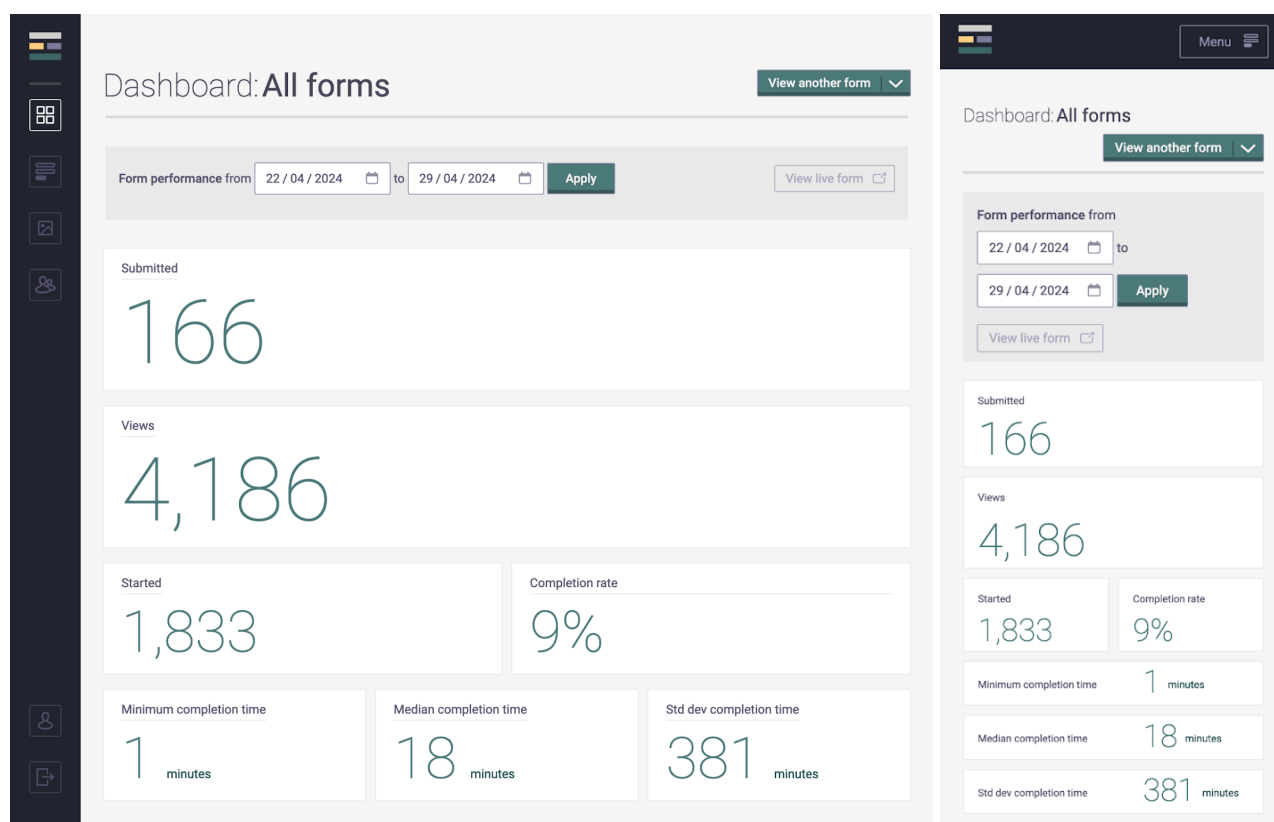


UX Forms - An enterprise-ready cloud platform for webform development

<https://uxforms.com>

UX Forms is an enterprise-ready cloud platform for webform development that brings user research to the heart of building webforms. Real-time data helps identify how well forms, design patterns and questions perform, so the effectiveness of changes are measurable. UX Forms is perfect for rapid deployment of Coronavirus (COVID-19) solutions.

Built-in user research dashboards reveal detailed metrics on how each and every element of your forms is working. Data on each web form's performance is available in real-time, making it easy to see how users are responding. This provides all the information required to successfully tweak your forms' designs and questions for an optimal user experience.



User research dashboards reveal detailed real-time metrics on how your form is working

Making Software. Better.

The information contained in this document is confidential and proprietary. Copyright © 2022-6 Equal Experts. All rights reserved.

While UX Forms allows for the full customisation of design elements, GOV.UK's well-established design patterns are already included so that forms can be created within minutes for public sector websites.

UX Forms' development approach is aligned with GDS service standards for digital service delivery. It has been developed using mature agile development practices – such as test-driven development and continuous delivery to cloud-based infrastructure – ensuring a high-quality, fit-for-purpose product that meets user needs.

