

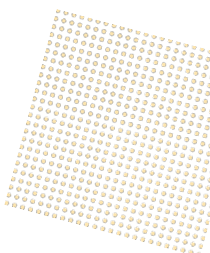


G-Cloud 15
Service Description

Contensis DXP/CMS
Design & Build Services



About this document	2
About Contensis	2
Design and build services for the Contensis DXP/CMS	3
Our services	3
Project methodology	4
Discovery	5
Information architecture	5
User experience (UX)	6
Design/front-end development	6
Migration	7
Quality assurance	7
Bespoke development	7
The Customer Experience Squad (CXS)	8
Consultancy	8
Typical projects	9
Project A – In-house development	9
Project B – Standard web system	9
Project C – Enhanced web system	9
Contact us	10





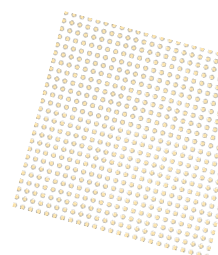
About this document

This document describes our professional services for designing and building websites for the Contensis Digital Experience Platform (DXP) and Content Management System (CMS). For a complete project, you will need a Contensis system, together with these services or any training your own developers need to work with Contensis. All our services are listed in the Digital Marketplace, and you can find more details about Contensis, Insytful, and our services on our websites at www.zengenti.com, www.contensis.com and www.insytful.com. Note that all quoted prices exclude VAT.

About Contensis

Contensis is a leading language-agnostic DXP and CMS platform used by many large, often high-profile, organisations. A substantial number of Contensis sites span the public sector:

- Local government – 30+ county, unitary, and district councils.
- Higher education – 20+ universities.
- Public services – including “Blue Light” services and PCCs, central government agencies, housing associations, research organisations and membership bodies.
- Healthcare – NHS trusts and other bodies.





We also work closely with major commercial organisations such as Revitive, Pearson PLC and Domino Printing Sciences (a Brother Division).

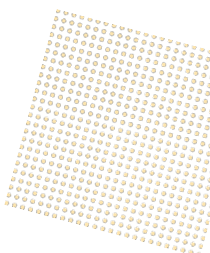
Building on our broad client base, we ensure that Contensis remains at the forefront of the market in terms of functionality and innovation.

Design and build services for the Contensis DXP/CMS

Contensis can run any kind of web product – it publishes all of these, and more:

- Websites – brochure, transactional, marketing
- Intranets – separate or embedded within a website
- Portals/My account systems
- Course management
- Extranets
- E-commerce
- Secure areas
- Help systems/support sites

For more details on the Contensis DXP/CMS, please refer to our other services on G-Cloud under Lot 2b (search for Contensis).





When you start with a new Contensis environment, the DXP/CMS will be blank – there won't be any websites set up. Our services are designed to build your web systems or train your team to do so themselves. Contensis can support multiple web projects, and the licence you choose will determine how many.

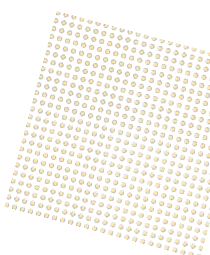
Our services

Our teams are Contensis experts. Many of our staff have been with the company since the Contensis system was first conceived and released. They use it every day, and they have been instrumental in guiding its development. Our high staff retention means their experience is unrivalled – whatever you want us to build, our teams have the skills to do it.

Project methodology

We deliver all our projects using an agile methodology, based on Scrum. Prioritised deliverables (milestones) will be tackled in a series of time-boxed sprints. These deliverables will be produced by a cross-functional project squad comprising designers and developers, with a dedicated Scrum Master facilitating the agile process.

The Scrum Master will work in tandem with your organisation to ensure that the project is heading in the correct direction, facilitated through weekly reviews, retrospectives, planning sessions, and daily stand-ups with the entire team. This





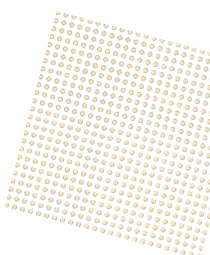
allows for any issues or changes to be quickly discussed and implemented with minimal time wastage, providing a flexible environment in which to test ideas and iterate on development.

This approach enables us to deliver tangible value after each sprint, in the form of something that can be tested, validated, and iterated. This progressive approach delivers shippable features quickly, as opposed to a big bang delivery close to a defined deadline.

With this iterative approach, we ensure that no large risks accumulate before they are recognised, and we would always advocate for gradual releases of different parts of the web estate to gain maximum insight from their use in the real world.

Overall objectives will be met cumulatively, while minor enhancements and improvements will be delivered as we progress through each cycle of analysis and iteration. With regular review sessions built into the process, it enables your team to monitor time, cost, and quality management.

Our Scrum Master fulfils many of the roles of the more traditional project manager, as they are responsible for maximising the value of the product delivered by the project squad. Again, this process ensures our services are delivered on time, within budget and at the highest quality.





