

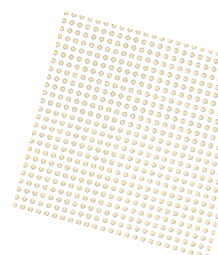


**G-Cloud 15
Service Description**

**Contensis for Councils – A combined
website and CMS solution for
local authorities**



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About Zengenti

We're Zengenti, the creators of leading SaaS platforms Contensis and Insytful. We were founded in 2001, and for 25 years, we have provided accessible, responsive websites and digital systems to the public sector. Working with Zengenti, clients gain a single, trusted partner covering the entire digital journey.

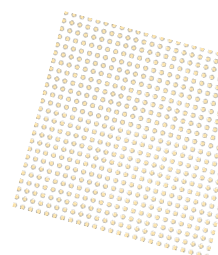
Our products, Contensis and Insytful, create outstanding digital experiences.

Contensis is our headless, API-first DXP/CMS, and Insytful is our digital accessibility, website improvement and QA platform. Both tools make it easier for teams to create and manage content, while ensuring it's accessible to all.

Contensis for Councils

Contensis for Councils goes beyond simply providing a Digital Experience Platform (DXP) and Content Management System (CMS). It offers a combined off-the-shelf, modern, and functional website and DXP/CMS solution that includes several pre-built templates, content models, and components covering commonly used content types and services across local government, ready to be populated with your content.

As the name suggests, Contensis for Councils is built on our popular headless DXP/CMS platform, Contensis, which is already used by over 30 local authorities in the UK. Contensis is a flexible, modern platform that completely separates content



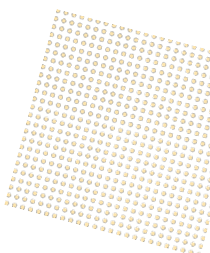


and presentation. It offers all the benefits of a modern headless system and those of a traditional platform.

Our customers run great websites with fresh, relevant, and error-free content. By engaging with our community, they learn how to evolve their websites and help contribute to the platform's development. We meet regularly, compare experiences, and share ideas that benefit us all.



The website framework has been developed using modern JavaScript technologies and frameworks, such as React and TypeScript, and has been designed and built in line with GOV.UK design system principles.





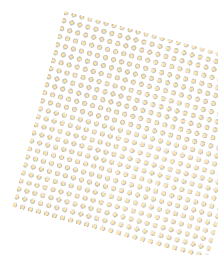
It complies with the latest WCAG 2.2 accessibility guidelines and GDPR legislation. It also aligns with search engine optimisation (SEO) and performance best practices, providing local authorities with an affordable, accessible, performant and responsive website.

It can be deployed as a hosted, software-as-a-service (SaaS) solution in a matter of weeks, backed by Zengenti's professional services team, who can help with seamless data migration and any additional customisation or integrations you may need.

Contensis DXP/CMS

Contensis is one of the few truly accessible CMS platforms. It has been independently tested by the Digital Accessibility Centre, with their staff carrying out various content tasks to ensure they can use the system successfully. If you don't ensure you have an accessible CMS, you could be excluding your team members from authoring content.

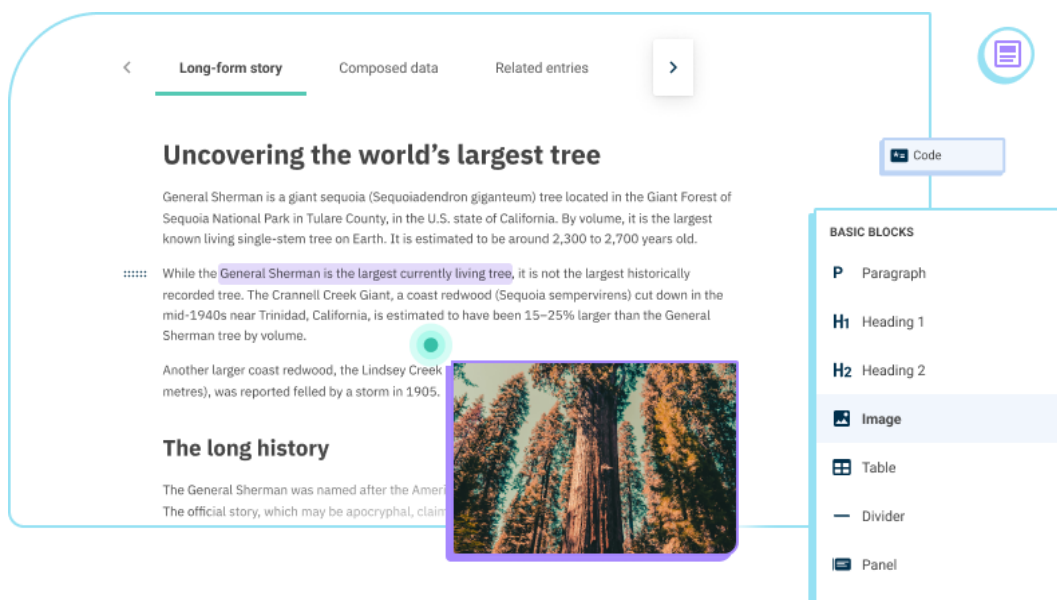
Contensis includes a comprehensive, easy-to-use editing user interface based on content types and entries. When creating an entry from one of our predefined content types, authors simply fill in a series of fields. The entry editor helps remove distractions and provides a more streamlined editing experience. It lets authors focus on what they do best - creating great content without needing to think about how it will be presented and displayed on the website.