With the ability to write custom code within the platform, form data can be submitted via any mechanism, in any representation (e.g. form submissions can be sent directly and securely to your back-end systems in your proprietary format). Forms allow you to show and hide questions based upon answers to previous questions, via built-in conditional logic (further customisable via custom code; behaviour can change based upon calls back to your own internal systems).

UX Forms complies with stringent Government security standards regarding sensitive data (e.g. form authors control how long data is retained by UX Forms, after which it is deleted entirely).


GOV.UK

GOV.UK Design System Example Form

ALPHA This is a new service – your [feedback](#) will help us to improve it.

[Back](#)

Components

Text input

This is a text input with no additional properties:

```

inputText(
  "defaultInput",
  pageMessages,
  required()
)

```

with the following Messages:

```

defaultInput.label.text=Label text
defaultInput.hint.text=Hint text
defaultInput.constraint.required.errorMessage=

```

Label text

Hint text

This is a text input with an additional css class on its label and configured as a heading:

```

inputText(
  "exampleHeading",
  pageMessages,
  noConstraint,
  label.cssClass=heading
)

```

Label text

Hint text

Fixed width inputs

```

inputText(
  "width20",
  pageMessages,
  noConstraint,
  input.width=20
)

```

20 character width

10 character width

5 character width

4 character width

3 character width

2 character width

Fluid width inputs


GOV.UK

GOV.UK Design System Example Form

ALPHA This is a new service – your [feedback](#) will help us to improve it.

[Back](#)

Components

Text input

This is a text input with no additional properties:

```

inputText(
  "defaultInput",
  pageMessages,
  required()
)

```

with the following Messages:

```

defaultInput.label.text=Label text
defaultInput.hint.text=Hint text
defaultInput.constraint.required.errorMessage=

```

Label text

Hint text

Example form incorporating GOV.UK design patterns

Features

- Government Digital Service (GOV.UK) design patterns built in
- Conditional and branching form logic
- Real-time analytics, data and dashboards of online behaviour

Making Software. Better.

The information contained in this document is confidential and proprietary. Copyright © 2022-6 Equal Experts. All rights reserved.

- Complex and programmable form and field validation
- Extensible and customisable builder via code
- Can be integrated with any web-facing system
- Fully internationalised and multilingual; supports UTF-8 throughout
- Fully testable form design under revision control
- Proven rapid development of forms, portals and databases
- Optimise the forms and go live on your own domain

Benefits

- Publish online web forms quickly and easily
- Fully conforms to GOV.UK's design and style guide
- Gather data on the effectiveness of form questions
- Learn which design patterns confuse your users
- Learn which questions your users find difficult to answer
- Quickly adapt your form online in response to empirical data
- Prove complex form behaviour is correct via automated tests
- Demonstrate a data-driven response to user needs
- Multiple authors can work concurrently on the same online form
- Rapidly recreate forms in multiple languages via an intuitive builder

UX Forms in action at The Intellectual Property Office

UX Forms has been used in production at The Intellectual Property Office (IPO) since 2016. The IPO is responsible for the registration of trademarks in the UK, issuing patents and providing guidance on surrounding Intellectual Property rights. The IPO comprises three departments: trademarks, registered designs and patents. To give a sense of scale, there were over 95,000 trade mark applications last year, on top of 25,000 design applications, and more than 20,000 patent applications.

A new strategy to improve outcomes

In 2016, when UX Forms and the IPO first engaged, there were 54 trademark-related forms. Only nine were available online, with the rest paper-based. The IPO's drive to improve their online forms was propelled by their desire to provide a better service to customers, whilst reducing the high cost of change. There was also a lot of manual testing, which added longer lead times as well as increased risks of human error. Lastly, the

underlying technology was becoming moribund, excluding some modern browsers and lacking responsiveness on new mobile devices.

The IPO's strategy changed to be cloud-first and to replace bespoke, in-house solutions with existing services. UX Forms was the first partner in the new approach.

Empowerment and enablement

[UX Forms helped the IPO's team replace the nine online forms, whilst providing mentoring on how to use the software themselves.](#) Over the last four years, the IPO has gained up to x10 capacity, replaced brittle systems with a versatile and proactive approach, and mitigated the pressures of unpredictable spikes in demand.

“As a result of four successful years working together, UX Forms underpins 14 webforms across all IP Rights. Those forms have processed over 455,000 submissions, and the forms in total have been used over 44 million times.”

