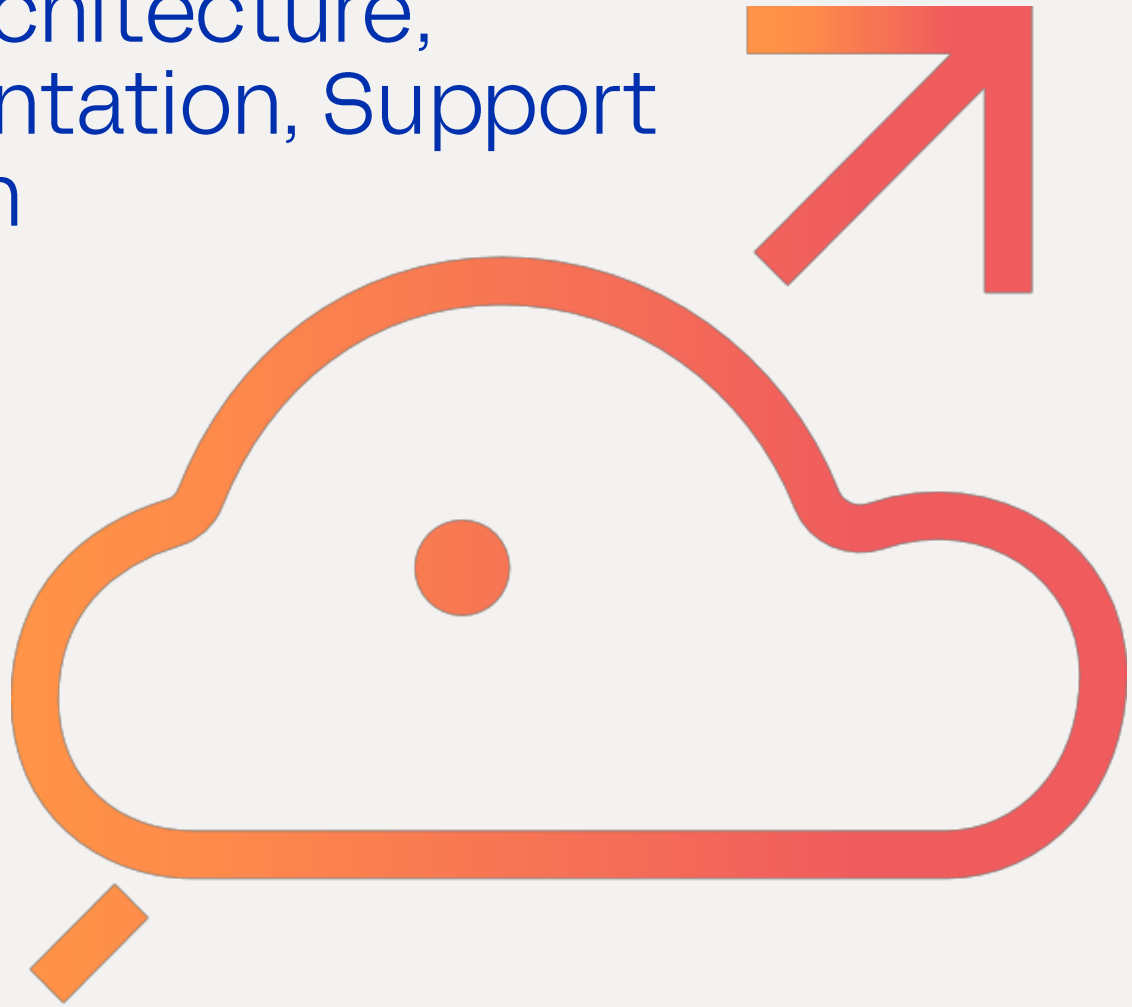
G-Cloud 15

Contentstack Architecture, Design, Implementation, Support and Optimisation



Crown Commercial Service

Valtech

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Aligned to UK Government Digital Services

01 Technical & Platform Alignment

- We work with departments' technical strategies and chosen platforms
- Our premium partnerships with cloud providers help you get the best results

02 Delivery Model & Ways of Working

- Blended agile teams
- Working to capped budgets
- Regular reporting against milestones
- Continuous knowledge transfer and upskilling
- Community of Practice support
- Continuous improvement

03 Governance & Oversight

- Transparent reporting
- Collaborative KPI setting and Performance reviews
- Project/programme leadership team
- Defined escalation path
- Senior supplier (director-level) responsibility

04 Standards & Compliance

- Proven approach to meeting the Government Digital Service Standard; over 50 passes
- Accessibility and inclusiveness at the heart of user-centric design

05 Resource Management

- Dedicted Account Management
- Rapid on- and off-boarding
- Staff wellbeing package

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Contentstack

Together, Valtech and Contentstack enable clients to move from static publishing to context-aware, customer-driven experiences, connecting teams, channels, and technologies through a modular, API-first architecture that can grow and evolve with the business.