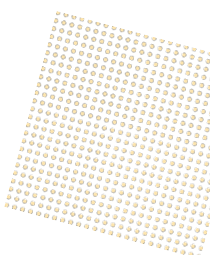


For long-form content and rich text editing, the flexible Canvas editor enables authors to create content pages and other content, such as news or blog posts, using an interface similar to Google Docs or Notion.

Canvas offers many common text formatting options, such as bold, italic, headings, highlighting, and links. It also supports other content blocks, such as code snippets, callout panels, tables, images, videos, call-to-actions, and quotes. As content is added to the CMS, Canvas automatically includes the number of words and an estimated reading time.



Contensis helps support effective collaboration by using comments and starting conversations about your content. Authors can add comments directly to specific fields within the entry editor, enabling conversations and engagement among Contensis users.





 **Dashboard** [Help & Support](#)

Comment activity

Show older activity

THIS WEEK

 Will Griffiths Today at 15:45

@mentioned you on Photos in Coffee Morning

"Hey @charlotte. We could add a few plants into our photography, to keep the green theme going. "

 Dave Witherspoon Today at 15:02

@mentioned you on Product detail in Orange Ceramic Flower P

"@charlotte hi again, that's now done. "

 Makenna Vetrovs Today at 14:31

@mentioned you on Title in Money Plant

"@charlotte this is the entry we discussed. Give me a shout if you have any further questions. "

 Makenna Vetrovs Today at 10:31

@mentioned you on Related content in Spider Plant

Entries

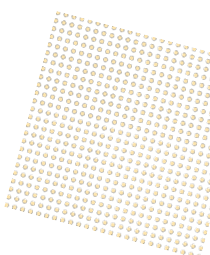
New entry

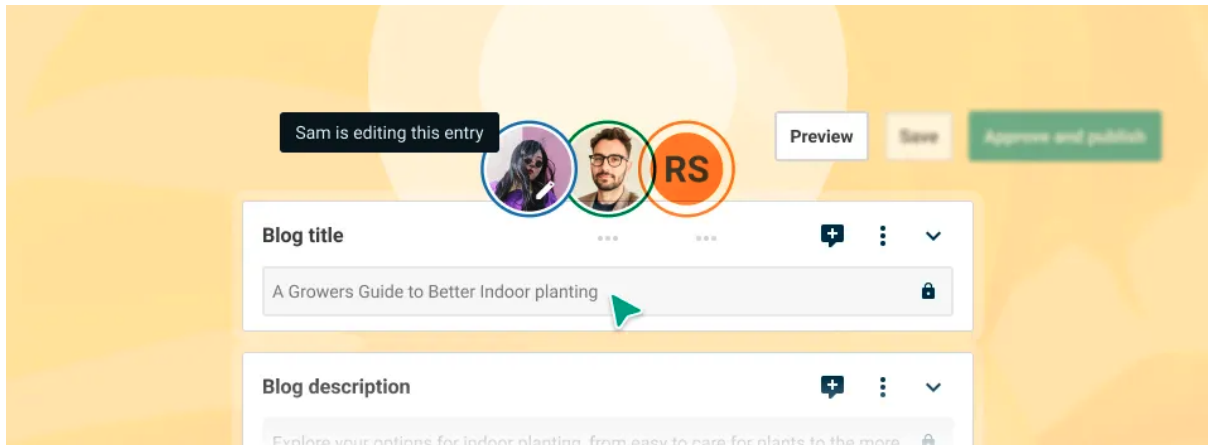
All entries Blogs owned by me Products to approve