— Ian Welsh, Technical Service Owner, IPO

Caredoc: Building a new COVID-19 response service in just one day

Caredoc is an out-of-hours family doctor service for patients with urgent medical problems who need to contact a doctor after surgery hours. The Irish Health Service Executive (HSE) is responsible for the provision of health and personal social services for everyone living in Ireland.

The Coronavirus pandemic resulted in thousands of concerned Irish citizens calling HSE to ask for advice on their symptoms. Caredoc's clinicians were tasked with triaging these calls and phoning back citizens with suspected COVID-19 symptoms to further evaluate their condition and consider next steps. This was a brand-new service, put in place extremely rapidly in response to the escalating pandemic. There were no supporting systems in place. Caredoc needed to be certain that they had followed up on every incoming call and that the outcome of each call was logged and reported, but without a supporting IT system this became a significant administrative burden.

Caredoc approached UX Forms to put an internal system in place where call handlers could log incoming calls, allocate them to clinicians to follow up, and ensure that all calls and outcomes were tracked and monitored.

In just one day, a single UX Forms consultant had built a production-ready system, complete with shareable call logs, access control, automated notification emails, and two dedicated forms – one for the initial call handlers and the other for clinician follow-ups. The next day the service was used in production, and over the following days UX Forms worked closely with Caredoc to evolve the solution as the steps required in the service itself were changing rapidly.

Implementing the digital service in UX Forms eliminated manual admin and reconciliation tasks to track calls, and also enabled patient calls to be resolved more quickly than before.

Testimonial - Michelle Kearns, CIO Caredoc

“Our team has been delighted to work with UX Forms over the last few weeks to develop and implement a system to deal with COVID-19 patients. This has been used in our call assessment centre by our telephone triage nursing team and our call handling team. We needed a form urgently to implement a brand new service to triage patients with suspected COVID-19 and to refer them on for public health consultations or swabbing as required.

We contacted UX Forms and within 24 hours had a working system to test. We tested this and put the service into operation the next day. We had to make a number of adjustments to reflect changes in clinical pathways, and this was completed with ease and within minutes of our request. We had a number of form changes over time and these were also completed quickly and effectively. We moved from a slow laborious paper-based system to a quick and efficient digital system.

From the administration's perspective – the form saved us two hours of tedious work every day. It also sped up the process for the telephone triage nurses. They were able to document their notes more speedily and effectively, including structured data items and automated email processes. This led to a greater throughput of patients, which meant patients were dealt with in a timely and efficient manner.”

Onboarding process

UX Forms uses an easy-to-read domain-specific language, providing full control over every element of your web forms. Comprehensive documentation is provided to describe how the platform works, and how new forms are defined and published.

While a quick-start project is also included to help on-board newcomers, a form author and user researcher can typically work together to build and publish a new form in minutes.

Whilst it's perfectly possible to sign up to UX Forms and get started directly, we typically recommend a more structured onboarding approach.

Phase 1 - Proof of concept

At UX Forms we understand that making technology choices is hard.

This is why the first stage of implementing UX Forms is a proof of concept. One of our technical experts will work with your team to validate the specific technical and behavioural challenges that your project will face. This could be technical, e.g. whether it is possible to integrate with a troublesome backend system or behavioural, e.g. whether the form can deliver a specific user experience that's unique to your solution.

We will work with your sponsor and/or team to identify your key challenges and prove that they can be delivered using UX Forms.

There are no costs to your organisation for this work.

Phase 2 - Training and build

Once we are all satisfied that UX Forms is right for you then the next phase is to build your digital journeys in the most effective way possible.

We will agree on the next appropriate steps, whether that's to start by training your existing teams so they can deliver more quickly or to move straight into a co-sourced or outsourced delivery phase.

Whichever route you choose, you will soon start seeing working code on real user journeys, solving real problems.

All build and training is delivered on our free non-production hosted and managed environments.

The amount of initial support required will be dependent on your organisation's internal capability. As a guide, we would recommend one of the 3 options below to accelerate delivery:

Option 1: Two-week training programme

Whilst UX Forms has been designed to be easy to use, nothing will get your team up to speed more quickly than face-to-face training by UX Forms' own experts.

Our training will in just two weeks take your delivery team from scratch to being fully autonomous, building first-class production-ready digital journeys unaided.

The first week will cover in-depth the core concepts of UX Forms and their associated technologies, the second will work towards delivering one of your real forms.

Option 2: Co-sourced delivery

UX Forms will provide platform and technical experts to work embedded within your own delivery team, working on your real deliverables. Questions will be resolved as soon as they appear and the entire team will learn first-hand from our experts how to take best advantage of UX Forms. At the same time, the team will be working towards your real deliverables, creating working forms and integrations along the way.

