

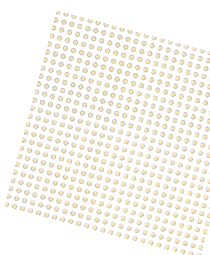


**G-Cloud 15
Service Description**

**Contensis Digital Experience Platform (DXP)
& Content Management System (CMS)
Emergency Services**



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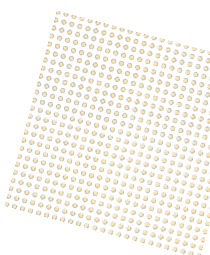




About Zengenti

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 Digital Experience Platform (DXP) and Content Management System (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.



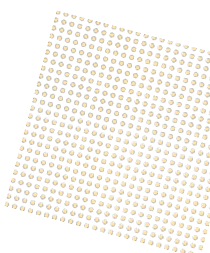


Working with emergency services

There are huge opportunities to engage the public online, improve outcomes, and build community relationships. We have helped many emergency services engage the public through their websites. There is an enormous scope to move routine communications online, save money, and make interactions more effective for everyone involved.

Contensis integrates with some of the most popular third-party systems used by emergency services, such as Inrix and Vuelio, for traffic updates, important news, and community updates. Contensis can also integrate with the Police Single Online Home (SOH) for updating local policing teams, demographic areas, crime updates, and area priorities.

Our professional services run multiple cross-functional services teams made up of expert designers, developers, and strategists. They are masters in successfully delivering highly complex projects in short timeframes. If you need to see a change implemented quickly and online, our teams can help you do it.



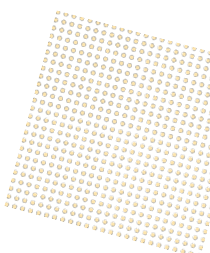


About Contensis

Contensis is a flexible, modern DXP/CMS that completely separates content and presentation. It contains all the benefits of a modern headless system, as well as those from a traditional platform. It includes a comprehensive, easy-to-use editing user interface based on content types and entries. Being development language-agnostic, developers can work with Contensis using their preferred languages and frameworks.

Contensis offers a headless, API-first DXP/CMS and an integrated deployment platform with full release management and delivery for site development in any language of your choice. It allows developers to build websites, mobile apps, portals, intranets, and other digital systems, as well as any required integrations, using any programming languages and frameworks.

Leading organisations, such as Russell Group universities, county, city, district and unitary councils, police constabularies and NHS Trusts, use Contensis to power sizeable websites. Running large, complex sites is challenging. That's why, with Contensis, we've changed the way people manage digital content and services. Our customers run great websites with fresh, relevant and error-free content. They also learn how to evolve their digital platform by engaging with the Zengenti community. We meet regularly, compare experiences, and share ideas that benefit us all.





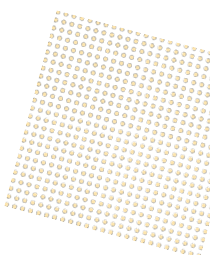
Content types and entries

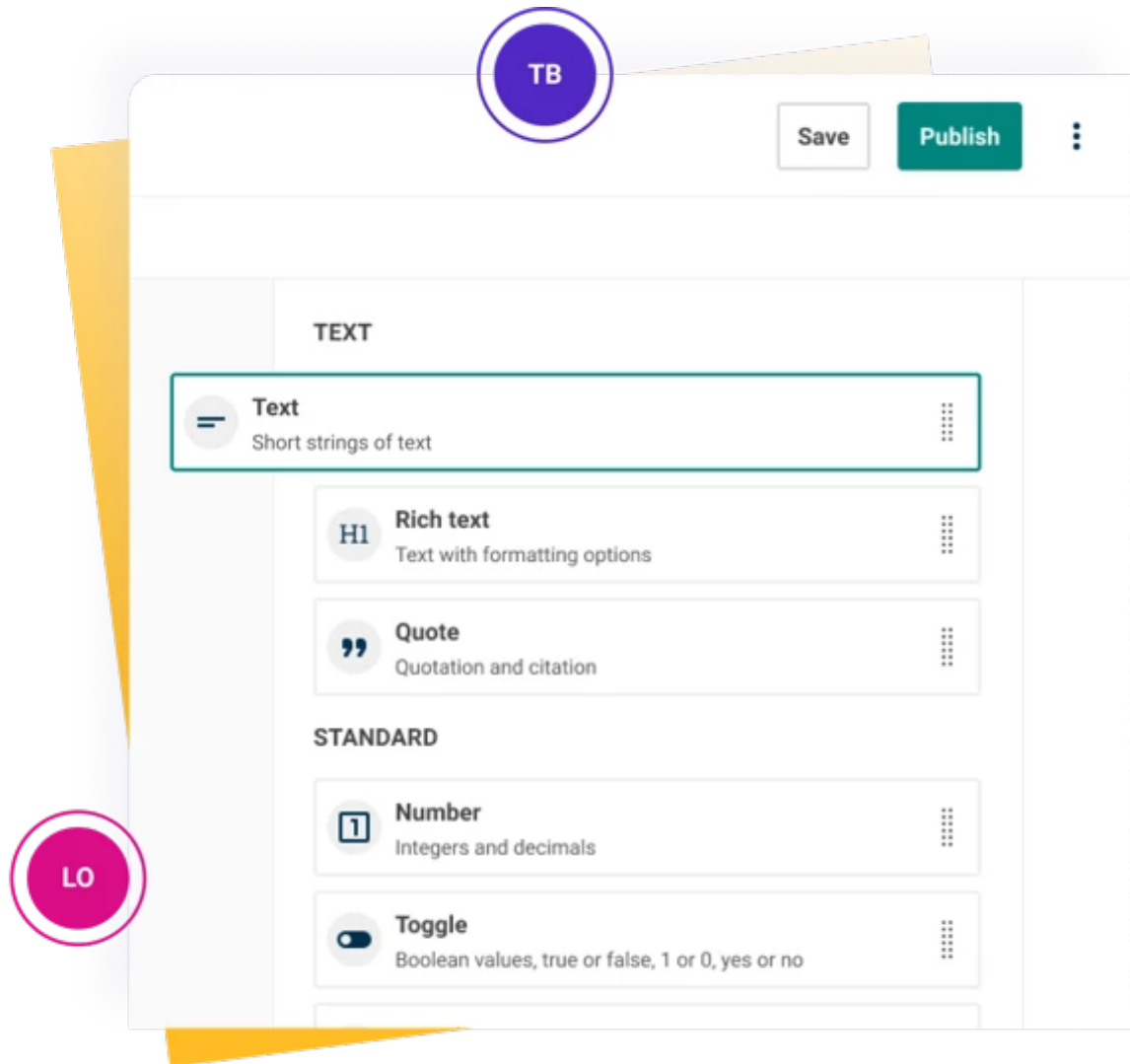
The Contensis content types and entries interface is ideal for defining and modelling any type of content for any purpose.

Using content types and entries, content is fully separated from presentation and style. Content can be surfaced on any digital channel, such as a mobile app, a kiosk or TV screens in reception areas, for example, as well as websites. The styling is applied at the point where the content is displayed, allowing different presentations to suit the channel.

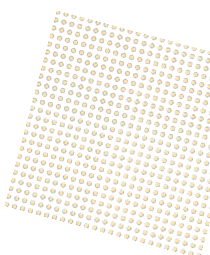
Structure is easy to incorporate into your content, from a simple title and block of text to an event system or interoperable data structures that align with your business systems.

Each content type is made up of pre-defined fields that can simply be dragged and dropped into a form for authors to complete. Common fields often include assets, taxonomies, date/time, related content entry, text, markup, quote, image, list, location or number.





Content type designers can also restrict which assets and entries an author has access to and add validation, including required fields, character limits, and pattern matching. Content types are much easier to reuse across your organisation, and are not tied to a specific web page. The content can be displayed on a website, mobile app, kiosk or any device or application, and it can be pulled in using our standard API's.

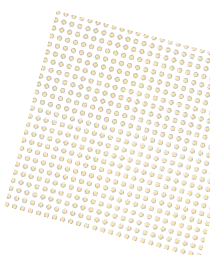




Once the content type has been defined, it can be populated with data, which we refer to as “entries”. When creating an entry from a content type, authors simply fill in a series of fields. The entry editor helps remove distractions and provides a more streamlined editing experience. It lets authors focus on what they do best – creating great content.

The screenshot displays the entry editor interface. On the left is a dark blue sidebar with icons for a leaf logo, a green 'W' button, a menu icon, a list icon, a folder icon, a document icon, a list with a right arrow, a magnifying glass, and a crop icon. The main area contains three input fields:

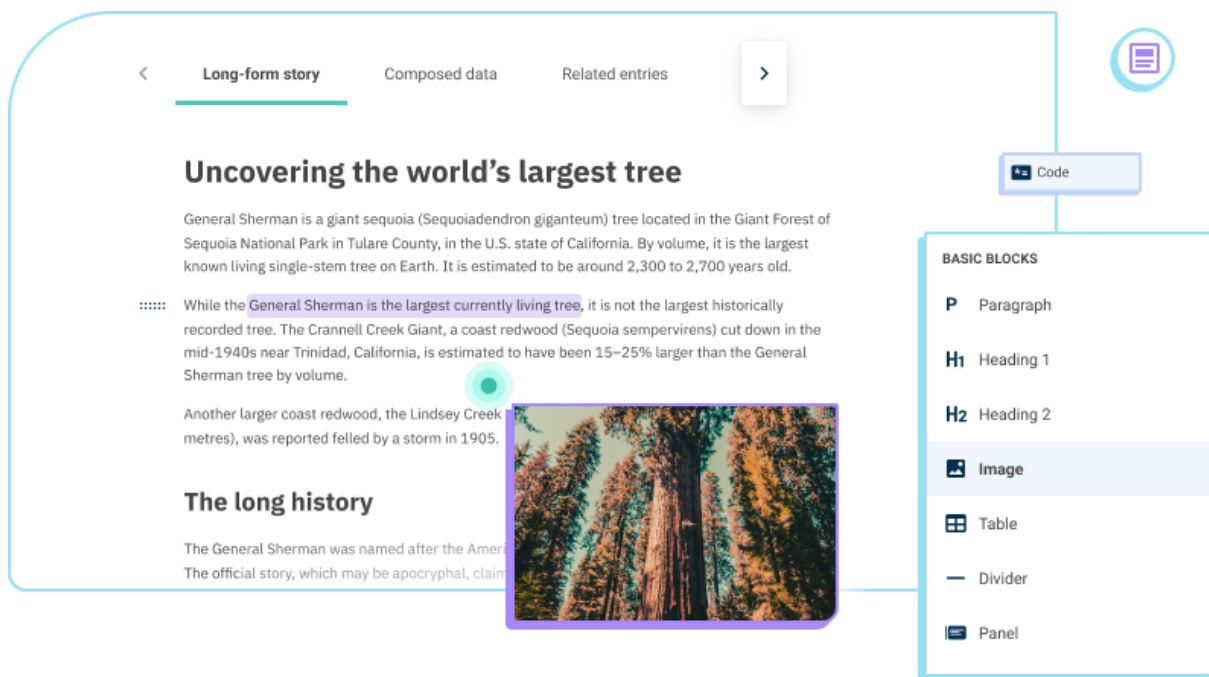
- Book title** (9/40 characters): A text box containing "International Finance". To its right are a red asterisk and a blue question mark icon.
- Description** (9/40 characters): A text box containing the placeholder "Add a brief description of the book". To its right are a red asterisk and a blue question mark icon.
- Introduction** (Canvas): A large text area with a header "Start writing your content..." preceded by a green circle with a white plus sign.