Title	Workflow status	Content type	Updated date
5 ways to keep your plants happier this winter		Blog	Today at 10:24
About this website		Content page	Today at 10:15
New eco friendly pots	Draft	Pot	Yesterday at 11:43
Heartleaf philodendron		Plant	Yesterday at 11:38
Calathea orbifolia	Draft	Plant	Yesterday at 10:25
Shop for plants now	Awaiting approval	Call to action	28 March 2022
Terra large terracotta pot		Pot	28 March 2022

You can use the @mention feature to involve relevant individuals, facilitating conversations and feedback at every stage of your content workflow.

The entry collaboration view also prevents editors from accidentally overwriting or losing content when multiple people work on the same entry. With the collaboration view enabled, if somebody is actively editing an entry, it will be locked to prevent other users from making changes. The first person to open an entry for editing becomes the designated author until they close the browser tab or navigate away from the entry.

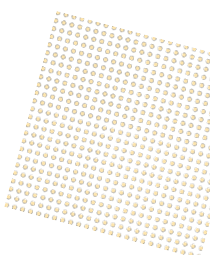




If someone else opens an entry an author is editing, their avatar will appear in the top toolbar and can hover over it to see their name. Anyone who opens an entry after another author won't be able to edit it until they close it or become inactive. However, they can view and comment on the entry to provide feedback and collaborate.

To prevent users from accidentally leaving an entry locked, if an author leaves the entry open but inactive for more than 10 minutes, they will be marked as inactive. The entry will then be unlocked, allowing the next viewer to take over.

For more details about the Contensis DXP/CMS platform, its features, and benefits, search for Contensis under Lot 2b on G-Cloud.





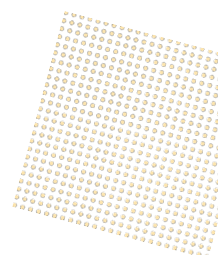
Pre-built content model

Content is modelled and defined in Contensis using content types. Content types are different types of content broken down into their smallest parts. Each content type is made up of predefined fields for authors to complete. Components are optional and repeatable groups of fields that can be added to your content types as needed.

Subject to appropriate roles and permissions, authors can populate the content types with data by simply filling in a series of fields. We call this an entry. This makes for a very simple, easy-to-use, and intuitive editing experience and makes it easy to reuse and manage entries across your website and applications.

Contensis for Councils includes a preassembled content model comprising several standard content types and components. These are ready for you to populate with your content and get up and running on the platform quickly.

Included content types	Included components
• Home pages • Landing pages • Listing pages • Content pages • Top tasks • Hero image banners	• Canvas composer • Accordion content • Notification banner • Alert banner • Featured content banner • Form

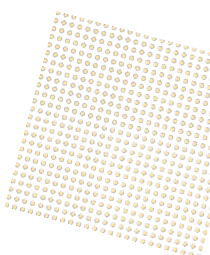




- | | |
|---|---|
| <ul style="list-style-type: none">• News article pages• Events• Blog post pages• Contact pages• Councillor pages• Find my nearest• Decision trees• Authors / People• Site configuration | <ul style="list-style-type: none">• Quote• Image• Table• Callout panel• Call to action• UI cards• Contact cards• App store links• Video embeds• Custom code embed• Page hero• External links• Social links• Metadata |
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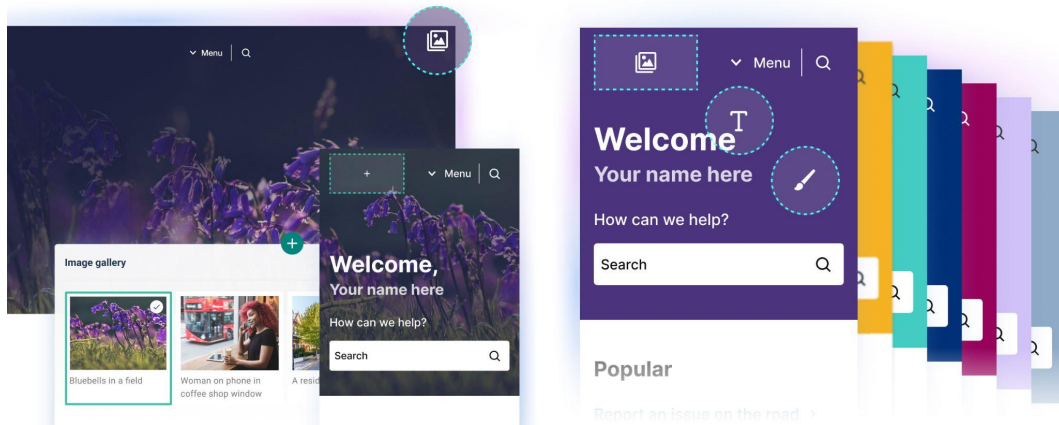
Themeable design

