

Umbraco Content Managed Websites

SERVICE DEFINITION

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Umbraco Content Managed Websites Overview

PDMS is a certified Umbraco Partner (Silver), with members of our development team holding a range of certifications including Umbraco Master.

We have been working with versions of Umbraco for over 15 years and have developed a wide range of responsive websites and web applications for public sector organisations.

We've delivered projects for the NHS, Crown Commercial Services, Essex County Council, Transport for London and numerous County Councils.

With our significant .NET expertise, we also specialise in delivering more complex Umbraco websites and portals including custom applications, extensions to code and integrations with third party software and APIs.

We provide a range of services including:

- UX Research, Discovery & Content Planning
- Visual & UX Design
- Umbraco CMS Development
- Umbraco CMS Upgrades
- Umbraco Hosting
- Ongoing website support, content strategy, analytics & enhancements



Why Umbraco?

Umbraco is on the world's most popular .NET content management systems, and with good reason. It is particularly well-suited to public sector websites for the following reasons:

Open Source

No vendor tie-in, free core platform and minimal fees for extensions and plugins

Scalable

Umbraco offers a high degree of 'future-proofing' versus other CMS products, with unlimited potential for expansion, highly configurable user profiles, integration with other systems and development of member areas, custom functions and microsites.

Secure & High-Performing

Whether hosted on premises or in the Cloud, regular patching and development roadmap ensures continued security along with in-built support for GDPR.

Mature

With a huge number of active sites and a large and motivated global community of experienced developers, Umbraco CMS is a stable and long-term option for websites and applications. Increasing alignment of the Umbraco roadmap with Microsoft's .NET Core release cadence should help reduce impact of future version upgrades

Intuitive

Content editors and writers like the ease of use and flexible content blocks

Features & Functionality



Customisable templates



User-friendly editing experience



Easy media management



Multilingual support



SEO-friendly URLs



Open APIs



Powerful search



Why PDMS & Umbraco

- Certified partner with Umbraco qualified developers
- Complete service from design and development through to hosting and support
- Over 50 Umbraco projects successfully delivered
- Experts in engineering to help with more complex integrations and APIs



Approach to Delivery

Discovery

This phase is variable in length, activity and deliverables and not always necessary, depending on the extent of work already carried out. Discovery can include developing the understanding of the domain, mapping stakeholder groups and needs, conducting user research, exploring and documenting goals and features for the specific project, understanding and mitigating risk, planning the approach and planning the technical solution.

Site Planning

This phase is usually informed by user research carried out in discovery or previously carried out by the client. The information architecture, navigation, content strategy and journey flows through the site are defined with objectives and measures for users/stakeholders of different types between site pages. Umbraco users, page types and components are usually specified at this point. High level features and tasks for development are created, detailed and sized in a backlog in DevOps (see Project Governance section below).

Design Prototype

The clickable design prototype allows stakeholders to interact and develop a sense of the user experience and visual design. This is usually in high-fidelity but may also include 'wireframes' when it is necessary to test out more complex interactions, services or processes.

Prototype evaluation and iteration

Iterative evaluation (user testing) and improvement of the design prototype through stakeholder feedback ensures refinement of the design concepts to align with the user goals. Agreement of the designs for development arises from the discovery & design stage, enabling website development to begin.

Umbraco website development

Our code management and release procedure includes creation of local, internal test, external staging and live hosting environments. Code is stored and managed in DevOps through a Git repository with automated pipelines supporting the release of code to these environments. If hosting is not on PDMS infrastructure, other methods of code management may be agreed.

Umbraco development includes the initial site setup, configuration of global settings, user types, templating, responsive stylesheets/framework implementation and content block components against the agreed visual design. In addition to Umbraco website development any bespoke development work – for example further MVC or front-end single page applications, account management features (login/register) & multi-factor authentication, integrations and data migration - is carried out.