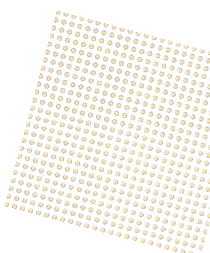


For long-form content and rich text editing, our Canvas field enables authors to create content such as news or blog posts, for example, using a similar interface to Google Docs or Notion.

Canvas offers a wide range of common text formatting options such as bold, italic, headings, highlighting and links, as well as inserting other content blocks such as code snippets, callout panels, tables, images and quotes. It also includes the number of words and an estimated reading time automatically as content is added.



All Canvas data is returned as pure JSON rather than HTML, which is often the case in traditional WYSIWYG editors, so Canvas data can be used in a number of ways and isn't limited to only publishing HTML.





Collaboration

When working on your content, you can help ensure effective collaboration by using comments and starting conversations. Authors can add comments directly to specific fields within the entry editor, enabling conversations and engagement among Contensis users. You can use the @mention feature to involve relevant individuals, facilitating conversations and feedback at every stage of your content workflow.

The screenshot displays the Contensis dashboard with two main sections. The top navigation bar includes a grid icon, a 'Dashboard' button, and a 'Help & Support' link. The left sidebar, titled 'Comment activity', shows a list of recent comments under the heading 'THIS WEEK'. The right sidebar, titled 'Entries', shows a table of content items with columns for Title, Workflow status, Content type, and Updated date.

Comment activity

Show older activity [toggle] [refresh]

THIS WEEK

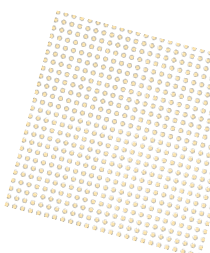
- Will Griffiths** Today at 15:45
@mentioned you on Photos in Coffee Morning
"Hey @charlotte. We could add a few plants into our photography, to keep the green theme going. "
- Dave Witherspoon** Today at 15:02
@mentioned you on Product detail in Orange Ceramic Flower P
"@charlotte hi again, that's now 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] [icon]

All entries | Blogs owned by me | Products to approve [plus]

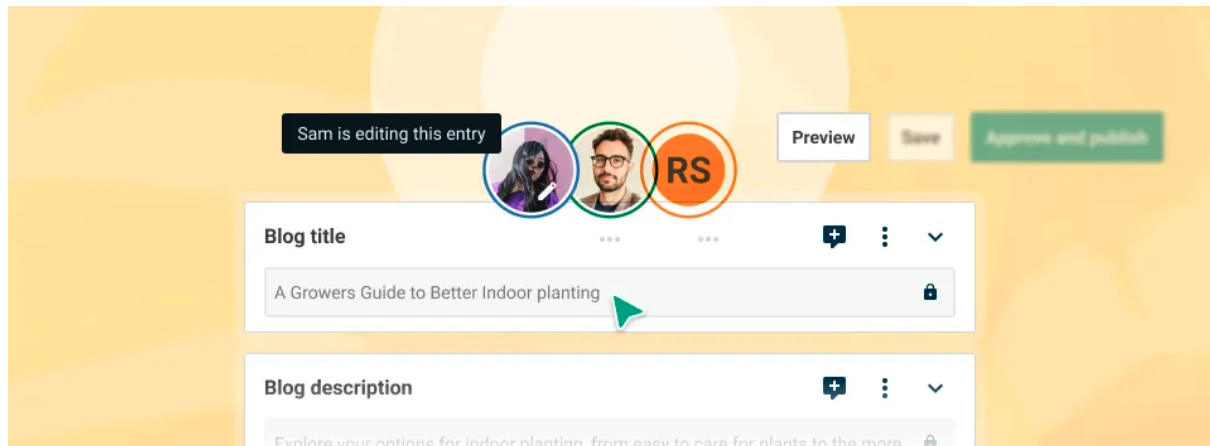
Title	Workflow status	Content type	Updated date
5 ways to keep your plants happier this winter		Blog	Today at 10:24
About this website		Content page	Today at 10:15
New eco friendly pots	Draft	Pot	Yesterday at 11:43
Heartleaf philodendron		Plant	Yesterday at 11:38
Calathea orbifolia	Draft	Plant	Yesterday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

The entry collaboration view also prevents authors 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



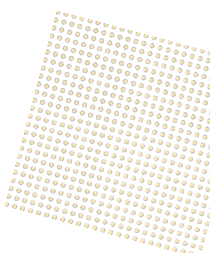


locked to prevent other users from making changes. The first person to open an entry for editing becomes the designated author until they close the browser tab or navigate away from the entry.



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.

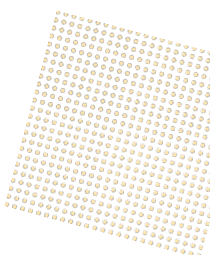


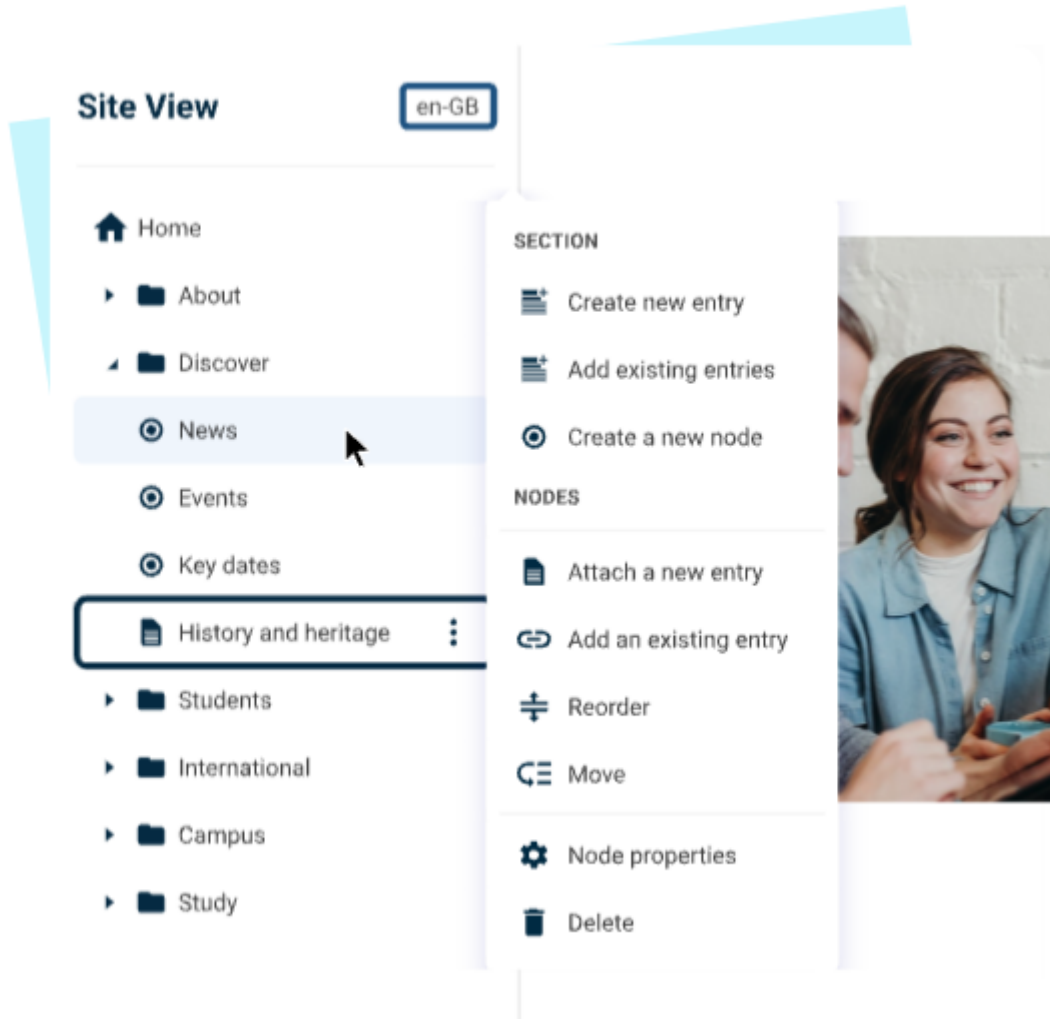


Define your site structure using Site View

Most headless DXP/CMS platforms don't provide an easy way to manage your site structure. That's okay when you're building a one-page app or a small static site, but when your website has thousands of pages, it becomes a problem. Contensis makes it easy for both content teams and developers to build your site structure, produce clean, SEO-friendly URLs, and manage menus and other navigation.

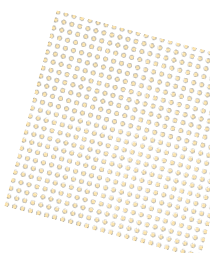
Site View provides an easy way to create and maintain your information architecture. Content strategists and teams can quickly view and understand your site's structure. Simply attach entries to nodes in Site View to assign them to a URL.





Authors can find and edit content directly from the Site View screen. The content within your site structure can be reordered and rearranged in one place. With Site View, you can easily see what content is attached to each URL, so you don't lose control of your content as your website grows.