The interface has been designed to allow you to customise the theme and branding to your specific guidelines. This includes incorporating your logos, selecting background and accent colours, and choosing any font from the Google Fonts library to personalise the experience to meet your requirements.





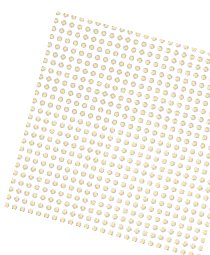
The design system comprises numerous components and patterns that will be updated to reflect your brand. It offers a highly flexible, scalable solution that can adapt to multiple requirements.



GOV.UK design system

Contensis for Councils has been designed and built in accordance with GOV.UK design system principles and Government Digital Service (GDS) best practices. This approach combines extensive research and experience to ensure our solution is simple to use, accessible and puts people first.

We have adopted this approach for several years, embracing standards that improve experiences and enhance collaboration. Our experienced designers maintain an ongoing commitment to staying up to date with the latest GDS standards and findings, ensuring the continual implementation of best practices as our platform evolves.





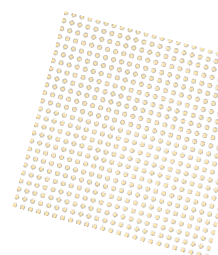
Mobile-first and responsive

Mobile devices dominate UK internet traffic, accounting for approximately 55% to 60% of total web page views. This is why Contensis for Councils adopts a mobile-first approach, ensuring the solution is optimised for the devices most commonly used by your audience.

This approach helps us consider the simplest of experiences, keeping things uncomplicated and removing unnecessary elements from the user interface that may slow performance or hinder the user journey. It also helps us create consistency across breakpoints and devices, allowing us to upscale to larger screens more efficiently. It also allows us to define content hierarchy in a single-column layout, ensuring that the highest-priority content is presented to the user first.

The single-column and priority-order features are also reflected in the CMS itself. Contensis is designed to encourage you to consider writing and prioritising mobile-first content.

Perhaps most importantly, our approach also encourages authors to write for mobile devices. Mobile screens have limited space, so writing for mobile allows authors to be concise and get to the point quickly. This approach requires clear, straightforward language for easy comprehension on smaller screens. This clarity benefits all users, not just those on mobile devices, by improving overall readability.



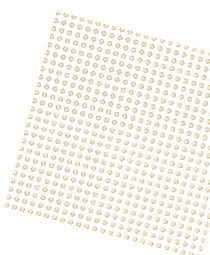


To improve performance across devices, Contensis for Councils automatically optimises your uploaded images. Content authors can also apply a custom crop or resize and optimise images as required.

Maximise content reuse

Ensuring all your content is quick and easy to update is a core part of the CMS editing experience. Items such as images, videos, calls-to-action (CTAs), links, and assets can often be referenced in multiple places throughout your content and on your website.

Using content types and entries, authors can create pages where these key items sit as individually editable elements within the context of your content. If a section CTA needs to be replaced or updated, for example, content authors with appropriate permissions can update it once, and the change will be reflected across every page where it has been added, maximising content reuse across your website.





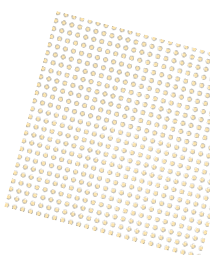
Form builder

Contensis for Councils can also include an intuitive, powerful form builder. It enables non-technical users to create forms with very little training, and most users don't need any to create a simple form.