Contentstack
Elite Partner
2025

6+
Years of partnership

30+
Contentstack implementations

30+
Certified experts

25+
Clients who chose Contentstack

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Service Description

Design, build, support and optimisation services for the Contentstack platform, which brings together headless content management, real-time first-party data, AI and automation.

Valtech and Contentstack are both proud founding members of the MACH Alliance.

Discovery	Alpha	Beta	Live
▪ Qualitative and quantitative research policy and tech, ▪ As-is journeys, ▪ Diverse and hard-to-reach groups, ▪ Metrics baseline.	• Rapid prototyping and user testing to validate hypotheses, • Content and navigation modelling, • Publishing workflow, • Service blueprinting	• Build and iteration of templates, • Component library and workflow, • Integrations, • Continuous delivery, • User testing per sprint, test suite	• Performance monitoring against KPIs and SLAs, • Analytics dashboard, • Updates, incident management & DR, • test and adapt to changes in user needs
↓	↓	↓	↓
• Discovery report, user personas, • Evidenced user needs and organisational goals, • Initial backlog (epics, hypotheses)	• Tested prototypes • “To-Be” service design, • Technical feasibility, evidence pack for Alpha assessment, • Prioritised backlog for Beta	• Full-functioning Beta service, real-user data, Service • Assessment readiness pack, • Operational model & support plan	• Run books, • Performance management, • Iterative user-centric improvements and optimisation

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Service Features

01
Strategic Contentstack platform consultancy to align with policy goals

02
User-centered experience design, continuously optimised around insight

03
Composable, enterprise-grade architecture governance, localisation and multi-region support

04
Programme management and coordination of third parties

05
GDS-aligned, agile, collaborative approach

06
Performance framework with agreed KPIs

07
Ongoing Iterative testing of Assisted Digital requirements

08
Secure by design based on National Cyber Security Centre (NCSC) standards

09
Augmented real-time experiences with Agent OS

10
Quality and assurance processes, including security, audit and GDPR compliance

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Service Benefits

01
Fast ramp-up time and implementation

02
Deliver truly personalized, in-the-moment experiences across every channel

03
Efficient, component-driven build

04
Continuous improvement for better service performance

05
Maximise use of audience insights, personalisation and journey orchestration

06
Polaris and AI Assistant accelerate content generation, modeling and optimisation

07
Focus on up-skilling your team

08
Access to knowledge and insights from our communities of practice

09
Flexible support framework from break-fix through to continuous optimisation

10
GDS compliance and aligned with organisational governance

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Our Approach 1/2

GDS Service Manual

Valtech follows GDS design principles when implementing cloud-native products for government organisations, using structured agile methods that enable flexibility while ensuring careful management of budget and risk. We leverage our extensive experience of GDS Exemplar projects and operate a phased approach aligned to the GDS Service Manual, Technology Code of Practice and NCSC Security Principles.

Discovery

We start by building on any previous Discovery findings, validating user needs and service design through collaborative workshops, user research, profiling, and heuristic evaluation.

This ensures we understand who your users are, their needs and current pain points, as well as your business objectives, challenges and stakeholder priorities. We will typically work with you to recruit a panel of user research participants, to enable frequent, fast user feedback.

We will analyse data sources and integration requirements, mapping dependencies and identifying risks early to create mitigation strategies.

We will collaboratively make architectural decisions for front-end and back-end systems liaising with your internal data owners and IT, Architecture and Security authorities.

We will align stakeholders around a plan by defining epics and high-level user stories, forming a prioritised roadmap that reflects business goals.

We also assess your team's capabilities to shape a blended team model, combining client resources with Valtech specialists to fill gaps and enable knowledge transfer.