In Contensis, you can publish content in multiple places without being penalised by search engines. Authors simply set a canonical URL for content that exists in

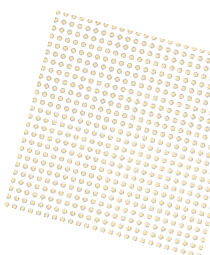




multiple locations. And, because the slug editor creates clean URLs, your content will be found at human-readable web addresses rather than confusing strings of code.

Site View permissions grant full control over who can create and manage content in specific sections of your website, using roles.

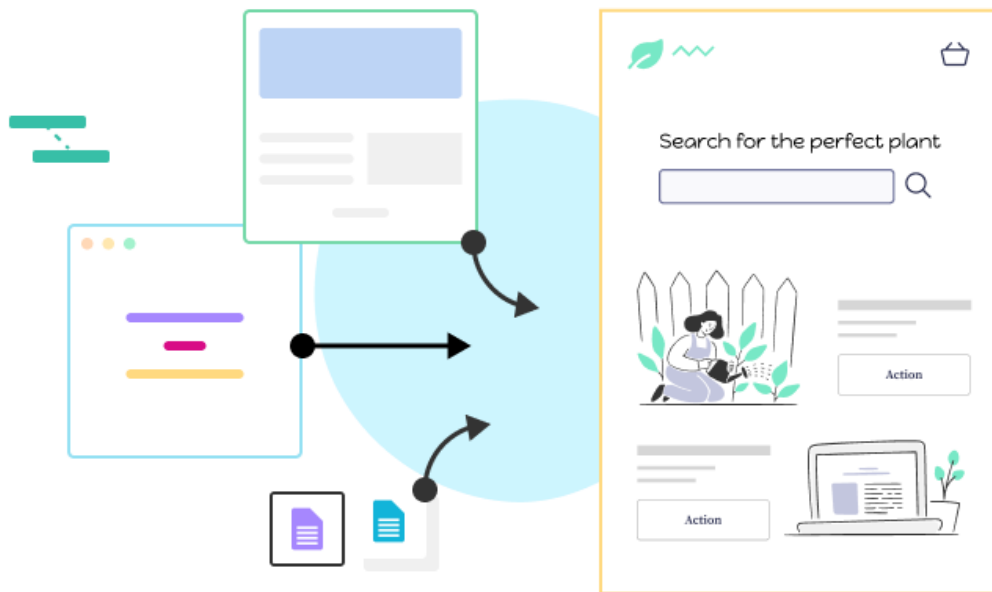
From a developer perspective, we've also created a highly performant tree location lookup, so you don't have to. Our Delivery API returns Site View node locations in under 2ms, so you can create super-fast applications in little to no time.





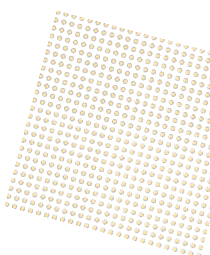
Preview / compare content

Contensis provides a separate preview version for each site, allowing authors and other stakeholders to see exactly how the live site will look before publishing.



You can navigate around the preview site to see how the content works within the structure too. Preview sites can be limited to specific IP ranges if required or controlled by a login.

The preview toolbar allows users to quickly compare the published and latest version of content, and open the content entry in the CMS directly from the preview site.





The toolbar can be moved into one of six locations around the screen. This allows you to position the toolbar so it doesn't interfere with your site's design. Your chosen position is saved in local storage for the next time you preview your site.

You can also check how the preview site works on a phone or another mobile device by scanning the QR code on the toolbar with your device to open the link.

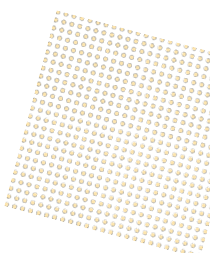
When ready, you can share the preview configuration with team members and other stakeholders for their feedback.

Workflow

Contensis allows you to configure the exact workflow for each content type and each user group, ensuring that content changes align with any existing content governance process.

You can create roles to manage workflow permissions for different teams, no matter how many users or content types you have. You can quickly and easily add permissions to the role to specify the actions that users can perform on one or more content types.

Contensis can also send approval requests to specific users. This can be the last approver of the entry, any user belonging to a particular role, or a set of individual users you want to review your content.





Send the entry for approval [X]

You are sending this entry for approval. Select an approver and add a short description of your changes.

Notify the following approvers

[Corey Davis] [X] []

This request will notify 1 user

Add a comment

Hi Corey, I've written a piece on indoor plant care. I'd really moment to review and share your thoughts.

LAST APPROVER

[OJ] Oliver Johnson
o.johnson@zengenti.com

ROLES

[] Blog approvers
Our blog approval team

[] Web content approvers
Content approval team for the website

Cancel [Send for approval]

Approval declined

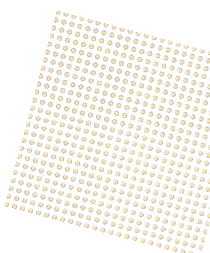
Awaiting approval

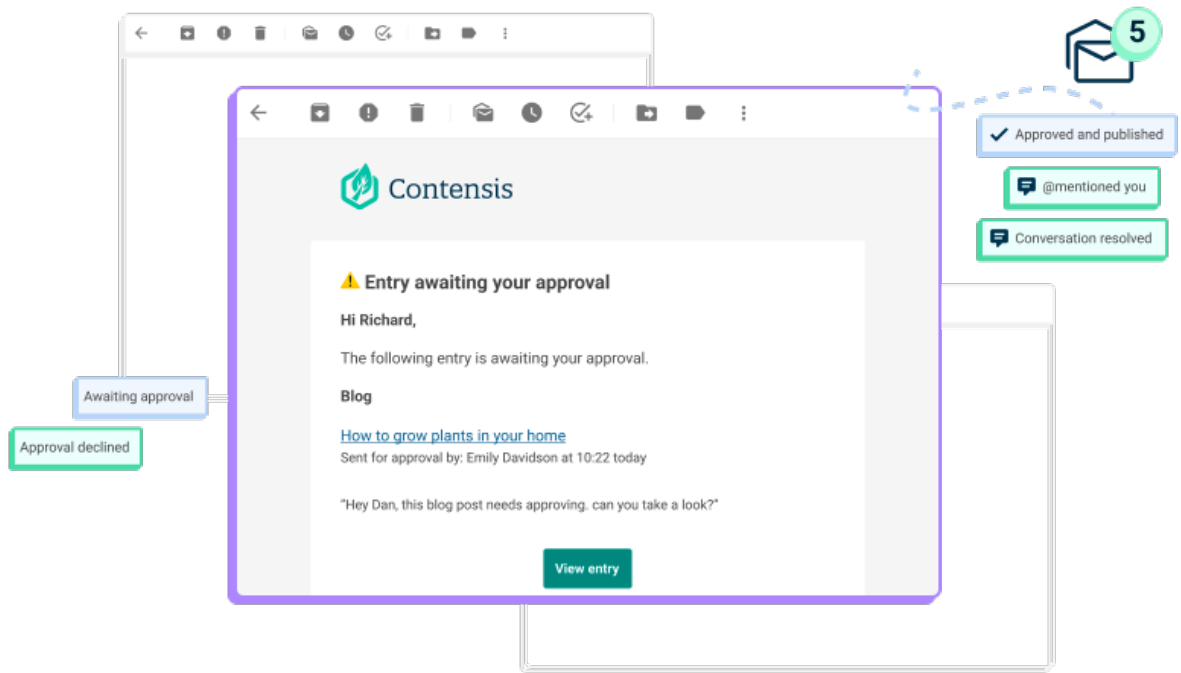
[Send for approval]

Content approvers can review changes in the split-view editor and compare versions side-by-side. Updated fields are highlighted so you can quickly see what's changed in your content.

Publishing schedules also allow authors to schedule when an entry should be published or unpublished as part of the content workflow too.

Contensis notifications, which are customisable, inform users when content is sent for approval, needs to be reviewed or has expired.

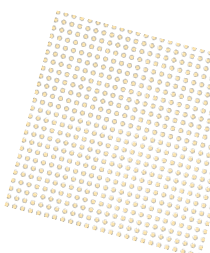




Content in any language

Contensis supports translation into over 50 languages, including right-to-left languages and scripts such as Arabic and Chinese. Authors can compare translations side-by-side, clone fields to speed up translation between similar languages, and refer to any existing language variation when translating their content.

You can set up roles and permissions to specify what content and languages users can manage. Distributed teams can work on multinational websites and apps from one interface, and authors will only see the content they have permission to access, keeping the interface clean and simple.





< ≡ **Die große Pyramide** ▼ ☆

 English - Great Brit... ▼

Title

The Great Pyramid of Giza

Description

Enter your content

Alternative Names

Khufu's Pyramid

 German (de)

Title

Die große Pyramide

* ?

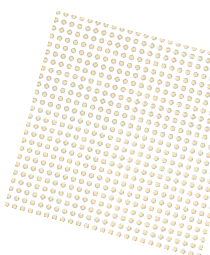
Description

Geben Sie Ihren Inhalt ein

* ?

Alternative Names

* ?





Content reviews

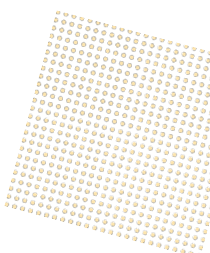
Content reviews let you schedule or request reviews of content entries. It helps ensure that content remains accurate, up-to-date, and aligned with standards over time. As facts, policies, or context change, content reviews help identify outdated or incorrect content, allowing you to maintain auditability and accountability across all your content. Every review is logged, including the reviewer, date, outcome, and comments, providing a clear content history.

Content schedules and review requests can be enabled on a content type basis, and the content review panel in the entry editor gives you a single place to see and manage an entry's review status, review dates, and reviewers.

The screenshot shows a dashboard with a sidebar on the left containing a menu icon and a 'W' logo. The main area has a top navigation bar with 'Dashboard', 'Content review' (selected), and 'Support'. Below this are six status cards: 'Verification requested' (3), 'Needs attention' (3), 'Review overdue' (5), 'Due for review soon' (3), 'Verified' (247), and 'No review status' (65). The 'Verification requested' card is highlighted with a green circle and a white arrow. Below the cards is a table titled 'Verification requested' with columns: Title, Content type, Requested by, Verification request, Request date, and Request verifier. The table lists three items: 'Green Thumb 101: A Beginner's Guide on How to Grow Plants at Home', 'Troubleshooting Common Plant Problems: A Home Gardener's Handbook', and 'Spider Plant (Chlorophytum comosum)'. Each item has a corresponding review request and a reviewer.