Option 3: Outsourced delivery

If you either don't have your own delivery team or your own teams are tied up with existing work, UX Forms can take on the entire end-to-end delivery of your digital journeys.

We will provide a blended team with the requisite expert skills across User Research, User Experience, Technical Delivery and Testing to suit your specific project's needs.

We will work closely with your nominated project sponsor to give them the insight they need to be assured the work is progressing as expected and that it will achieve the desired outcome, regularly demonstrating working software along the way.=

Phase 3 - Go Live

Our platform pricing only comes into effect once your first form is ready to go live.

Technical requirements

Web forms within the UX Forms platform are defined in code, so authors will need to be proficient in either Java or Scala. Sample projects are included to make the platform as easy to pick up as possible. Internet access is required to download library dependencies, as well as publish new form definitions to the platform.

Purchase options

UX Forms is available via two purchase options, providing flexibility for differing requirements:

Managed multi-tenant service

We run and manage the UX Forms platform hosted on Amazon Web Service (AWS). Our platform team ensures that it is running 24/7 and we guarantee it will always be running the latest version of UX Forms so it provides the fastest access to new features, security fixes and updates.

We offer several usage-based pricing tiers based on the number of forms and/or the volume of requests received. The aim is to allow you to move frictionlessly between each tier as your demand requires, thus remaining in control of your costs related to the product.

Included with all tiers:

- Two independent non-production environments to fit your development and testing tools and processes
- Analytics dashboard created for each form
- 24/7 fully managed and hosted platform

Self-hosted service

If you have data which is not permitted to leave your own internal network, or are unable to use a service hosted on a public cloud, then we also offer a self-hosted option which allows you to host the entire UX Forms platform within your own secure environment, on your own infrastructure. This includes unlimited use of the entire platform, including forms, HTTP requests, submissions and form author accounts and also unlimited servers/cores and unlimited instances/environments (dev, test, staging, production, etc., etc.), all for a single, fixed, annual price.

Please refer to the pricing document for more details.

Support options

While the UX Forms platform is designed to be easy to use, we can provide a range of support packages to ensure your team is fully conversant with its features.

Package 1: Getting started

One of our technical trainers will work with you full-time for three days, collaborating with your team to build a working form. Your team will gain in-depth knowledge of how the platform works, and the ability to design, build, test and deploy working forms.

Package 2: On-demand support

12 days of support for your form-building/design teams, provided onsite or remotely. Multiple delivery teams can be brought up to speed, quickly and effectively. Your support time can be used together or as and when required, depending on your team's needs.

Custom support

We will be happy to tailor a specific support package for your requirements if neither of the options detailed above are suitable. All support pricing is based on the UX Forms SFIA rate card, plus VAT.

Data extraction and removal

With UX Forms, you are in control of how long customer data is retained. Once a form is submitted, customer data is deleted after a period set by the form author.

For incomplete forms – where the data is not submitted – customer data will be deleted if the end user doesn't view or update their form within the period set by the form author.

All client data and associated metadata is deleted upon termination of a subscription. Before this happens, metadata can be provided upon request.

Information Security

UX Forms is certified to ISO/IEC 27001:2022 for

“The provision of software solutions and related deliverables and services. This is in accordance with the Statement of Applicability version 2.0 dated 24/11/2024.”

— [BSI Certificate Number IS 668461](#)

Our Statement of Applicability is available upon request.



The Managing Director is accountable for ensuring that appropriate security and compliance controls are identified, implemented and maintained. The Managing Director ensures that:

- Risks are managed and reduced in an informed manner
- All applicable legal and regulatory requirements have been identified and that compliance is maintained
- Appropriate resources are provided to implement and maintain the information security management system (ISMS)
- All staff sign the information security agreement prior to joining and receive awareness training of all policies during induction, including the consequences of non-compliance

UX Forms will ensure that:

- Information is protected against unauthorised access
- Confidentiality of information is assured
- The integrity of information is maintained
- Regulatory and legislative requirements are met
- Business continuity plans are produced, maintained and tested as appropriate

- Third parties engaged in the support of UX Forms are required to comply with this Policy to support both UX Forms and our client's requirements
- Information security requirements are aligned with organisational strategies and objectives in support of both UX Forms and our client's expectations
- Information security is managed and continuously improved through a defined ISMS

GDPR Compliance

Form authors define which questions go into a form, therefore they define what sort of data is collected by UX Forms. UX Forms stores this data only for as long as the form author specifies, after which it is deleted permanently from the platform. As such, this data can be considered “in-flight”, and UX Forms is merely a data processor.