Key outputs will include an end of discovery document typically containing:

- Research undertaken and findings
- Data analysis and summary findings
- User personas
- Validated, prioritised user needs and objectives for translation into a backlog
- Recommendations for Alpha

01

02

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Our Approach 2/2

Alpha

In Alpha we will test technical assumptions around how the product will be integrated with your IT portfolio, such as identity management and other government services.

We will iteratively prototype and test user journeys and complete to-be service mapping where needed. Throughout Alpha, we will coach the team on meeting the Service Standard and ensure we collect appropriate evidence to present to assessors.

Beta

In Beta we will implement, build, integrate, deploy and migrate to the new service. We will typically deliver a Minimum Viable Product (MVP), testing, learning and enhancing iteratively. Our Delivery Managers will lead daily stand-ups, sprint planning, backlog refinement, and retrospectives to ensure teams progress at pace.

We will manage work transparently in Jira and collaborate using digital whiteboards and GitHub. We'll use established methodologies to monitor timelines, expenditure and outputs, including:

- Monitoring team velocity using delivery data (burn-up/down, cycle time, throughput), and reporting weekly progress to stakeholders, summarising at programme level for governance.
- Reviewing risks, issues and dependencies weekly and maintaining a RAID log to track mitigations and agreed actions
- Communicating progress widely through bi-weekly Sprint reviews and monthly show-and-tells to engage and inform the wider community including other project teams.
- Alignment checks on meeting GDS assessment, Technology Code of Practice and NCSC guidelines.

03

04

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Quality and Performance

Quality Assurance

We'll ensure the quality of deliverables through a combination of:

- regular checkpoints,
- effective testing strategy,
- transparent reporting,
- a clear escalation process.

We'll identify clear, measurable success criteria for every product deliverable, aligning with quality criteria, standards and agreed Definition of Done.

We embed quality oversight into our delivery rituals and use a robust testing strategy with open reporting. Our user and product testing approaches are rooted in Test-Driven Development and automation to ensure frequent, high-quality releases aligned to iterative delivery.

Throughout iterative development, we continuously apply a range of testing techniques and methodologies covering behavioural, functional, exploratory, regression, performance, security, usability and accessibility. We'll utilise CI/CD tools and automated end-to-end tests to enable scalable regression testing.

We'll transparently share test outputs and resolve deviations through subsequent sprints or agreed defect management processes for each product lifecycle stage.

Performance management

We'll agree reporting metrics to track the quality of deliverables, our staff and ways of working, producing weekly reports of KPIs. We'll host monthly performance reviews using a balanced scorecard approach – this can be tailored to align with your organisational contract management process. We'll rapidly address any deviations through our streamlined ISO9001-compliant resolution process: we log, prioritise and collaboratively diagnose issues, co-create solutions and implement them with continuous communication, jointly validate resolution and incorporate lessons learned for future improvement.

For more complex resolutions, our escalation levels ensure swift and effective action:

Stage 1

Delivery Manager works with the Buyer and project team to resolve quality deviations at team level.

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Stage 2

Account Manager works with the Delivery Manager to provide strategic guidance and engage senior practice leads to resolve deviations.

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Stage 3

Our most-senior decision makers are aware of the issue and provide support and guidance to resolve it.

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High quality, vetted staff

Suitably qualified teams to deliver your project

We flex our resourcing in order to provide the skills you need, when you need them, meaning you always get the best value Valtech team.

We select people within 5-10 days of finalising the Statement of Work (SoW).

We collaborate with you to define skills and experience needed for each SoW through weekly status meetings. Our resourcing team, accessing our 400+ permanent UK staff, and wider pool of 3,600 skilled professionals, will use our comprehensive skills database to identify ideal candidates.

Our skills matrix maps directly to DDaT/GDaD roles and SFIA experience levels. Our Practice Leads ensure quality matches, considering both technical expertise and soft skills like communication and leadership.

We ensure appropriate security clearance

As part of our mandatory pre-employment checks, we use the Verifile to conduct BPSS vetting and verify qualifications and accreditations. We operate a continuous enhanced security clearance programme, using the UK Vetting Service and Warwickshire Police's external vetting sponsorship service.

For trusted contractors and partners (sub-contractor) staff, we request certificates to verify accreditations and check security clearances via the DBS system.