Title	Content type	Requested by	Verification request	Request date	Request verifier
Green Thumb 101: A Beginner's Guide on How to Grow Plants at Home	Article	Paul Winslow	Hey Rich, can you review this content for us pls. Thanks dude.	28 March 2023	Richard Saunders
Troubleshooting Common Plant Problems: A Home Gardener's Handbook	Article	Rachael Richards	Can you confirm this entry is still valid?	24 March 2023	Robert Davidson
Spider Plant (Chlorophytum comosum)	Plant	Dan Badham		Today at 10:24	Richard Saunders

The Review Status field displays the entry's current review state. Common statuses include:



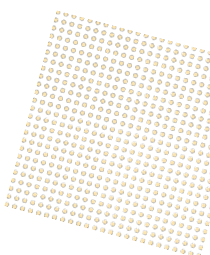


- Never reviewed: The entry has never undergone a content review.
- Review in progress: A reviewer has started a review.
- Reviewed: The entry has passed review.
- Recently reviewed: The entry has been reviewed within the recent review window (for example, the last 30 days).
- Changes since last review: The entry has been updated since the last review, and the changes have not yet been published. Publishing the changes will mark the item as reviewed.
- Review requested: A user has asked for a review and added a message.
- Needs attention: The entry failed review and requires changes.
- Review cancelled: A review was started but cancelled by the reviewer, likely to make and publish changes during the review.

The Next Review Due field indicates when the next review is scheduled to be completed. Reviewers use the content review panel to start, cancel, pass, or fail a review. Each action updates the entry's review status and, in some cases, its review dates.

Assigning a reviewer makes it clear who is responsible for checking an entry. You can change the reviewer at any time and optionally explain why the review has been reassigned.

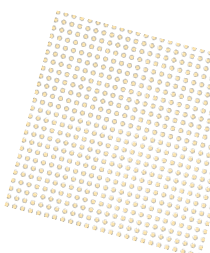
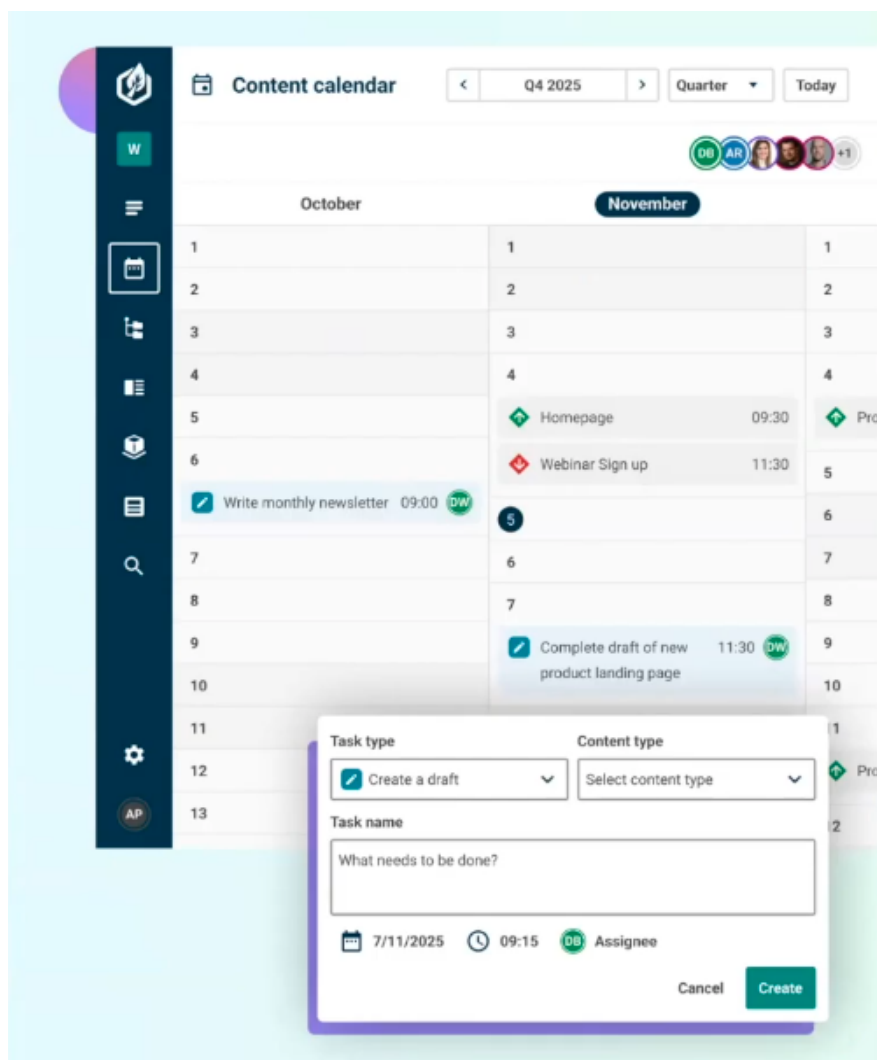
Manual content review requests can be used when you find an inaccurate entry, outdated content, or unclear information, and want someone to review it.





Content calendar

The content calendar lets you see every campaign and deadline, all in one place. It provides a unified, scalable way for users to view, plan, and manage content-related events across their organisation. It supports multiple timescales, role-appropriate filtering, task management, and system-generated scheduling, while respecting permissions and linking events directly to content entries.

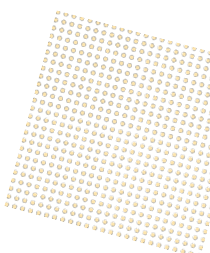
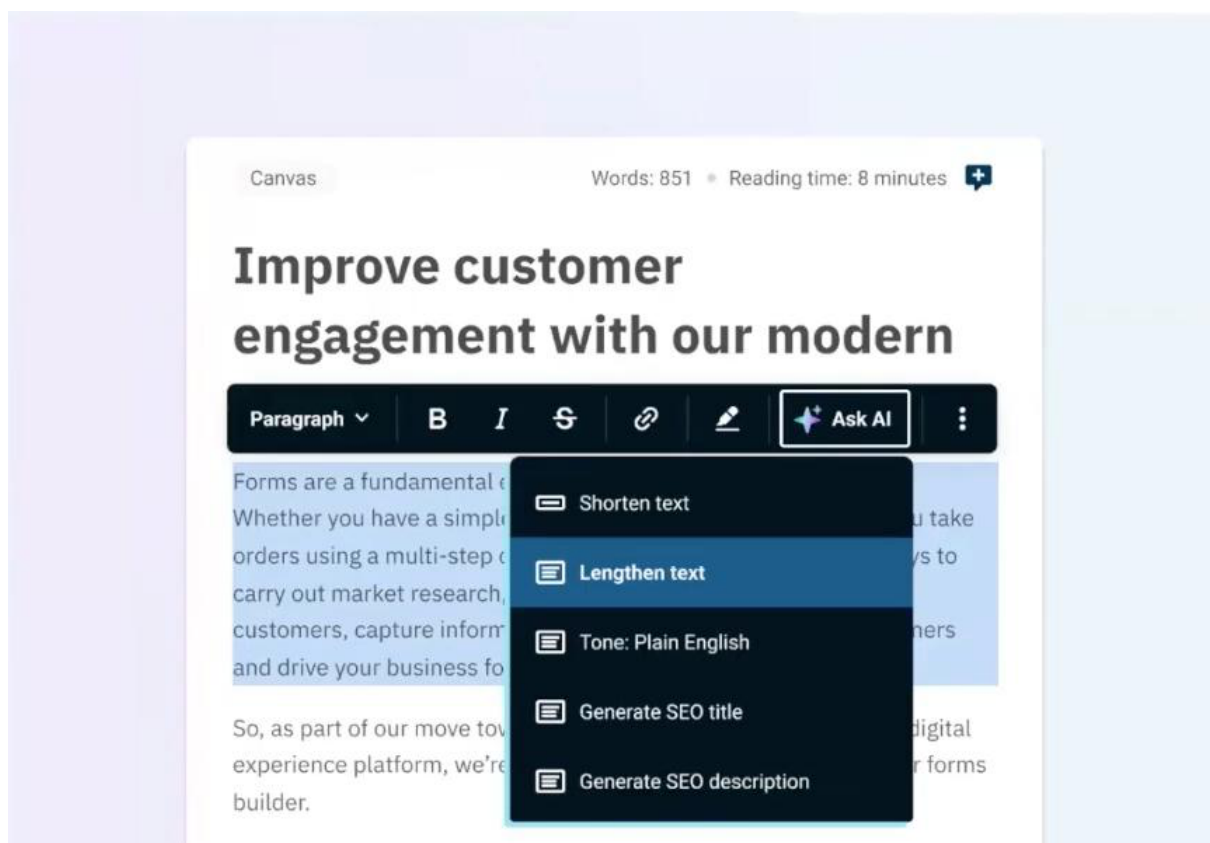




AI features and brand voice

AI features in Contensis provide contextual AI support while writing in the Canvas editor. Authors can generate, rewrite, summarise, or refine content in place, helping them improve clarity and quality without interrupting their flow.

Contensis provides guided AI actions tailored to common content tasks. Improve readability, adapt the tone, or expand sections quickly with focused, task-driven prompts that reduce effort and speed up editing.

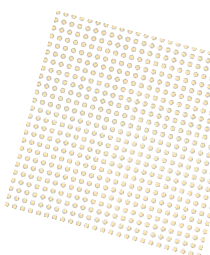




Authors can also use AI in Contensis to generate titles, descriptions, alt text, and keywords for images in the asset gallery and images fields. This helps them work more efficiently, enhances asset searchability, and ensures a better experience for users of assistive technologies. AI-generated metadata can be reviewed and edited before saving.

A screenshot of the Contensis AI metadata editor interface. On the left is a blurred image of a person in a meeting. To the right is a form with the following sections: 'Title' with the text 'Team design meeting'; 'Description (caption)' with the text 'Our team are discussing their next design choices'; 'Alternative text' with the text 'Our team are discussing their next design choices' and a subtext 'Ensure everyone can access your content by describing the image and any text within it.'; and 'Keywords' with a search bar and a list of tags: 'Design team', 'Meeting', and 'Whiteboard'. Each section has a plus icon in the top right corner. The 'Keywords' section also has a search icon in the bottom right corner of its input field.