Each form input field can have its own validation rules, such as mandatory fields and minimum and maximum character counts. It includes standard pattern validation for data such as dates, times, postcodes, and email and website addresses, and it supports custom regular expressions for any more complex validation. Users can build complex multi-page forms and use them anywhere within your sites. A simple script can also add forms to external sites and systems too.

Form data can be stored securely within Contensis or automatically pushed to other software systems via Zapier, our Forms API, and webhooks.

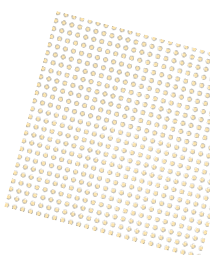
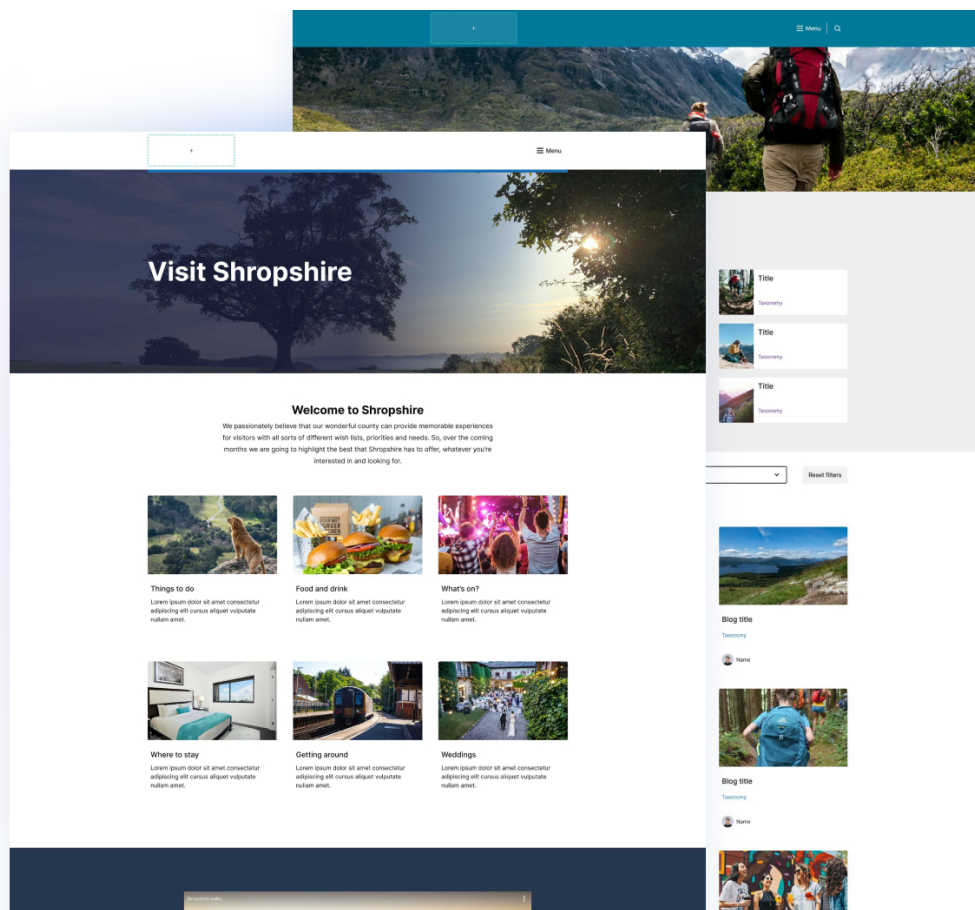
If required, form data can be automatically deleted after a specified period, and specific data can also be excluded from our other APIs to ensure that confidential data remains secure.





Microsites

In addition to the main website theme, Contensis for Councils also allows the creation of any number of microsites (subject to licence type). The microsite design is based on the main website theme, using the Government Digital Service (GDS) best practices and design system, which can inherit multiple themes using design tokens, as it has been specifically designed to be repeatable.





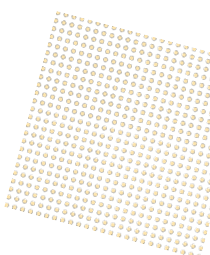
A design system is a directory of reusable and responsive components and patterns. It is the source of truth for designers, developers, and your digital teams. It also includes branding elements such as logos, colours, typography and graphics, and can work alongside your existing brand guidelines.