Form data collected by UX Forms is never used for any purpose other than the successful completion of that form.

All form metadata, which is used to populate our KPI and usage dashboards, is entirely anonymous and cannot contain sensitive or user-entered data.

ESCROW Provision

Whilst UX Forms has no intention of going anywhere, it is also prepared for the worst. Everything required to run UX Forms’ platform is regularly deposited in Escrow.

So if UX Forms were to cease trading, all customers who are signed up to the separate Escrow agreement would be able to continue running their forms in perpetuity.

User support

UX Forms' support is available independently on GCloud as UX Forms Consultancy. It provides experienced consultants who can help with all aspects of delivering great forms with UX Forms, whether that's to build and test complex digital forms more quickly than ever before, build integrations between UX Forms and your existing services and APIs or even integrate UX Forms with your internal revision control and build pipelines. Support is charged in accordance with our SFIA Rate Card.

Working with UX Forms

Supported browsers

- Internet Explorer 7

- Internet Explorer 8
- Internet Explorer 9
- Internet Explorer 10
- Internet Explorer 11
- Microsoft Edge
- Firefox
- Chrome
- Safari 9+
- Opera
- iOS and Android mobile browsers

Customisation

Forms deployed to UX Forms can be customised in almost every conceivable way. The entire html, css and javascript payload is fully customisable. GOV.UK design system elements are provided out of the box and these can be extended and customised to deliver any user interface required. Validation can be fully customised and it can even integrate with bespoke external systems to verify the user's answers. Integrations can be written to connect to external, bespoke, systems at multiple points during a form instance's lifecycle, including submitting the completed form's answers back to the customer's own systems.

Onboarding and offboarding

User documentation is provided. Additionally, customers may take advantage of UX Forms' support services to help them become experts in using UX Forms, quickly and efficiently.

The definition of each form is created by the customer, so does not require extraction. End user's answers to completed forms are automatically deleted from UX Forms' platform once they are sent to the client's systems, so no extraction upon the end of the contract is required. End user's answers to partially completed forms can be provided upon request.

On contract termination, access to UX Forms' services is revoked and any forms and themes deployed by the customer are un-deployed and taken offline. End users' answers to incomplete forms will be automatically deleted after the retention period configured by the customer. There are no additional costs.

Data export

UX Forms provides extensive customisation so end user's questions can be submitted to the customer's services as soon as they finish filling in a form. End user data is

Making Software. Better.

The information contained in this document is confidential and proprietary. Copyright © 2022-6 Equal Experts. All rights reserved.

automatically deleted from UX Forms' service once it has been transmitted to the customer's systems.

Analytics

The UX Forms real-time dashboard provides detailed data on every aspect of your forms. Track mean completion time, user errors and more to prioritise revisions and hone performance until every field is perfect.

Services

We have four core UK-based teams that provide expertise and advice to the organisation, our clients and our partners:

Data and AI

The Data and AI service helps clients make better use of data and create powerful AI solutions that improve and transform any business. We use our deep expertise in data engineering to improve the quality of data that flows through the organisation, providing better insights into customers and operations. Applying our expertise in MLOps, Generative AI, AI in the SDLC and algorithms, we help upskill client teams, automate key services and create new ones.

Design and Product

The Design and Product service helps clients increase adoption and user satisfaction by designing exceptional digital products and services. We use our expertise in user-centred design and product management to discover and solve the most valuable problems, aligned to a client's digital strategy. We help to create delightful customer experiences that deliver real business value, increased user engagement, better brand reputation and additional revenue.

Technology Strategy

Our Technical Strategy service helps teams to confidently navigate the technology landscape and make decisions that will sustain long-term value. Our expertise covers all aspects of technology strategy, including architectural choices, operating model changes and the adoption of emerging technologies. Using our extensive industry and technology experience, we help to plan the practical steps clients need to be ready for the future.

Modernisation and Platforms

Our Modernisation and Platforms service helps to accelerate time-to-value and reduce total cost of ownership, while scaling digital products and systems. Using modern engineering practices, we help to build and run cloud-native services and improve heritage systems. We bring deep expertise in cloud architectures, secure delivery, “you build it, you run it”, and platform engineering on AWS, Azure and GCP clouds.

Team

Our core culture and business model prioritise providing value and doing what is best for all our stakeholders, particularly our clients, rather than maximising short-term profits and shareholder returns. Our founders sold the business to an Employee-Owned Trust (EOT) in May 2024 to secure the long-term future of our collaborative approach, highlighting this commitment. The EOT trustees include the founders and representatives of our employees, Associates and clients, ensuring the interests of all stakeholders are considered and balanced in our operations.