Brand voice defines the personality, tone, and language standards your organisation uses when communicating with its audience. It encompasses the

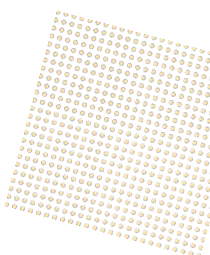




specific language choices, writing style, and values that make a brand's content recognisable and consistent across all channels.

When using AI-enabled features, establishing a clear brand voice becomes even more critical. AI tools can generate or transform content at scale, but without proper guidance, this content may lack the distinctive qualities that define a brand's identity.

The screenshot displays a user interface for configuring an AI voice. A white modal box at the top left, titled 'Analysing content', indicates 'This may take a few seconds'. Below this, a dark blue 'Edit voice' button is visible. The 'Voice settings' panel on the left includes a 'Voice settings' button and a 'Text samples' section. The 'Text samples' section contains a text box with the following text: 'Founded in 1832 under the patronage of Queen Adelaide and the Archbishop of Canterbury, Albion University has been guided since its inception by a commitment to enlightenment, service, and innovation. Granted its royal charter in 1834, Albion stands as one of the United Kingdom's most historic and forward-thinking institutions — dedicated to empowering those who strive to tackle the defining challenges of each generation.' Below the text box, there is an 'Add URLs' section with a star icon. It features a text input field containing 'www.albionuni.ac.uk/about-us' and a green '+' button. Below the input field, there is a list of URLs, including 'www.albionuni.ac.uk/our-heritage-and-hi...' with a red 'X' button next to it.



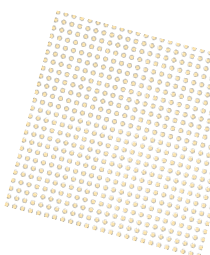


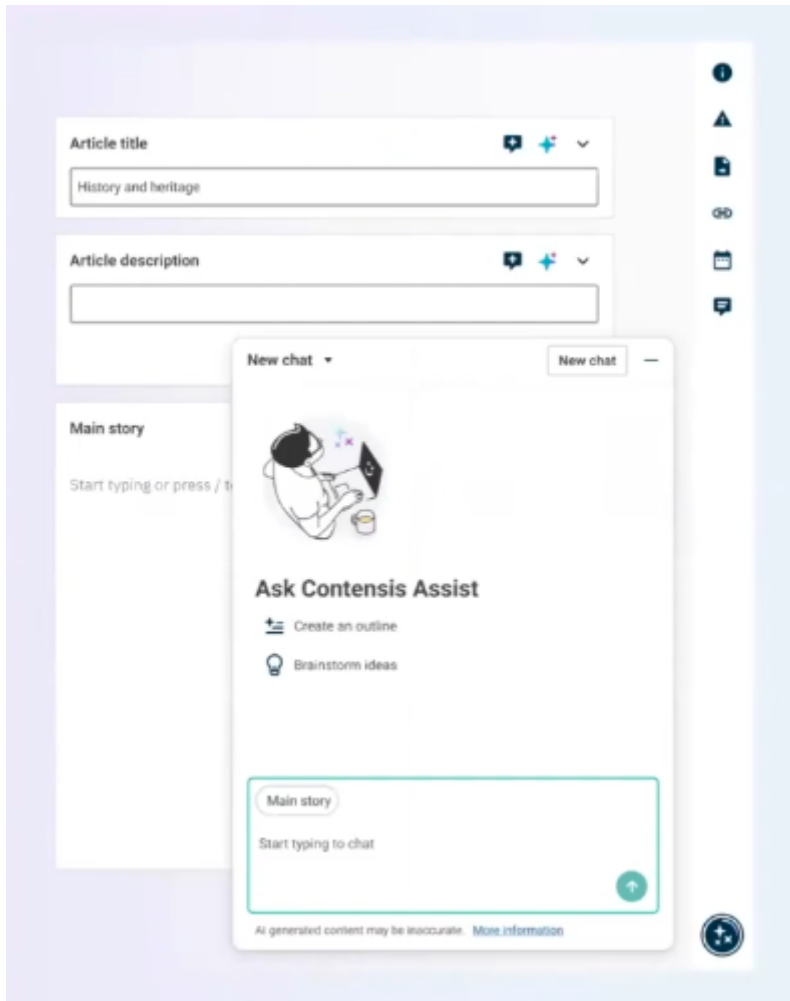
In Contensis, brand voice guides AI-assisted content, so generated and transformed text remains consistent, inclusive, and aligned with your organisation's values. Using a brand voice helps teams scale content creation with AI while maintaining editorial quality and governance. A brand voice can influence:

- Tone and personality of generated content
- Reading age and accessibility level
- Inclusive language preferences
- Terms or jargon to avoid

Once published and assigned, the brand voice is automatically used by AI features across supported areas of Contensis.

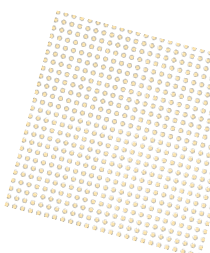
Building on the AI quick actions and brand voice, Contensis Assist supports a conversational AI workflow. It provides guided AI actions tailored to common content tasks. Draft content, improve readability, adapt the tone, or expand sections quickly with focused, task-driven prompts that reduce effort and speed up editing, all aligned with your brand voice.





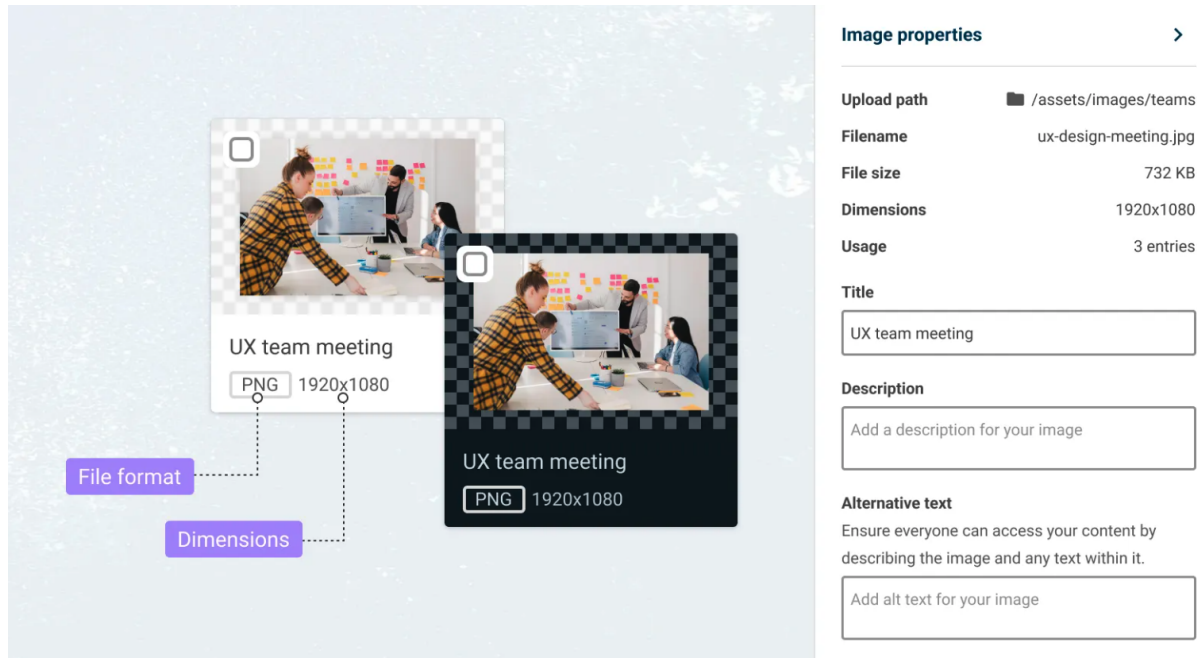
Asset gallery

The asset gallery makes it easier than ever to search, filter, and select the right assets for your entries. The card-based layout makes it easier to browse and locate assets. In addition to seeing the file format of each asset in the gallery, you can select an asset to quickly view its metadata. This will open the asset

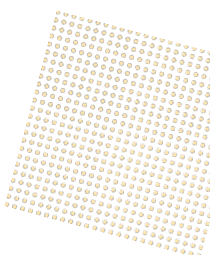


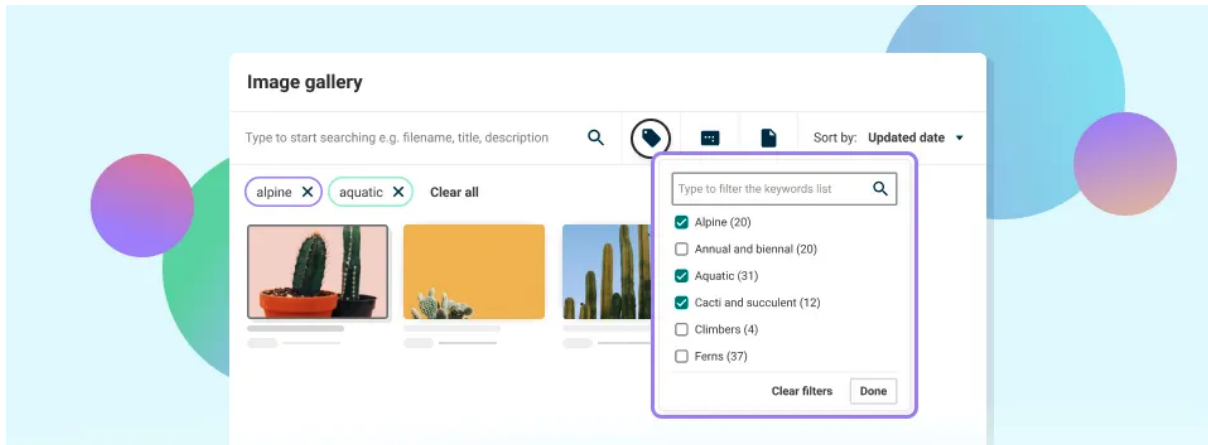


properties panel, showing the asset's location, file size and dimensions, how many entries use it, and fields for other information such as alt text and copyright.



The asset gallery's search and filtering options help you quickly find the specific asset you need. In addition to matching your search terms against asset titles, Contensis also searches asset descriptions and other associated metadata to deliver more relevant results. You can also refine your search by filtering the results by orientation, file type, and folder location. You can combine any of these filters to get more precise results and find suitable assets even faster. The filters are also aggregated, meaning you only see filters that can be applied to your current selection of assets.