While using the same core theme, design tokens allow you to customise the theme's appearance so that each microsite has individual branding, colours, and core styles while still using the same familiar set of content types, components, patterns, and templates. Each microsite is a separate project in your Contensis environment, with its own content, assets, workflows, user permissions, and configuration. Each microsite can also have its own domain name or subdomain, as required.

Migration

Zengenti has proven migration skills. Over many years, our experienced professional services team has successfully migrated numerous websites to Contensis, encompassing millions of pages.

We've built a suite of tools for our own use (which we also release to clients). These let us import content from various sources, the most common being websites, file repositories, databases, XML and JSON files. If your project requires content migration from any legacy system, including Classic Contensis or existing content types and entries, we can confidently incorporate this step into the overall delivery.





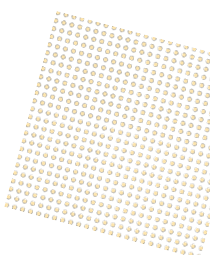
Fully extendable

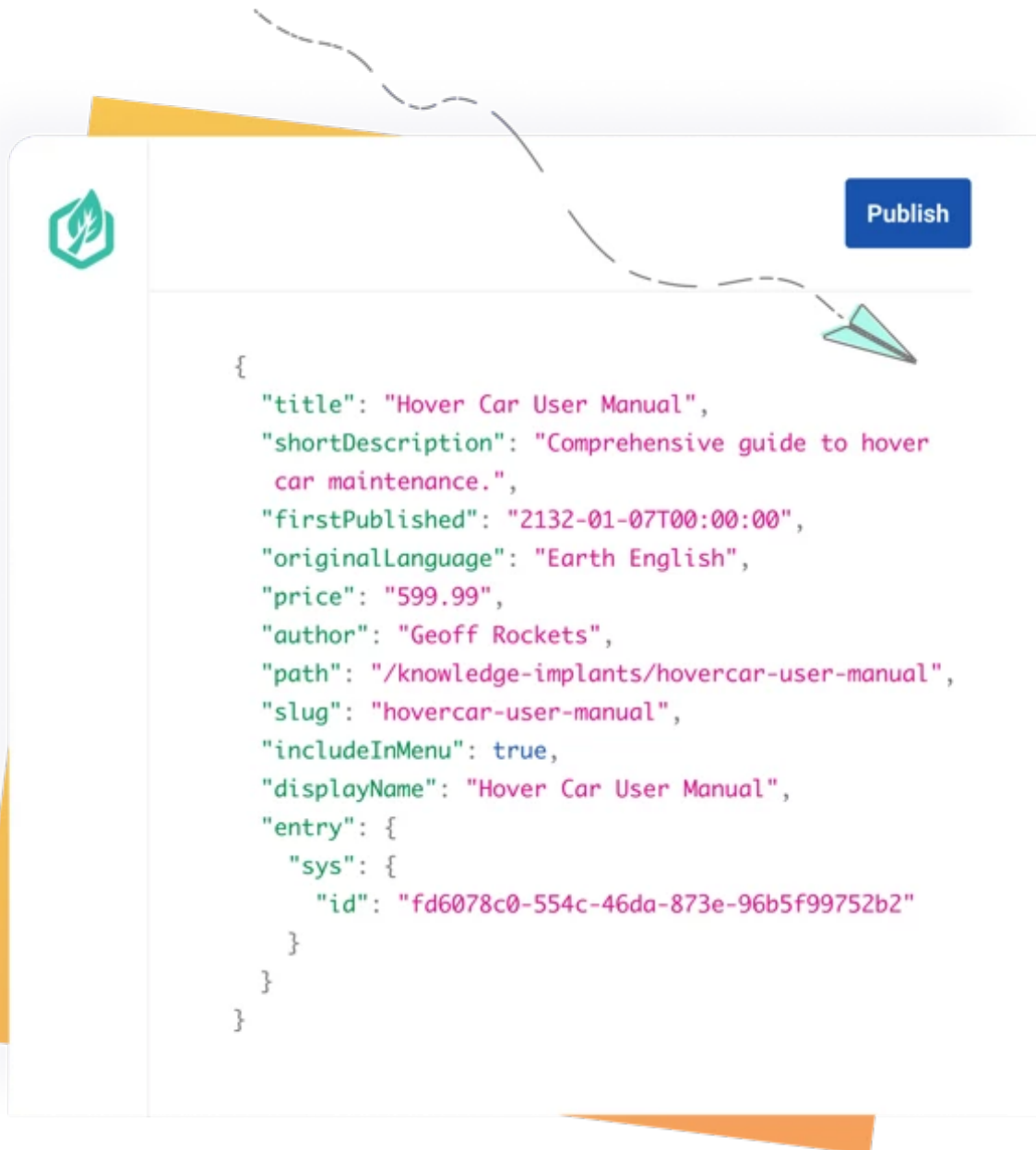
Contensis is a headless, composable, language-agnostic DXP and CMS that offers limitless further development and integration capabilities.