Equal Experts is a worldwide network of technology experts who are dedicated to driving innovation. We have Business Units in the UK (London and Manchester), USA, South Africa, Germany, the Netherlands, Australia and India. Our resourcing model is based on a core of permanent senior consultants and a supply chain of 4,000+ carefully selected, expert, independent SME consultants - our Associate network. On a typical engagement, we pass ~£2 in every £3 of our contract income directly to this network, creating opportunities for entrepreneurship and helping new SMEs to grow.

90% of our consultants have more than 12 years of experience (average more than 18 years) in the development, delivery, operation and maintenance of digital services using agile methods. Many have significantly more and, in some cases, are global influencers, authors and presenters. Their maturity and pragmatism mean they are highly collaborative, happy to transfer knowledge and keen to help clients build internal capability.

We have grown organically, mostly through personal referrals, prioritising quality, experience and cultural fit above all else. After a rigorous selection process, experts are added to our network, whether we need them immediately or in the future.

We select the most suitable people for any contract role from this large pool, not just from a bench of off-charge employees. Our model is resilient and efficient; we form small expert teams, reducing cost and risk for our clients, while achieving outcomes faster than less

experienced teams. Our experts train and upskill the whole supply chain, including client staff and those of other suppliers. We have delivered many public and private sector systems (e.g., for HMRC, HMPO, Defra, DWP and MoJ), including CNI, over the past 17+ years using this model. Our approach is data-driven, user-focused and sustainable, allowing us to deliver results quickly and efficiently, using small teams of real experts.

Our standard working model for teams is hybrid remote/on-site, with a core generally based close to client offices, minimising travel costs and environmental impact. This ensures they can be on-site for workshops, meetings and onboarding activities, and can work collaboratively with client team members, stakeholders and other suppliers. In the words of one client, *“your consultants truly leave their Equal Experts badges at the door”*.

Our focus on senior talent means that all our consultants have the skills and experience required to thrive in dynamic, challenging client environments. It means we can focus on work that adds real value, rather than micro-managing more junior consultants. Our non-hierarchical structure also allows us to operate with lower overheads. For our teams, this creates a mature, pragmatic and innovative working environment, where they can implement the best solutions of their already distinguished careers. And for our clients, it translates to better services, delivered faster and at lower overall cost. We were ranked 2nd in Glassdoor’s UK Best Places to Work 2025, up from 4th in 2024, and 15th in Newsweek’s Most Loved Workplaces 2022.

For more information and case studies, please visit <https://www.equalexperts.com/> or contact us at solutions@equalexperts.com.

Roles

Collectively, our consultants have the multi-disciplinary experience and expertise needed for successful transformation to cloud-first delivery, live service maintenance and new operating models. Our network gives us fast and flexible access to the DDaT skills our clients need. We have specialists in all areas required for digital success, including:

- Delivery managers
- Change managers
- Product managers
- Engagement managers
- Strategic advisors
- Security specialists
- Data scientists
- Data engineers

- Data architects
- Technical leads
- Technical architects
- DevOps consultants
- Developers
- Testers
- Business and performance analysts
- Accessibility experts
- Service designers
- User experience designers
- Content designers
- User researchers

When a client needs specialists or niche skills, we can rapidly and confidently engage with other organisations in our established ecosystem of proven partners. EE interviews each partner consultant to ensure a high level of knowledge and cultural fit before we assign them to clients.

Public sector clients

We're proud to be one of the top suppliers to the public sector via the G-Cloud and DOS frameworks. Our services are also available through RM6190 Technology Services 4, RM6195 Big Data and Analytics (the only supplier on all 6 capabilities), RM6335 DALAS (Lot 2a) and DPS Frameworks including RM3764 Cyber Security 3, RM6173 Automation Marketplace, RM6094 Spark, RM6200 Artificial Intelligence and RM6235 Space-Enabled and Geospatial Services.

The Equal Experts approach has a successful track record of delivery across the private and public sectors. Some recent award-winning deliveries include:

- HMPO's passport renewal service,
 - ranked #1 public service with a score of 81.2/100 in the July 2025 ICS customer satisfaction survey.
 - Winner of Public Sector Project of the Year and Development Team of the Year at the UK IT Industry Awards 2024.
- HMRC's Data Platform Services Core Engineering Platform, winners of Computing DevOps Excellence Awards 2025 Best Implementation of DevSecOps.
- John Lewis & Partners Best Implementation of DevSecOps at the DevOps Excellence Industry Awards 2023

We know what it takes to implement and support cloud-based applications within complex public sector organisations and across large multi-vendor programmes. We understand and adhere to the GDS digital service standards for delivering solutions and handling and securing data within critical national systems. We have experience in consulting, deploying and supporting security-accredited solutions and have passed numerous GDS assessments. Many of our consultants hold current SC clearance (some have DV) as they have previously worked with public sector clients.