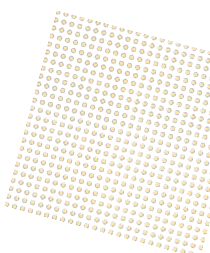


Authors with the appropriate permissions can also edit key asset properties directly in the asset gallery, making it easy to update any outdated or incorrect metadata they encounter.

Tag manager

Efficient tagging makes it easier to find, organise, and reuse assets and content quickly and accurately. With a well-managed tagging system, finding the right image, video, document, or content entry takes seconds. It enhances searchability, facilitates content repurposing, and facilitates better collaboration across teams.

To help with this, the Contensis tag manager lets you create and manage tags that can be shared across both assets and content entries, making it easy to categorise all your content.





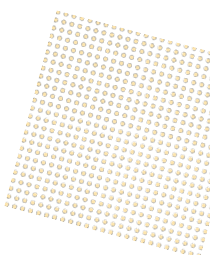
Tags are centrally managed and display the number of times each tag has been used, the tag group it belongs to, and the date it was last updated. If you open a tag from the list, you can see which entries or assets use it, edit its properties, or delete it if necessary.

Tag groups let you centrally manage and organise related tags within your projects. Rather than having a flat, unstructured list of tags across your content, tag groups will enable you to cluster tags into logical categories. This makes tagging more structured, scalable, and easier to manage, especially in large or multi-author projects.

Once you've created your tag groups, you can use them across your project by adding a tag picker field to any content type. This allows authors to apply consistent tags to entries through a simple dropdown or multi-select interface.

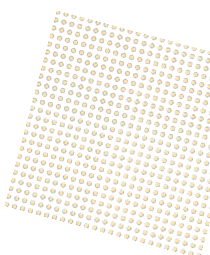
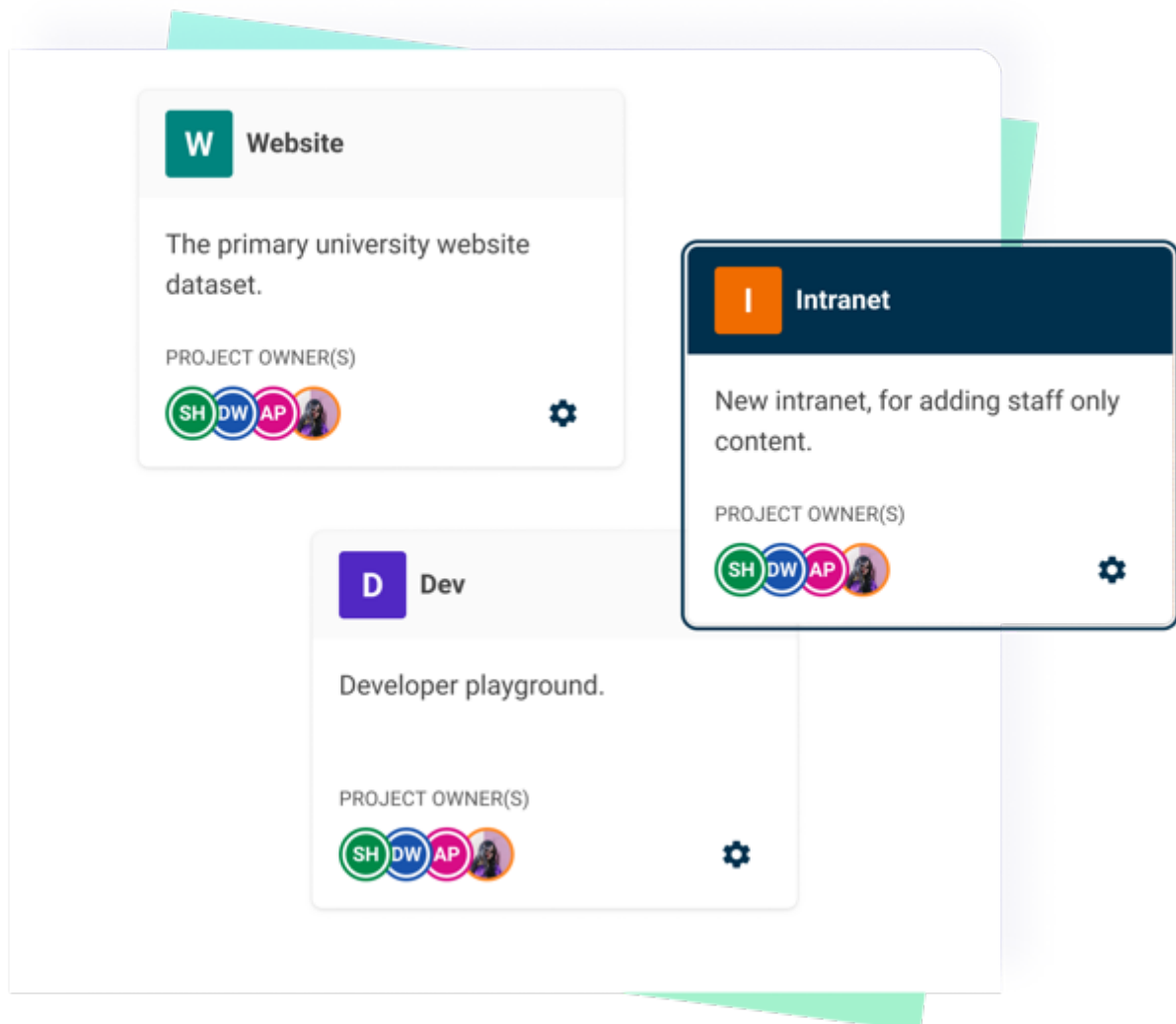
Multiple projects

Contensis lets you manage content across all your websites and systems using a familiar interface. A single entry can provide content to your website, mobile app, and other internal systems. When the time comes to make a change, you can update and publish the content to all of your systems simultaneously.





Each website or system is created as a project and can separate users, permissions, assets, content types, entries, workflows, and configurations as required. Authors with the appropriate permissions can easily switch between projects as required.

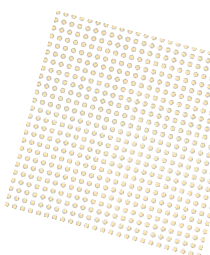


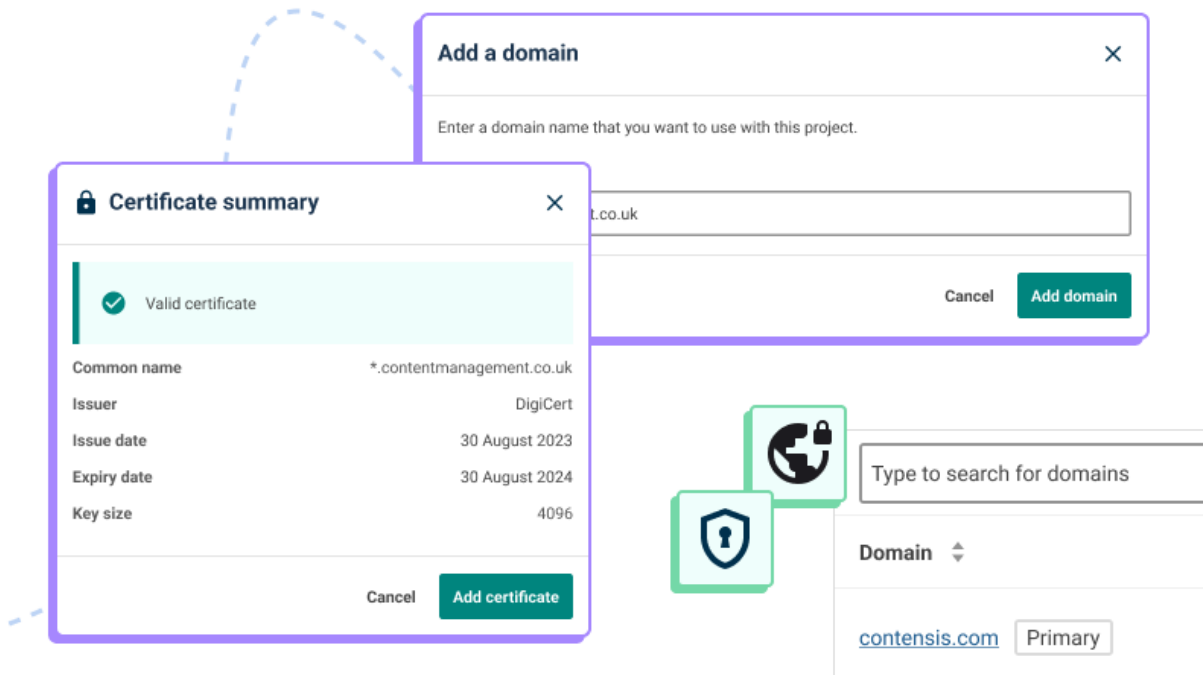


Redirects, reverse proxies, domains and SSL certificates

The Contensis user interface allows you to create and manage any number of redirects and reverse proxies directly within the Site View tree in the Contensis user interface. These can ensure that any changes to the structure of your website don't result in broken links where previous links have been saved or indexed by search engines.

System administrators can also manage all your domains and SSL certificates directly from Contensis too, and understand when they expire.

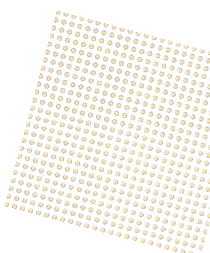




Enterprise search

Contensis includes native enterprise search capabilities as standard in the platform. All content in the platform, including assets, structured content, and pages, is automatically indexed in Elasticsearch as clean, well-structured JSON. This acts as the foundation for all search activity across all your websites, projects and channels in your Contensis environment, and can be queried with ease using our Delivery API.

Contensis search is truly flexible to handle any search requirements, and the majority of projects that we deliver have a requirement for search. Contensis therefore has a number of reusable search components, including filters, faceted





searches, comparison features and keyword searches that can be implemented as required to enhance the user experience.

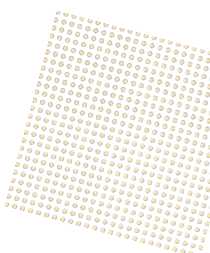
Features like autocomplete, search as you type, and searching by location are also straightforward to implement, and you can adjust search weightings too to make sure that users can quickly and easily find the most relevant content.