IR35 Compliance

As part or SoW process, we will determine an indicative assessment of the IR35 status of each role (inside or outside), to inform our resourcing process. Where this is not clear, we will apply the four tests (Right of substitution, Right of control, Mutuality of obligations (MoO) and Financial risk) and use the HMRC CEST tool to determine status.

As part of our resourcing process, we will check the tax arrangement of all personnel to be selected for your project. Our approach eliminates IR35 issues by prioritising FTEs, directly-paid contractors and teaming agreements with our ecosystem partners that prioritise FTE staff, reducing risk and any additional involvement from you.

Should we select a contractor who does not pay tax at source, we will arrange for them to complete the Qdos IR35 assessment to allow you to make a determination.

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Knowledge Transfer and Upskilling

Knowledge transfer framework

To ensure you can deliver and develop your services internally, we will conduct continuous knowledge transfer throughout the contract lifecycle, and a formal handover process.

We'll create a library of tailored project artefacts such as designs in your knowledge management system (KMS), along with operational guides such as run-books and configuration documents.

Based on the SECI model of organisational knowledge creation, our approach builds self-sufficiency through observation, documentation and learning-by-doing. We'll use a range of knowledge transfer tools and techniques at phases throughout the contract lifecycle.

Knowledge transfer tools and techniques

Observation of research activities; video playbacks and evidence stored in KMS; end of Discovery report.

↓

Co-creation of journey maps, service blueprints and product roadmaps using digital whiteboards; collaborative design critique sessions; Alpha assessment coaching.

↓

Pairing and mentoring sessions to upskill your staff; co-creation of living documentation; running mock beta assessment. Code stored in in your organisation-controlled repository (e.g. GitHub)

↓

A bespoke handover plan tailored to the roles your will perform, including technical handovers and shadowing. Co-creation of a Service Book and Run Book detailing technical and DevOps pipelines, service events, performance metrics, reporting, monitoring, alerting and repeating maintenance tasks.

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Case Studies

Cabinet Office – Fast Stream

Government People Group needed to digitize their application process on HMRC's AWS platform, requiring compliance with technical and security standards.

We formed multi-disciplinary blended team with the Fast Stream team and subject matter experts. We defined user journeys and an application workflow which was highly configurable to the needs of each recruitment campaign. This included an integration with external video interviews and external learning resources. The solution enabled GPG to automate campaigns and modify entry criteria according to policy changes

Valtech surpassed all programme **KPIs** and passed GDS assessment. The platform delivered an increase in user satisfaction, was ranked No.1 UK Recruitment Platform by The Times

Department for Transport – Blue Blue Badge

DfT required an inclusive Blue Badge Digital Service service for 3.3M+ disabled users.

Prioritising inclusive research, we planned and conducted studies with 1800+ disabled applicants and Local Authorities, adhering to ethical and policy standards and gaining DfT approval for all research activities.

We delivered a high quality, inclusive product by prioritising user needs via mixed research, including testing with users with accessibility/assisted needs, iterating through 100+ releases to a dedicated scalable AWS environment.

Our approach drove digital take-up from **37%** to **84%**, processing 1.4M applications annually, and passed all alpha/beta GDS assessments.

The Planning Inspectorate – Applications and Appeals

The Planning Inspectorate (PI) required modernised National Infrastructure case management and workflow applications to support Planning Inspectors, Local Authority Planners, public appellants and witnesses.

We deployed a scalable Azure platform to support public services using cloud-native and open standards, and a back-office Data Lake, pipelines and APIs enabling data collection, processing, management and sharing across PI.

We deployed multidisciplinary teams and embedded agile methodologies and UCD design principles across product teams, and coordinated delivery with programme-level planning, reporting and risk management.

Results included substantial time reductions (e.g. creating a case **400%** faster), over a dozen upskilled staff, and successful beta service assessment, meeting all 14 points.

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A selection of our clients

Our team has helped organisations of all sizes across the public sector with initiatives spanning strategy, transformation, cloud, data, and engineering

Department for Transport

NHS

Ministry of Justice

ofgem

Planning Inspectorate

Office for National Statistics

Civil Aviation Authority

Cabinet Office

Rail Delivery Group

National Rail

SAAS Student Awards Agency Scotland

Funding your future

HM Treasury

Government Digital Service

Department for Work & Pensions

BBC

Department for Education

Driver & Vehicle Licensing Agency

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Assurance

Service Levels and Performance

We will use established methodologies and delivery metrics to monitor timelines, expenditures and work outputs of our teams.