Equal Experts has helped implement digital services to government digital service standards (including passing many formal GDS service standard assessments) for:

- His Majesty's Revenue and Customs (HMRC)
- Department for Environment, Food & Rural Affairs (DEFRA)
- The Home Office and His Majesty's Passport Office (HMPO)
- Ministry of Justice (MoJ), His Majesty's Prisons and Probations Service (HMPPS) and His Majesty's Courts and Tribunals Service (HMCTS)
- Department for Work and Pensions (DWP)
- Department of Health and Social Care (DHSC)
- Department for Business, Energy & Industrial Strategy (BEIS)
- Border Force
- Department for Education (DfE)
- Registers of Scotland
- Office for National Statistics (ONS)
- Intellectual Property Office (IPO)
- States of Guernsey
- Cabinet Office
- Government Digital Service (GDS)
- Valuation Office Agency (VOA)

Planning

To build detailed knowledge of the context and domain for any project, an initial phase of planning, definition and knowledge transfer will generally take place at the start of an engagement.

We have found that this takes place most effectively through a short time-bound inception to develop a shared understanding and agreement on vision and objectives across a broad stakeholder group. This covers the business, technical and user aspects of the project and the outputs may include user personas and scenarios, key user journeys, as-is and desired business processes, a prioritised backlog of user stories, technical constraints

and vision, and a release roadmap and plan. The techniques and principles applied are also used on an ongoing basis throughout the course of delivery, to ensure the solutions developed are fit for purpose and meet real and changing user needs.

This initial inception phase can be contracted separately if required.

Setup and migration

In addition to ongoing development and operation of live cloud-based services, we can help with the initial set up and migration as part of a transition to cloud. We look for opportunities to automate processes (for example, test, deploy) that will yield real benefit and high ROI. Our approach helps to address integration, dependencies and risk early. We capture actionable metrics to measure and manage progress towards meeting the agreed success criteria and KPIs identified for building and operating the service. The highly collaborative, interactive processes we follow foster continual learning and improvement of services. They help to establish and evolve the overarching service design, management processes and the team capabilities.

We can ensure projects hit the ground running through our experience in designing, configuring and setup of many continuous delivery and automated cloud deployment environments. These techniques allow software to be repeatably and reliably deployed and tested through each stage into production on the cloud. We have substantial experience when it comes to the tooling required for continuous delivery and automated software deployment, greatly facilitating the software set up, build and migration process, which increases programme productivity and reduces project risk and cost.

Quality assurance and performance testing

We hold ISO9001:2015 Quality Management System certification. All our consultants have extensive experience in both manual and automated testing, including performance testing, continuous integration and delivery into production environments at scale. With all clients, we actively encourage the adoption of robust and meaningful automated test coverage, delivery and test techniques, to reduce risk and safely increase delivery velocity. We are happy to work with a client's existing quality management system (QMS) where appropriate.

Security services

We hold ISO27001:2022 Information Security Management System, Cyber Essentials and Cyber Essentials Plus certifications.

We can provide the following security services if required:

- Security strategy
- Security risk management
- Security design
- Security incident management
- Security audit services

Training

For every client, we aim to transfer and embed knowledge of technology and process innovation. Our consultants have the expertise, skills and enthusiasm to help transfer knowledge of new technologies and ways of working to our clients' team members, upskilling staff and helping to build their internal delivery competence and capability. This improves internal competencies and builds long-term sustainable capability, as clients migrate to modern cloud-based products and services. We tailor particular practices to address specific organisational constraints – we recognise that every organisation is different and there is no “one size to fit all”.

We tend not to offer classroom-based training as our consultants are happy to share their knowledge throughout a project. They take responsibility for helping individual client team members adopt new practices and ways of working.

Ongoing support

Our operational philosophy is “you build it, you run it”. The delivery team responsible for the development of a live service usually also takes responsibility for its operation. We have found that development teams which support their own products are motivated to deliver higher quality, more robust and maintainable code.