Contensis for Councils offers several predefined templates, content types, and components as standard. However, the platform's flexibility allows you to integrate it with other best-of-breed tools and services and extend its functionality as required.

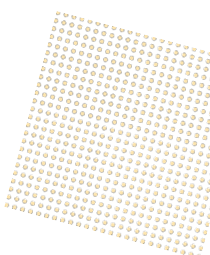
Contensis easily integrates with any other digital system. This allows you to assemble your ideal ecosystem of tools and services, integrating them with the platform as needed. Contensis includes a complete API development framework, allowing developers to extend functionality and build required integrations in any programming language or framework.

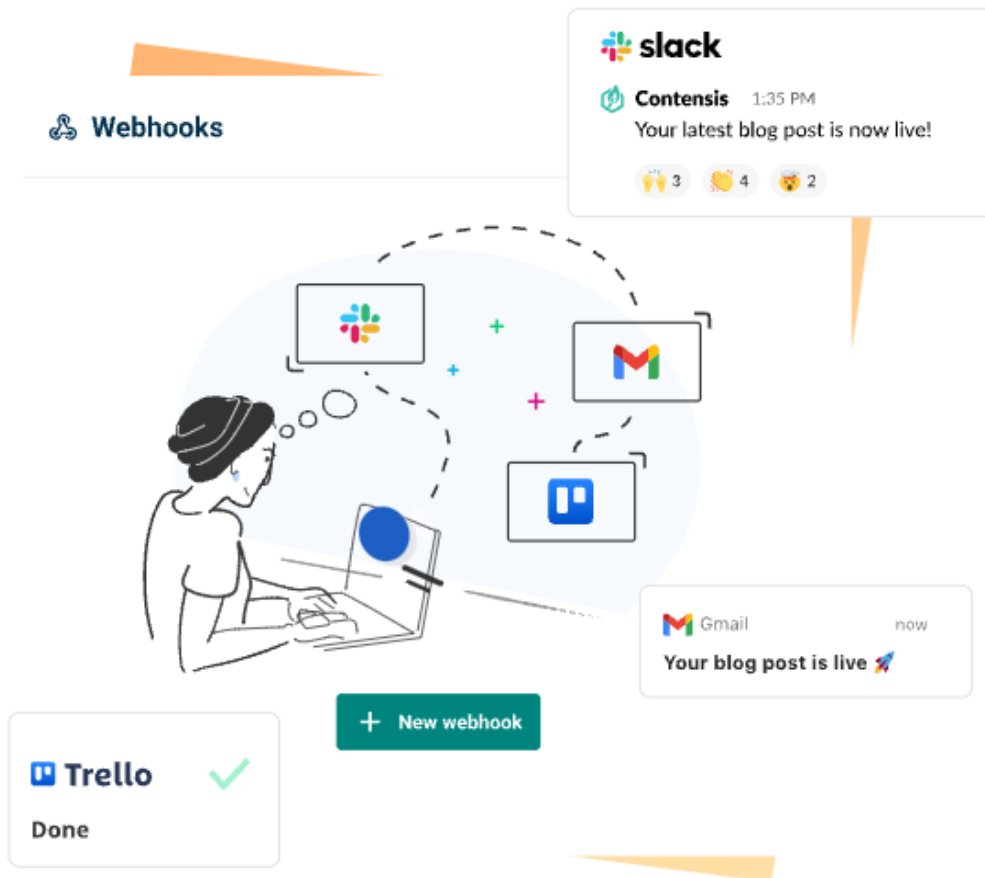
Contensis includes a set of powerful RESTful APIs. All data is stored as well-structured JSON, making it easy to access, search, retrieve, create and update this information using any language or framework.