Testing

We carry out testing on Umbraco websites we build which include functional testing of features developed, accessibility testing using tools and manual testing with assistive technology, and user acceptance testing (UAT). Tasks/bugs are raised and fed back to the dev team as necessary.

A Test Strategy is defined to reflect the scope and objectives of the customer.

Live

Live operation of the service following handover from Project Team.

Support

Support services provided post Go-Live. Business As Usual.



WCAG

Version 2.2 | Level AA

COMPLIANT



Accessibility

Accessibility is a core principle which is considered throughout our software and solution delivery process. The UK's Public Sector Bodies Accessibility Regulations 2018 stipulates that all digital services should comply to WCAG 2.2 AA level, and all sites and services PDMS develops are tested against these criteria. As well as providing for accessibility and inclusivity, designing, developing and testing websites against WCAG 2.2 also has significant benefits to the search engine performance, mobile-friendliness and overall usability of a website or service.

We use a combination of automated testing, manual testing and testing with assistive technology such as screen readers, to make sure our systems and websites comply with WCAG. We will also draft and publish accessibility statements. In line with UK Government advisory, PDMS recommends periodic review of accessibility due to ongoing content changes. We are also able to provide 'experts by experience' testing by arrangement which involves inviting users with a range of disabilities to test the website and feedback on improvements.

Associated Services

Hosting

PDMS can host your Umbraco website and offer a number of options including on our own infrastructure, in Microsoft Azure or Umbraco Cloud.

Data Migration

PDMS can help migrate content from an existing website (Umbraco and other Content Management Systems) to the new Umbraco website.





Using the Service - Onboarding

Ordering and Invoicing

Requests for more information or to place an order for our Umbraco Websites service, contact PDMS on sales@pdms.com.

We would propose arranging a meeting to find out more about your precise requirements and answer any specific questions you may have. If required, we are also happy to provide an additional detailed proposal which will cover the specific deliverables, approach, timelines etc.

Should we then progress to the order stage, the GCloud call off contract would be signed by both parties. Depending on the solution or service we are delivering, we will also provide a Statement of Work(s) which clearly defines the project deliverables and ensures that we are both fully aligned in terms of the approach and the outcomes.

The minimum contract period is typically 1 year and commences following UAT handover, subject to contract agreements.

Payments are invoiced annually in advance.

Once we have a more detailed understanding of your specific requirements, we can provide a detailed cost breakdown. Recurring fees will be invoiced annually in advance.

- Time & Materials services will be invoiced monthly in arrears.
- Fixed Price projects payment milestones will be discussed and agreed as part of our onboarding process.
- Recurring fees will be invoiced annually in advance.

Use of the service is subject to the PDMS Terms & Conditions and any terms outlined in the Call Off Contract.

Pricing Overview

You can find pricing information in the Umbraco Websites Service Pricing Document and the PDMS Rate Card.

Availability of Trial Service

Given the nature of the service being provided, a trial service isn't available. However, we are happy to provide a demonstration of an existing Umbraco implementation if you wish to find out more about the CMS from a user's perspective.

For bespoke requirements, we would recommend a workshop with our team to help understand your requirements and advise on the most appropriate next steps.



Offboarding

We will agree an offboarding process which will include details of the data that will be provided, the format, any relevant documentation and details of how knowledge and learning can be handed back over to the organisations. Depending on the specific tasks related to offboarding at the end of a contract, there may be additional costs.



Termination Process

Our terms and conditions are tailored to meet the nature of the specific solution, project or service we are delivering to ensure that it best meets our client's objectives. The specific terms relating to contract termination would be agreed as part of the contract award and onboarding process and form part of our final contract.

Our standard termination clause, without cause requires 3 months' notice of termination.

Training

PDMS provides training for our services and solutions in a variety of different ways. We will outline and provide costs for an agreed training plan and knowledge transfer as part of our onboarding process.