The quality and performance of our consultants against agreed objectives is owned and managed by a single point of contact, responsible for the monitoring and achievement of performance expectations against clear Quality indicators. Project progress against these indicators will form part of your regular project reporting and communication pack – with clear escalation pathways and root cause analysis included as standard

Business continuity and disaster recovery

Our approach to BCDR involves leveraging cloud-based services and the ability to execute full remote working to ensure that Valtech's resources and our client environments remain available after a disaster strikes.

Our BCDR process includes:

- The identification of critical processes and applications including applicable RTOs and RPOs;
- Equipment dependencies and their repair or replacement options; and
- Recovery steps, teams, communication channels, and escalation paths.

With a focus on data integrity and availability we ensure that all critical data is backed up, secured, and retained in accordance with our applicable internal policies. BCDR is tested on an annual basis and key findings or improvements are communicated and incorporated into the next review cycle".

Data Protection / Information Security

Valtech maintains ISO-9001, ISO-27001 & Cyber Essentials accreditations, independently assessed by third-party auditors. These standards have been deeply ingrained into our standard working practices and culture ensuring quality and security standards are adhered to in all engagements.

Offboarding/Exit

As well as continuous and effective knowledge transfer, our service will support smooth exit management by:

- Considering portability of data and applications at every stage, using open standards and eliminating vendor lock-in where options exist
- Creating and maintaining an exit plan in line with G-Cloud terms, including technical activities such as migration, transition activities, timelines, milestones, communication and governance.

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Social value

Mission 1: Kick start economic growth

We drive fair work and skills for growth by offering competitive pay, inclusive benefits, and eliminating zero-hour contracts. Employee engagement is strengthened through quarterly surveys and monthly Q&As with our Senior Leadership Team. Our Valtech Academy provides our employees with access to 1000s of training across all disciplines alongside certifications with our technology partners (Microsoft, AWS, Appian and more). We also support modern slavery training and have established Craft Circles with frequent knowledge-sharing sessions - creating high-quality jobs, continuous learning, and collaboration aligned with UK government digital priorities.

Mission 2: Make Britain a clean energy superpower.

Our Near-term target is 2030:

- 50% reduction in Scope 1 and 2 emissions
- 55% reduction in Scope 3 emissions (intensity: per employee)

Our Net-zero target is 2040:

- 90% reduction in Scope 1 and 2 emissions
- 97% reduction in Scope 3 emissions (intensity: per employee)

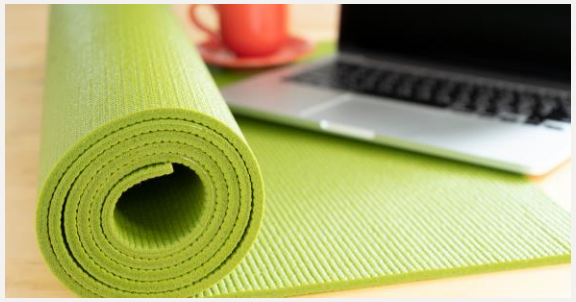
We are driving a number of initiatives across our UK and global operations to meet these targets

Mission 4: Break down barriers to opportunity.

We break down barriers to opportunity Our approach to breaking down barriers to opportunity centers on a five-pillar hiring and support strategy, reinforced by global D&I training and as disability confident signatories. We foster belonging through community groups and events, while Elevate and Tech Girl programme empowers future talent. College outreach provides practical learning, and equitable hiring practices ensure inclusive interviews -creating a workplace where diversity thrives and opportunities are accessible to all.

Mission 5: Build an NHS fit for the future.

We prioritise the physical and mental wellbeing of our people to ensure a productive workforce. Our private medical insurance covers dental, prescriptions, and health assessments and care, while rewards for getting active (such as cinema and holiday discounts) encourage healthy habits. Our cycle-to-work scheme promotes fitness and sustainability, and our wellbeing calendar builds community through initiatives like Menopause Café and frequent support sessions and events, creating a supportive environment where employees thrive personally and professionally.