Available at an additional cost, our Insytful AI Search solution replaces keyword searching with intelligent, natural-language answers. It provides accurate information grounded 100% in your approved content. For more details about AI search, its features, and benefits, search for Insytful under Lot 2b on G-Cloud.

Forms

Contensis includes an intuitive and powerful forms editor. It enables non-technical users to create forms with very little training, and most users don't need any training to create simple forms.

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, email and website addresses, and supports custom regular expressions for more complex validation. Users can build complex multi-page forms and use them anywhere within your sites. Forms can also be added to external sites and systems too, using a simple script.





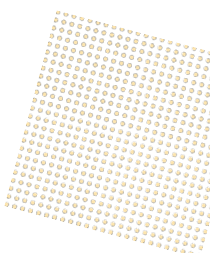
Form data can be stored securely within Contensis or automatically pushed into other software systems using Zapier or our Forms API and webhooks. Form data can automatically be deleted after a specified period of time, if required, and specific data can be excluded from being available to our other APIs too, to ensure confidential data is kept secure.

Personalisation

Personalisation in Contensis enables you to show the right content to the right people at the right time, based on who they are, where they're browsing from, and how they've previously interacted with your site.

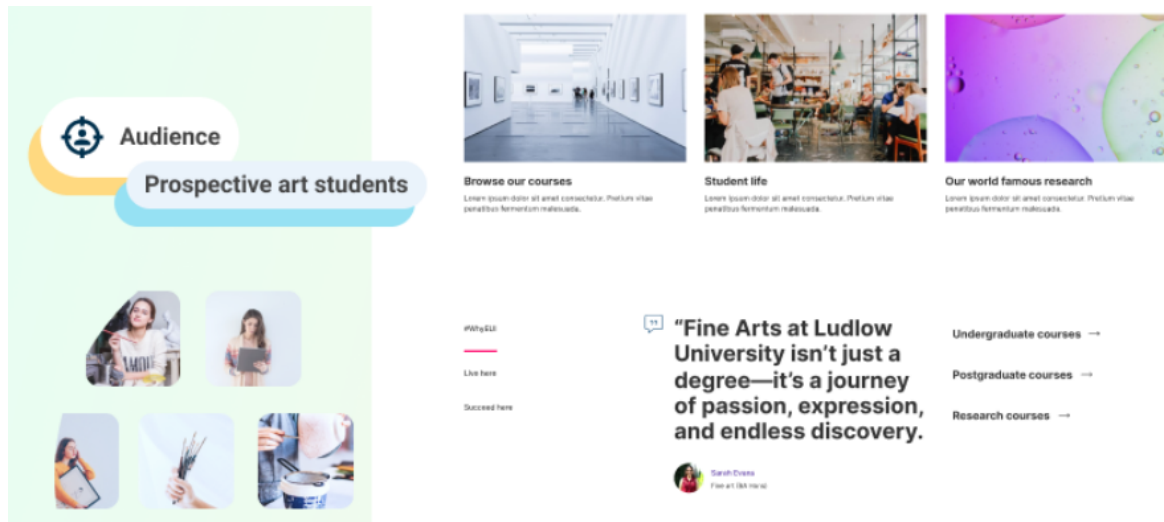
And crucially, it's privacy-first. Audience and signal data are stored in a visitor's local storage and used directly on the front-end website. Nothing is sent back to Contensis by default. That means you can deliver targeted experiences without the complexity of third-party cookies or invasive tracking, ensuring compliance with data privacy regulations.

Whether you're a university presenting region-specific course info, a council surfacing local services, or a membership organisation tailoring offers by tier, personalisation helps you create more relevant, engaging experiences.

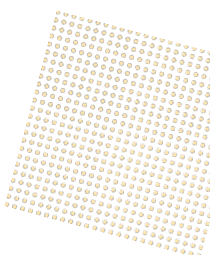




Audiences let you segment users into meaningful groups, such as first-time visitors, alumni, or mobile users in a specific region. These groups can be built from visitor signals or other audiences, giving you flexibility and control.



Signals define how visitors are grouped. Each one contains rules and conditions – like location, referrer, or page visits – that determine who qualifies for a specific audience.





Signal

Browser

Cookie

Custom attribute

If Location = "XYZ"

Page

Referrer

Session

URL

Attribute Operator Value

Page URL Contains art

AND

Location

Attribute Operator Value

Country Equal to United Kingdom

You can also extend the default rules with custom attributes. These let you define your own signals, such as membership level, applicant status, or service group, based on the data you care about most.

Custom attributes

+ New custom attribute

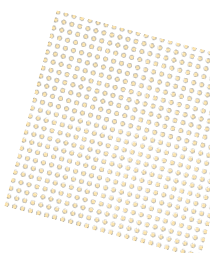
Filter custom attributes

Type part of a custom attribute name to start filtering

Resident types
Our Resident Types: Type 1, Type 2, Type 3 etc
Used in 1 signal

Has services account
Visitors with service account
Used in 1 signal

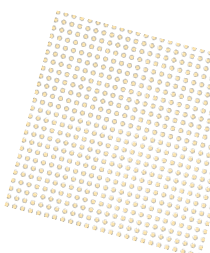
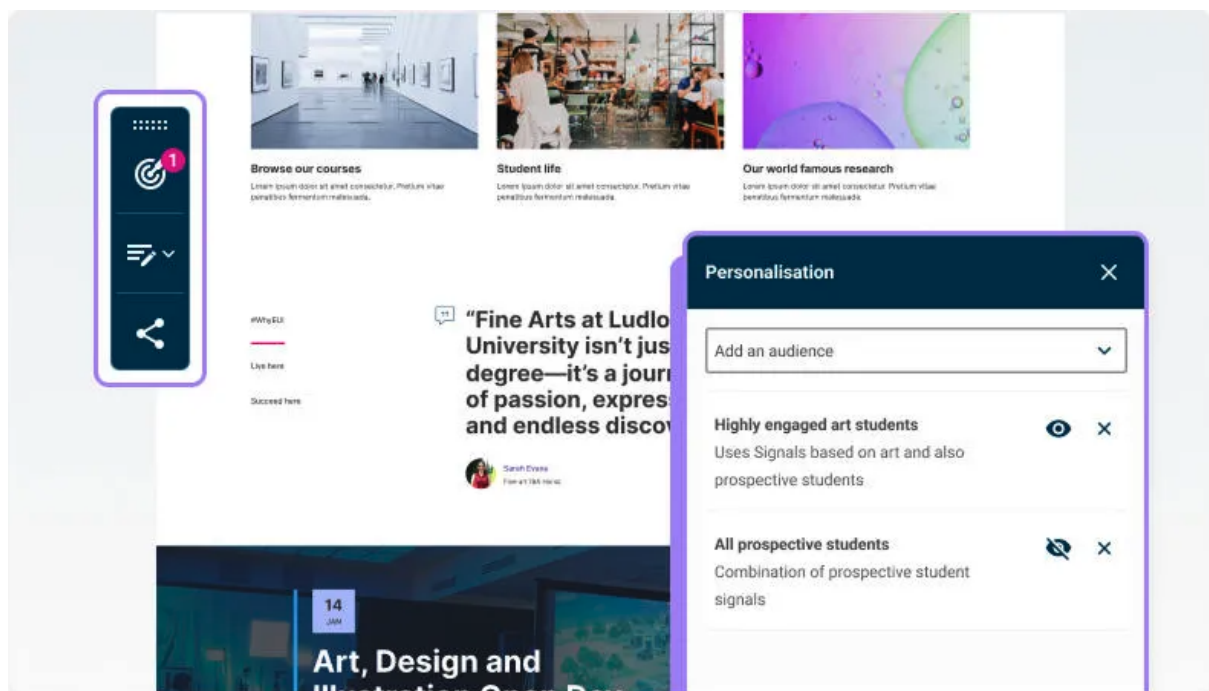
Service groups
Benefits, Recycling and rubbish, Certifications
Used in 2 signals





The manifest is the source of truth for your personalisation setup. It captures your audiences, signals, and custom attributes in a version-controlled structure and lets you decide when changes go live. On the manifest screen, you can view a detailed changelog, compare the working and published versions, and publish updates on demand.

The personalisation toolbar lets you preview how content appears for different audiences, right inside the editing interface. Whether you're testing variants or verifying rules, you can be sure your audience will see exactly what you intend, before hitting publish.



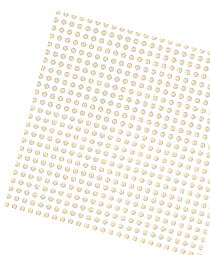


Standards compliance

Contensis is one of few truly accessible CMS platforms around. We have been independently tested by the Digital Accessibility Centre, which had its staff perform various content tasks to ensure they could use the system successfully. If you don't ensure you have an accessible CMS, you could be excluding members of your team from authoring content.

Contensis fully supports you in complying with GDPR by publishing websites, intranets, apps, and other web-based systems where authors have complete and sole discretion over what content is published or not, as required, and where full governance can be applied to all your content. If there is a need to access, edit, delete or export content, all these aspects are entirely under the control of system users.

The granular nature of the Contensis system means that control can be exercised at the level of specific data items, data related to a particular individual, content type, or across entire websites.





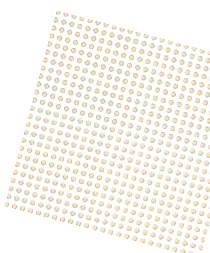
Developer experience

We keep our DXP/CMS up to date with the technologies you use. As a result, Contensis is a language-agnostic platform allowing developers to work with Contensis using their preferred languages and frameworks.

You can get your project off to the best possible start with clean, well-structured data in a familiar format. Content is modelled and stored in Contensis as JSON, with rich validation in place to prevent errors. Let your content authors concentrate on writing great content, so you can focus on writing quality code using real data.

Contensis comes with an extensive, flexible set of APIs to help you build your websites and systems. We also provide API methods for navigation and routing, image optimisation and search. You can easily create complex navigation, menus and breadcrumbs with a simple API. Node methods in our Delivery API route any URL requests to the correct entry. So, you can build and ship new features faster.

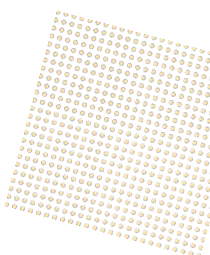
Through training, tools, user guides and extensive documentation, we actively help developers build the best digital services the web can offer.