We offer several different training approaches including:

- Workshops and training sessions – in person or online
- User guides – including online wikis
- Online video tutorials and how to guides – for self-paced training or as refresher materials

We can also provide in-depth training to “Super-Users” of the solution to support a “train the trainer” approach.



Data Security

PDMS is certified to ISO/IEC 27001, the internationally recognised standard for Information Security Management and is certified under the Cyber Essentials Plus scheme.

In the Isle of Man, the Data Protection Act 2018 makes provisions for the regulation of the processing of information relating to individuals.

The Data Protection (Implementation of GDPR) Order 2018 gives effect in the Island to EU Directive 2016/79 of the European Parliament (General Data Protection Regulation).



Data Back Up & Restoration

PDMS understands the requirements and the comfort that is brought about by backing data up. PDMS has exceedingly high levels of uptime, resilience and redundancy although there are still occasions where data will need to be restored to a previous date.

PDMS has therefore built a backup system which provides continuous recovery points for the data underlying the systems that we have developed. These backups are written to online storage for quick recovery and also regularly taken to tape so as to provide a point in time archive.

The underlying database engine allows point in time recovery, giving an RPO of near zero in the case of data corruption. In the unlikely event of a total system failure, our combination of backup strategies (including transactional data backups every 4 hours) supports an RPO maximum of 4 hours.

We perform periodic testing of the backup archives to ensure integrity of the data and restore capabilities.





Business Continuity

PDMS has a robust set of policies and procedures, which form part of an overall Business Continuity and Disaster Recovery Framework to ensure that PDMS is able to provide services to its customers during, and after, significant events that can occur from time-to-time. These policies and procedures form part of PDMS' ISO 27001 and ISO 9001 certified management systems, and as such are externally audited to validate their appropriateness and effectiveness.

PDMS' general approach to business continuity is to ensure that there are no single points of failure within any part of the business.

This ethos means that we make use of multiple, geographical diverse, tier 3+ datacentres to house all of our business-critical data processing units. Our systems are setup in such a way that should a single datacentre fail then customers and PDMS staff should see no loss of service. Should an incident occur then the system will automatically fail over to the other data centre for the provision of services.

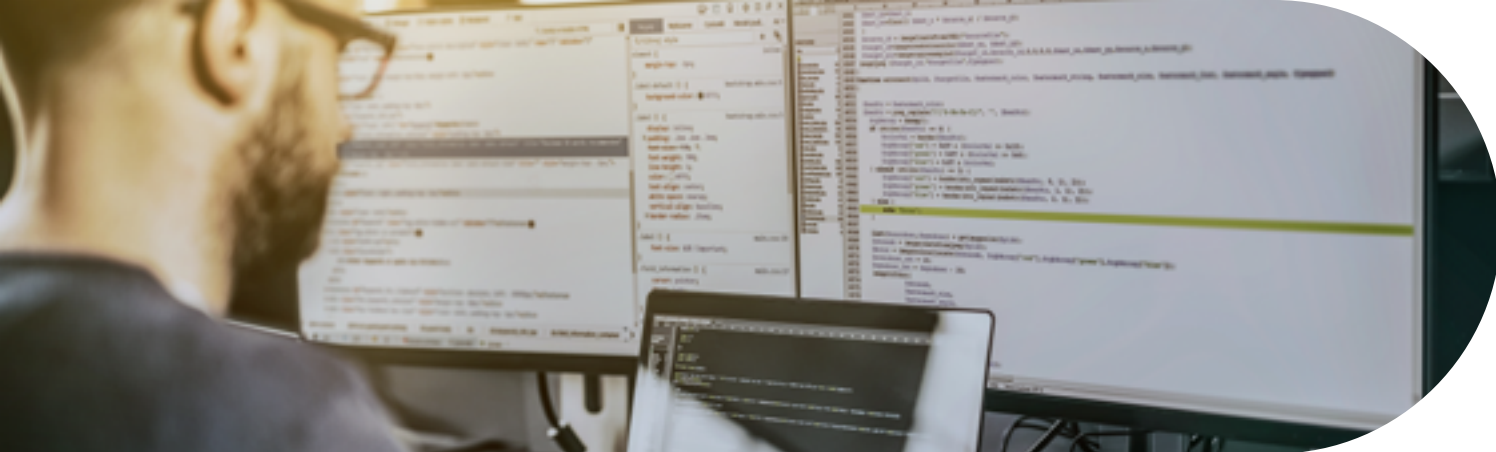
We can provide copies of the various policies and procedures that relate to Business Continuity on request.