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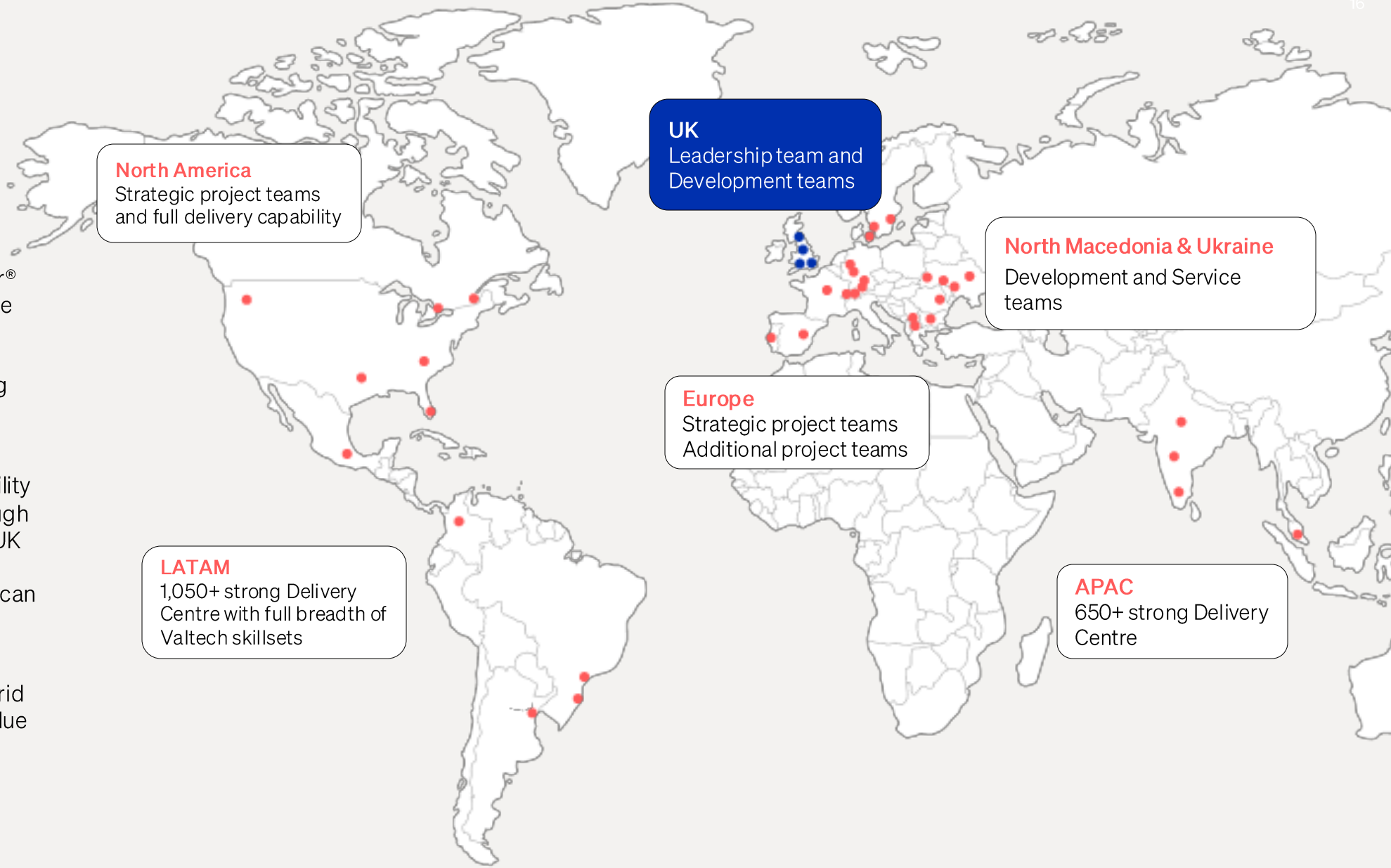
About Valtech

Named a Visionary in the 2025 Gartner® Magic Quadrant™ for Digital Experience Services, Valtech has been delivering accessible solutions at the heart of government for over 25 years including over 10 ministerial departments and several GDS exemplars.

We offer UK government buyers flexibility with a choice resourcing models, through our 400+ strong UK permanent staff, UK partner ecosystem, nearshore and offshore delivery centres, ensuring we can supply the most economical teams for any project.

Our teams are equipped to match hybrid working models, achieving the best value from remote and on-site working.



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Next steps

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