When a service is live with real users, we expect the delivery team to provide 2nd line (infrastructure, in conjunction with hosting support agreements) and 3rd line (applications) support during business hours. We can agree on an appropriate model for 24/7 on-call coverage if required - see our G-Cloud On-Call Support offering for details. We typically establish an on-call rota with delivery team members assigned weekly.

Our experience is that digital services are never really finished and that it is important to retain some level of investment to allow the addition of new features as the needs of customers (both internal and external) change. Our design of the end-to-end service can

include establishing Service Level Agreements for ongoing service evolution and operational support (ensuring agreed levels of service availability).

User support

We provide an engagement manager on all G-Cloud engagements with responsibility for ensuring clients objectives are met and for addressing any issues with service delivery. Our engagement managers act as an escalation point and can be reached via phone or email to respond to issues beyond the control of the team providing the service. Engagement management is included within our service pricing.

When a service is live with real users, we expect the delivery team to provide 2nd-line (infrastructure, in conjunction with hosting support agreements) and 3rd-line (applications) support during business hours, within the agreed service cost. We can agree on an appropriate model for 24/7 on-call coverage if required - see our G-Cloud On-Call Support offering for details. We typically establish an on-call rota with delivery team members assigned weekly.

Social Value, the Environment and CSR

Our values and ethos extend beyond our organisation and people, and we take our corporate social responsibility seriously. We are committed to working with all our clients to share our knowledge and learnings, and contribute to their CSR goals, e.g. we will facilitate discussions with their designated digital sustainability leads, to collaborate on environmental policy goals, discuss current practices for greening software and agree enhancements aligned with industry policies, like the Greening Government Strategy.

We willingly collaborate closely with our clients, other suppliers, competitors and the wider ecosystem to discuss, share and test innovative environmental and social value ideas and initiatives, to improve sustainable practices and create added value throughout any contract.

We will follow our proven social value methodologies for any G-Cloud 15 contract, aligned with the UK's Public Services (Social Value) Act 2012, PPN002 (PA2023) and the Social Value Model, and the UN Sustainable Development Goals, to actively create additional opportunities to develop, measure and improve social value for our client and their entire supply chain. In a recent [Government Transformation Magazine interview](#), Mike Potter, ex-UK Gov CDO recalled his HMRC experience partnering with us for transformative results. *"We didn't just buy their capability - we bought their culture,"* he said. *"Cultural*

alignment is key. When you pick partners who share your values and ways of working, you find areas of mutual advantage.”

We review, update and publish our Carbon Reduction Plan, Modern Slavery and EDI statements annually, are a Disability Confident employer, a member of the Business Disability Forum and a participant in the Government Digital Sustainability Alliance (GDSA). Our commitment to providing a fulfilling workplace for everyone is reflected in Glassdoor's Best Places to Work in the UK, voted for by our staff, ranking us 4th in 2024, 2nd in 2025.

We complete the [EcoVadis](#) assessment tool, which evaluates performance across four dimensions: Environment, Labour and Human Rights, Ethics and Sustainable Procurement. We complete the assessment, create an improvement plan and review and update it annually. We willingly share the results with clients and use their feedback and learnings to influence our improvement plans.

Examples of other social value initiatives for clients include:

HMRC Joint Value Initiatives: we work closely with HMRC to organise and fund JVs, e.g.:

- [School visits](#) to encourage children to pursue STEM careers & find future data engineers,
- Data Engineering Academy - supporting HMRC to onboard and upskill new starters and develop their technical expertise through bootcamps and placements on EE projects,
- Hosting the [Women in Tech & Leadership Conference 2025](#) in collaboration with HMRC's Women in Tech Network.

Hace: We co-funded a [project](#) to develop an AI-based data analysis tool to objectively quantify a company's Child Labour performance.

Médecins Sans Frontières (MSF): We staffed a pro bono project to build the [Malaria Anticipation Project \(MAP\)](#), deployed in Lankien, South Sudan and being planned for Anka, Nigeria.

John Lewis: We shifted to lower-footprint GCP cloud data centres in Switzerland to meet JL's environmental sustainability goals.

Government: We are an active member of the Government Digital Sustainability Alliance ([See more details here](#)) and are actively working with Defra to implement exemplar projects such as:

- Implementing Green coding Standards ([See Version 1 Github](#)) in our teams working with Defra to help support learnings for wider Government.
- Working with Defra and our partner [Heata](#) to develop an innovative decentralised cloud compute project. The aim is to reduce the carbon footprint of cloud workloads by 80% and heat farmers' domestic water tanks to save them money.

Making Software. Better.

The information contained in this document is confidential and proprietary. Copyright © 2022-6 Equal Experts. All rights reserved.