Data Protection

PDMS has a dedicated, qualified Data Protection Officer who is responsible for overseeing data protection across the organisation. PDMS has a Data Protection Policy that details how PDMS and our staff will conform to the requirements of the applicable Data Protection Legislation. The Data Protection Officer provides support and advice to each department and ensures ongoing compliance with the legislative requirements through auditing each department. These audits cover all aspects of data protection from collection through to disposal, ensuring that we correctly follow the identified requirements.

PDMS will also, in conjunction with our customers as the Data Controller, provide assistance for any required Data Protection Impact Assessments as part of our services and solutions, which may identify any controls needed that are over and above the standard provision.





Support

We have a dedicated support team providing support for the solutions we have developed. We will agree a support service that meets your specific needs as part of our implementation plan and we provide a support and management contract which outlines our support commitments.

Support is typically available during office hours but can be extended to provide 24/7 coverage if required.

We have a number of channels for reporting support cases including an online system to record, manage and monitor the progress of individual support cases.

PDMS will work with you to identify suitable KPIs for ongoing monitoring to demonstrate adherence to agreed service levels. These will be included within regular project service reports. An example of a typical response time KPI is as follows:

Target achievement of SLA response times

P1 (High): Response within 1 working hour; resolution within 4 working hours.

P2 (Medium): Response within 4 working hours; resolution within 2 working days.

P3 (Low): Response within 2 working days; resolution within 5 working days.

>95%

Account Management

We assign a dedicated Account Manager to all our customers. Our Account Managers, together with our Project Managers are a main point of contact for our customers. They are responsible for contract management and any account queries that you may have over the course of the contract. They will proactively support you to ensure that our services and solutions are delivering the best possible outcomes for your organisation.





About PDMS

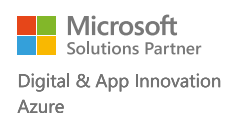
PDMS is a technology company specialising in software development and digital services. With a unique blend of software engineering excellence and creative digital design, we prioritise user-centric solutions. From analysis to ongoing support, we guide clients through every stage of their digital journey.

Our team consists entirely of full-time employees who are committed to continuous learning and skills development. Each member undergoes BPSS checks, with the majority holding SC security level clearance. Our diverse team brings expertise in project management, business analysis, UX design, software development, testing and infrastructure support.

We prioritise customer success, fostering long-term relationships - working with over half of our clients for a decade or more.

With three decades of industry experience, we've honed our understanding of the unique challenges, pressures, and opportunities encountered by the public sector in harnessing technology for maximum impact. Passionate about leveraging technology for tangible outcomes, our digital projects have saved millions, benefiting both public and private sectors while reducing environmental impact and enhancing productivity and customer service.

Accreditations



Memberships





Social Value

Right from the outset, giving back to our local communities has always been important to PDMS. We do this in many ways including fundraising activities undertaken by our generous and enthusiastic staff, corporate charitable donations to local, national and international causes and providing services in kind - for example, a new website for a sporting club or a database for a wildlife charity.

However, what we are most proud of is the time that our team generously gives up to support many community charities and organisations - particularly those that focus on young people. We provide mentors to schools and students, support the work of Junior Achievement and help to broaden the horizons of young people, especially young girls, when it comes to career opportunities in tech. We've welcomed hundreds of students on work experience, placements and apprenticeships over the years and have loved helping young people to learn more about the world of work and grow in confidence.