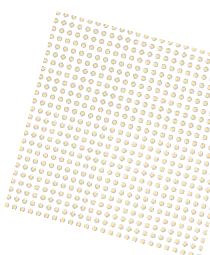
Due to our standard integration with Zapier, Contensis also integrates with 5000+ systems. No technical staff or programming skills are needed to create and deploy these no-code integrations. Contensis also supports webhooks, and all API usage is included in the licence, with no restrictions.





Our highly experienced professional services team can help you extend the standard functionality, build integrations with your other systems, or train your team to do this themselves.

Full details of our professional services are also available under Lot 3 on G-Cloud.

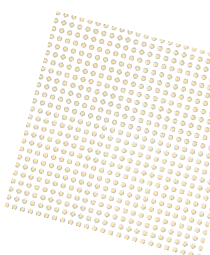




Support, hosting and service level agreement (SLA)

Our cloud-based SaaS model brings together all the essential elements into a single comprehensive service for managing and hosting your website and CMS:

- Contensis CMS SaaS environment
- Contensis for Councils content model and codebase
- Segregated server solution (no sharing of equipment)
- UK-based Tier 3 data centres
- ISO27001 certified
- Hosting of front-end websites with between 99.9% and 99.99% uptime
- Server and uptime monitoring 24 x 7
- Upgrades to the platform every 8-10 weeks, carried out by our engineers
- Unlimited support (including 24 x 7 support for critical tickets)
- User group and conference attendance
- Access to secure client areas of our websites and Contensis Slack channels
- Dedicated account management



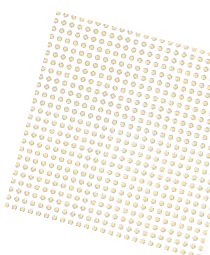


Support is managed through the following SLA:

Definition	Response	Resolution
Critical (24 x 7 x 365)	1 hour	8 hours
High	4 hours	2 working days
Normal	8 hours	3 working days
Low	8 hours	3 working days

All our support processes, including our staff, are entirely UK-based. Our help desk is available 24 x 7 x 365 via our contensis.com website.

Critical issues are covered 24 x 7 x 365. Lower-severity issues are handled under a business-hours SLA from 9am to 5.30pm. Our help desk engineers will pick up any tickets raised and communicate with you until the issue is resolved. They prioritise tickets so SLAs can be met effectively.





Implementation packages

While we offer quotes fully tailored to your requirements, we've outlined some typical implementation packages below that are available at a discount.

Project A – Basic

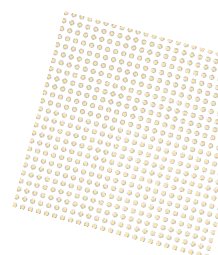
We'll provide consultancy and training to ensure you're completely comfortable using the Contensis CMS and the Contensis for Councils content model. This will allow you to configure the themeable elements according to your brand guidelines and migrate your content at your own pace.

- 2 days of Contensis CMS training
- 2 days of consultancy and knowledge transfer

Project B – Standard

We'll migrate all your content and data for you so you can quickly get up to speed and start using Contensis for Councils. We'll also work with you to configure the themeable elements according to your brand guidelines and launch your website with a beautiful new design. This is a great way to move your website from a legacy CMS platform.

- 2 days of Contensis CMS training
- 25 days of professional services, consultancy and knowledge transfer





Project C – In-house development

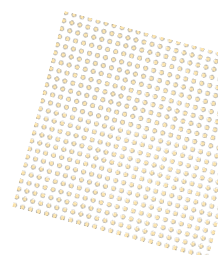
If you have an in-house development team, we'll provide consultancy and technical training to ensure you're completely comfortable using the Contensis CMS and the Contensis for Councils content model and codebase. We'll also train you to import all your content and data using our CLI and migration tools.

- 2 days of Contensis CMS training
- 2 days of technical developer training
- 10 days of developer consultancy and knowledge transfer

Project D – Enhanced

This type of project involves an extensive discovery phase to understand any additional customisation or system integrations you require over and above the off-the-shelf solution. We'll also migrate all your content and data and work with you to configure the themeable elements according to your brand guidelines to launch your website with a beautiful new design.

- 2 days of Contensis CMS training
- 75 days of professional services, consultancy and knowledge transfer





Contact us

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New features and updates are made to the platform as releases are pushed out.

For the most up-to-date information, visit www.contensis.com