Publish

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    }
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}
```





Integrations

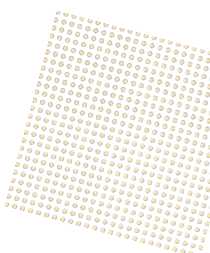
The Contensis Management API and webhooks allow developers to build complex integrations with your organisation's other systems and services, and to quickly and easily create and update content within Contensis.

The Management API allows developers to programmatically import content from your existing CMS or content repositories for an effortless migration. Or integrate Contensis with countless other systems, such as university research portals, museum collections, CRMs, e-commerce catalogues, and popular government platforms.

Contensis also integrates with 5000+ systems through our standard Zapier integration. Whilst developers can create new bespoke integrations using code with limitless flexibility, you can also immediately integrate with any of the 5000+ apps already integrated with Zapier in a no-code/low-code environment without needing any technical staff or programming skills to set up and deploy the integration.

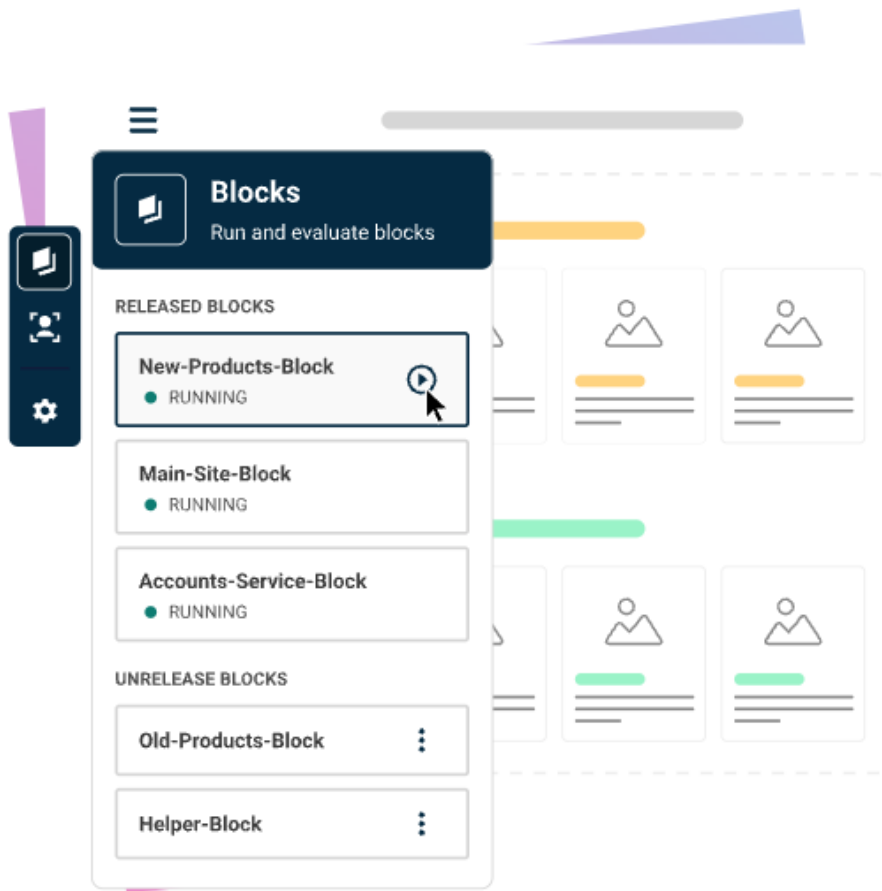
Blocks

Developers can package code into managed containers that we call Blocks. You can deliver your entire website from a single Block, or combine individual

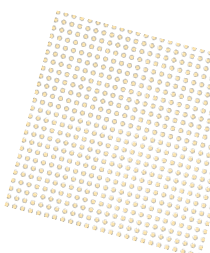




microservices as separate Blocks to build a larger product and create complex digital experiences.



Blocks also allows developers to package and deliver code whilst managing its release through the familiarity of the Contensis interface. Site owners and distributed teams can control the release of new features. Developers can focus on writing code, commit any changes and make them visible on a preview URL. Connect your Azure, DockerHub, or GitHub private registry effortlessly, ensuring secure, smooth deployments.



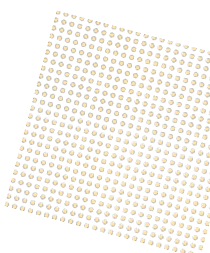


The preview toolbar lets you see how any code changes will work with both the latest draft and published versions of your content. You can switch branches, preview different versions of a Block, and even see how combining versions of multiple Blocks affects your site. Your teams can preview and compare changes, and make them live, with the peace of mind that you can quickly roll back at any time.

Hosting, uptime and resilience

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

- Contensis CMS environment
- Segregated server solution (no sharing of equipment)
- UK-based Tier 3 data centres
- Hosting of front-end websites of between 99.9% and 99.99% uptime
- Server and uptime monitoring 24 x 7
- Upgrades to CMS 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 Community
- Dedicated account management for Plus and Enterprise customers

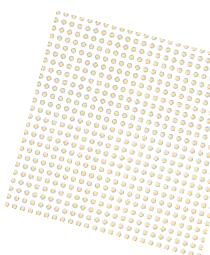
All our support processes, including our staff, are entirely UK-based. Our help desk is available 24 x 7 x 365 via our [contensis.com](https://www.contensis.com) website.

We provide an uptime SLA for all your published websites of between 99.9% and 99.99%, depending on licence type, including planned maintenance. To provide an even greater level of resilience and adherence to the uptime SLAs, we also offer additional-cost resilience options.

Disaster Recovery (DR)

This is a complete duplicate of your main environment – a hot standby disaster recovery system. This will be located in a separate data centre from your primary environment. We reduce risks by using geographically separate data centres in London and Manchester, operated by different colocation providers. Both data centres are Uptime Institute Tier 3 and have the highest level of connectivity to the UK internet backbone. This way, both business and natural disaster risks are spread.

Disaster recovery systems are typically kept 15 minutes behind the production system automatically. In the event of a total data centre failure, we can





automatically fail over to the hot standby in the secondary data centre within a couple of minutes. It can also be deliberately switched over if your main website is compromised but not down.

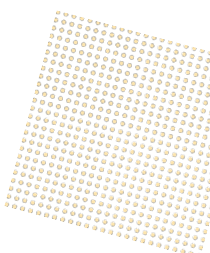
Extended DDoS mitigation

All customers receive our standard DDoS protection by default, and our infrastructure can withstand high volumes of traffic. Many DDoS actors can't sustain this and will ultimately withdraw any attacks.

By default, and without this extended DDoS mitigation service in place, we isolate the target website during attacks to avoid risk to other customers on our infrastructure, including the infrastructure itself.

Whilst we do our best to protect our customers from cyber-attacks, there's unfortunately no way of stopping people from attacking websites using the DDoS method. Unfortunately, some public sector organisations are frequently subject to DDoS attacks.

Our extended DDoS mitigation goes beyond our standard DDoS protection. It offloads dangerous DDoS attack traffic through to a dedicated scrubbing service, giving you a high level of resilience against such attacks. We have dedicated off-internet connections to several cloud and other providers to ensure that, even whilst under attack, the source content remains available.



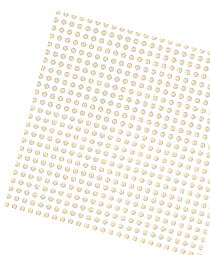


There are companies that can do this for you outside of Zengenti, but attackers typically attack the source rather than the external provider, which ends up back in the same site-down position. We can only ensure success because we have dedicated private links.

Benefits of our DDoS mitigation service:

- Leading technology
- Optimum resilience against DDoS attacks
- Near-instant mitigation
- Network monitoring 24 x 7 x 365 – always-on solution
- Automatic DNS failover
- Priced competitively compared to comparable third-party scrubbing services

The extended DDoS mitigation service detects volumetric attacks in terms of packets per second and raw bandwidth at a basic level. If the attack exceeds set limits, the solution reroutes ingress traffic to another route via a cloud provider, where we have direct off-internet connections and can withstand 100s of GB/s to keep your sites available.





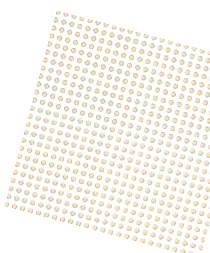
Content Delivery Network

Working in conjunction with Contensis, we offer a fully managed Content Delivery Network (CDN) which includes network ingress in over 400 locations worldwide. Our CDN features a global mesh of over 30 servers, strategically located around the world to deliver the lowest possible latency to your website users.

The CDN handles SSL offloading and provides near-instant global cache invalidation for changes to content in Contensis, ensuring they are visible globally without delay. As a fully-fledged network provider, we run multiple diverse routes from our CDN locations, delivering a very high level of uptime and global performance.

Benefits of our CDN service:

- Global cache invalidation and SSL offloading.
- 400 global ingress points.
- Latency-based routing to ensure the best possible response times for users
- All content can be cached at the edge. Other CDNs cannot do this with dynamic content, without extensive API integrations, as they do not understand the relationships between content as we do.
- Having a single supplier for DXP/CMS, API, hosting, and CDN streamlines and optimises configuration.





Typical Contensis implementation projects

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

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

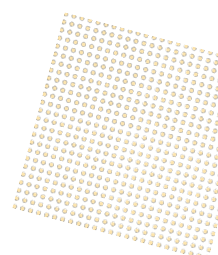
Project A – In-house development

For clients who want to get up to speed with Contensis quickly, we'll provide consultancy and training to make sure you're entirely comfortable with Contensis. If you have an in-house development team, your project will likely look like this:

- Developer course for 2 delegates
- 10 days of developer consultancy and knowledge transfer
- 2 days of CMS training

Project B – Standard

We'll migrate your website to Contensis, ensure it's fully responsive and accessible, and launch it with a beautiful new design. This is a great way to get your site off a legacy CMS platform:





- 80 days of design and build professional services
- 2 days of CMS training

Project C – Enhanced

This type of project involves an extensive discovery phase. We'll interview a significant number of internal and external stakeholders, run workshops, and analyse all available data to produce a beautiful new design. We'll migrate your website to Contensis and ensure it's fully responsive and accessible.

- 130 days of discovery and design/build professional services
- 4 days of Contensis CMS training

Contact us

Zengenti

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SY8 3EG

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Website: www.zengenti.com

Contensis

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New features and updates are made to Contensis as releases are pushed out. For the most up-to-date information, visit www.contensis.com