We want to play our part in protecting our environment too. Our ISO14001 accreditation, is helping us to measure and minimise our impact.

PDMS has committed to achieving Net Zero and has pledged not only to take action to measure, reduce and offset its carbon footprint but to also champion environmental protection within all spheres of influence including biodiversity.

When awarded contracts to undertake work as part of the GCloud framework, we will discuss with the buyer appropriate levels of social value that we could offer that are aligned with the buyer's social value objectives, we also liaise with the relevant buyer project team to see how we can develop and maintain skills as part of any contract. We will look to support the buyer's own social value framework by offering work careers support, mentoring and supporting charities that help women and young girls to progress a career in tech, STEM ambassadors etc.

We regularly take on apprentices across different technical roles and 17% of our current development team started as apprentices.

We will pro-actively seek to openly share our knowledge/ expertise by providing online 'lunch and learn' training sessions on accessibility, agile delivery and UX design. Examples include work experience placements, careers talks & mentoring, diversity & inclusion initiatives and supporting the development of digital skills.



We will provide regular updates on how we are performing in relation to our social value commitments as part of our regular Account Management meetings and will provide an annual report detailing the activities undertaken which have been attributed to a buyer's specific contract and the impact delivered.



Our Clients





Hertfordshire Local Enterprise Partnership (LEP)

Challenges

Hertfordshire LEP wanted a platform to help local employers find suitably qualified staff, and assist skilled workers, young people and training providers in finding relevant opportunities or training and avoiding 'information overload' from the wealth of careers information available.

Benefits and outcomes



Portal and website forming a one-stop solution for the local employment market



Extensive user research to understand Hertfordshire LEP and its local skills and employability challenges



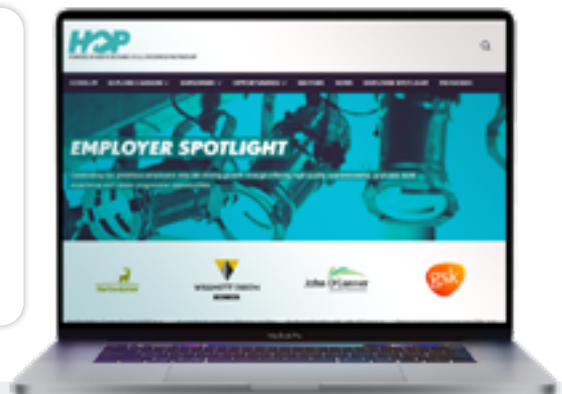
Central repository for content tools, bringing together disparate resources into one easy location



50+ placements and 5000 visits to the website within the first month



New brand identity and tone of voice for HOP, with four social media accounts to drive awareness



Adrian Hawkins
Chair of Hertfordshire
LEP's Skills and
Employment Board

"This is a proud moment for the LEP, Hertfordshire and me, personally. I have long advocated for a skills and training portal that acts as a one-stop shop for employers, training providers, students and residents wishing to re-train or upskill. The launch is just the start of what will be a very exciting journey in the months and years to come."



VillaGaiety

Challenges

VillaGaiety wanted a website refresh to improve customer experience and make it easier to access up-to-date information and purchase tickets through mobiles and tablets.

Benefits and outcomes



High impact, visually engaging website showcasing diverse events across the three-venue complex



Seamless integration with the VillaGaiety's ticketing partner, TicketSolve



Custom features including interactive seating plans, bookable facilities and 360 virtual tours



New branding with the introduction of blog and social media integration



20% bounce rate reduction and 24% increase in transactions



"The team at PDMS has been great to work with, with their professional and knowledgeable approach. Here at the VillaGaiety, we are extremely happy with the final product and feel it has exceeded our objectives, with customers already giving us lots of positive feedback."

Joseph Morphet

former Marketing Officer at the VillaGaiety



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