules used and how they are configured, however all modules are web based and compliant with W3C standards to ensure a light footprint on the client.

Networks to which the service is connected (directly)?

The enCircle framework is provisioned on a standard SSL encrypted and firewalled public Internet connection by default, however PSN, GSI, PNN, N3, and JANET connectivity are possible when the software is deployed upon partners' accredited platforms, such as Attenda. enCircle have existing deployments of their applications on the JANET and the PNN (Both private cloud implementations within customer owned

data centres).

'API' access available, documented and supported?

Each open source module of the framework has a well-documented API which is supported by an active community. enCircle quality assess all open source documentation prior to inclusion in the architecture. The enAct business process engine (at the core of the service architecture), offers REST and SOAP web services interaction as part of each Business Process designed by the users.

Open Standards supported and documented?

The open source modules used within the enCircle framework are all compliant with W3C standards for all surfaces and XML. Various data standards such as ODF, BPEL, XPD, WSDL, and many others are also adhered to by each application module. The standards supported by each Module are clearly outlined in their documentation resources.

Open source software used and documented?

enCircle uses the following open source applications for each module of the service architecture depending on the problem being solved and functional scope:-

Functional Domain	Application Used
Content Management	Either WordPress, Drupal 7 or Drupal 9 (Depending on user stories)
Search	Apache Solr / AWS Cloudsearch
Polls / Surveys	enAct ABC Activity Sampling (Our own activity sampling and surveying application, fully integrated with other systems in the stack)
Forms	enAct BPM (Our own business process engine and forms processing framework)
Dataset Visualisation	Pentaho BI Server and Weka data visualisation.
BPM, RPA, EDRM, etc..	enAct (Our own BPEL compliant business process engine and work-flow framework)
CRM, ERP, etc...	CiviCRM (offers a huge selection of modules and extensions via Drupal integration such as ERP, Accounting and E-Commerce)

Each module is backed by quality checked and virus scanned code and documentation provided by enCircle. Penetration testing by 3rd party CREST accredited engineers as part of each deployment ensure the modules are configured and deployed following industry best practice.

Custom documentation is also available for bespoke configurations and prompt

support services are provided as part of the standard service levels.

Contact enCircle

For further information regarding enCircle's services, please email gcloud@encircle.co.uk or contact the account manager below:-

Name: Darren Woods
Title: Business Development
Email: dwoods@encircle.co.uk
Tel: +44 (0) 8449910109
Postal: Gemini House, Old Shoreham Road, Brighton BN3 7BD.