The project squad is dedicated to your project throughout its lifetime, meaning they share the project vision from start to finish. Bringing different skill sets together in a cross-functional team is conducive to maximising collaboration, as the squad members offer their various perspectives on the same challenge to reach an optimum outcome. We also have the capacity to add additional members to the squad if necessary during peak periods.

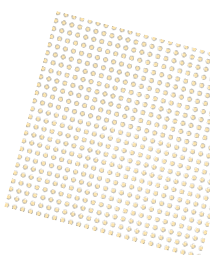
Discovery

Web systems epitomise collaboration. Understanding requirements, agreeing on what constitutes a minimum viable product (MVP) and an enhancement, and determining the optimal scope requires high-level skills combined with a detailed understanding of each layer.

We will sit down with you to outline the work that needs to be done and to get your project underway.

Information architecture

Don't make them think. Make it easy for people to find information on your website or intranet. Our team will develop the perfect union between your information and your audience. We create navigational structures to get people to where they want to go as easily as possible.





User experience (UX)

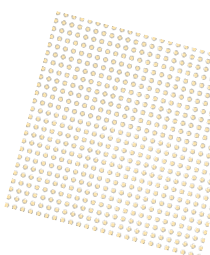
People should feel confident using your website. Everything must work the way they expect it to. We use a variety of tools and techniques throughout a project that will almost always involve a series of workshops and user testing sessions.

Design/front-end development

A great visual design enhances your website's content while conveying the culture that represents your organisation. Our creative team spends more time listening and understanding the work than pushing pixels around a page. This leads to fewer iterations and beautiful results.

Our design process is closely linked to our UX and WCAG accessibility compliance work, following a component-based design approach that aligns with our agile project methodology.

The majority of this work involves building a set of reusable brand elements, components, and layouts that will comprise a design system for your project and organisation. The design system will serve as your single source of truth for delivering your content and brand consistently across all your websites and other digital platforms. It will define how users can consume content efficiently through a set of principles, standards, and defined rules.





Each component is optimised for mobile and desktop devices, and WCAG accessibility and coding standards are applied and tested throughout the entire process.

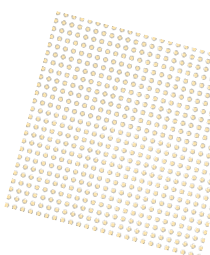
Migration

Zengenti has tried and tested migration skills. We've migrated a large number of websites to Contensis over many years, including millions of pages. We've built a suite of tools for our own use (which we also release to clients). These enable us to import content from various sources, the most common being websites, file repositories, databases, as well as structured file formats including CSV, XML and JSON files.

If your project includes content from any legacy system, we can confidently incorporate this step into the overall delivery.

Quality assurance

Testing and quality assurance are services that are part of every project we undertake. During each sprint, we proactively identify and address accessibility issues, review code quality, and raise any usability concerns that arise from the review. By closing the loop between your original requirements and the completed projects, testing is an essential process.





Bespoke development

Our developers can deliver the most technical parts of projects, often integrating Contensis with external systems or creating novel directories.

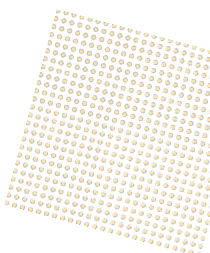
The team possesses the depth of experience that comes from delivering numerous large and complex enterprise projects.

They typically develop in React, TypeScript, C# and HTML/CSS, but have skills across a wide range of technologies. This includes progressive web apps linked to Contensis-published content.

The Customer Experience Squad (CXS)

The Customer Experience Squad are constantly engaged in ongoing and incremental improvements to our clients' web systems. This supports our general philosophy that the website should be treated as a product that is continuously iterated and improved on.

Their skills cover virtually everything we do, and they can deliver small pieces of work at short notice. Many clients take up a service contract of a few days per month, which CXS are primarily responsible for delivering.

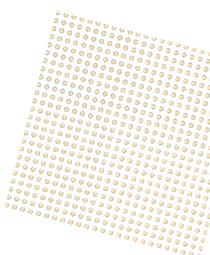




Consultancy

Our clients regularly call in our designers, developers, and user experience specialists to advise them or to deliver work as part of a wider project. Our consultancy services ensure that a project is developed in the most efficient way possible, meeting not only the minimum expectations but also exceeding them.

The type of work we do is very broad. We are happy to work on anything around Contensis. This can include infrastructure advice for any websites you wish to host in other locations, as well as guidance on security, resilience, integrations, and compliance with legislation such as GDPR.





Typical projects

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

Project A – In-house development

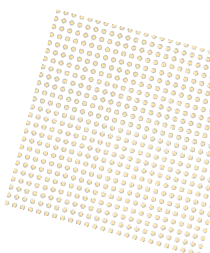
For clients who want to get up to speed quickly, we provide consultancy and training to ensure you're completely comfortable with Contensis. If you have an in-house development team, your project will likely look like this:

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

Project B – Standard web system

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

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





Project C – Enhanced web system

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. You can hand over your major project to our professional services teams, and we will deliver on time and on budget.

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

Contact us

Zengenti

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Website: www.zengenti.com

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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

