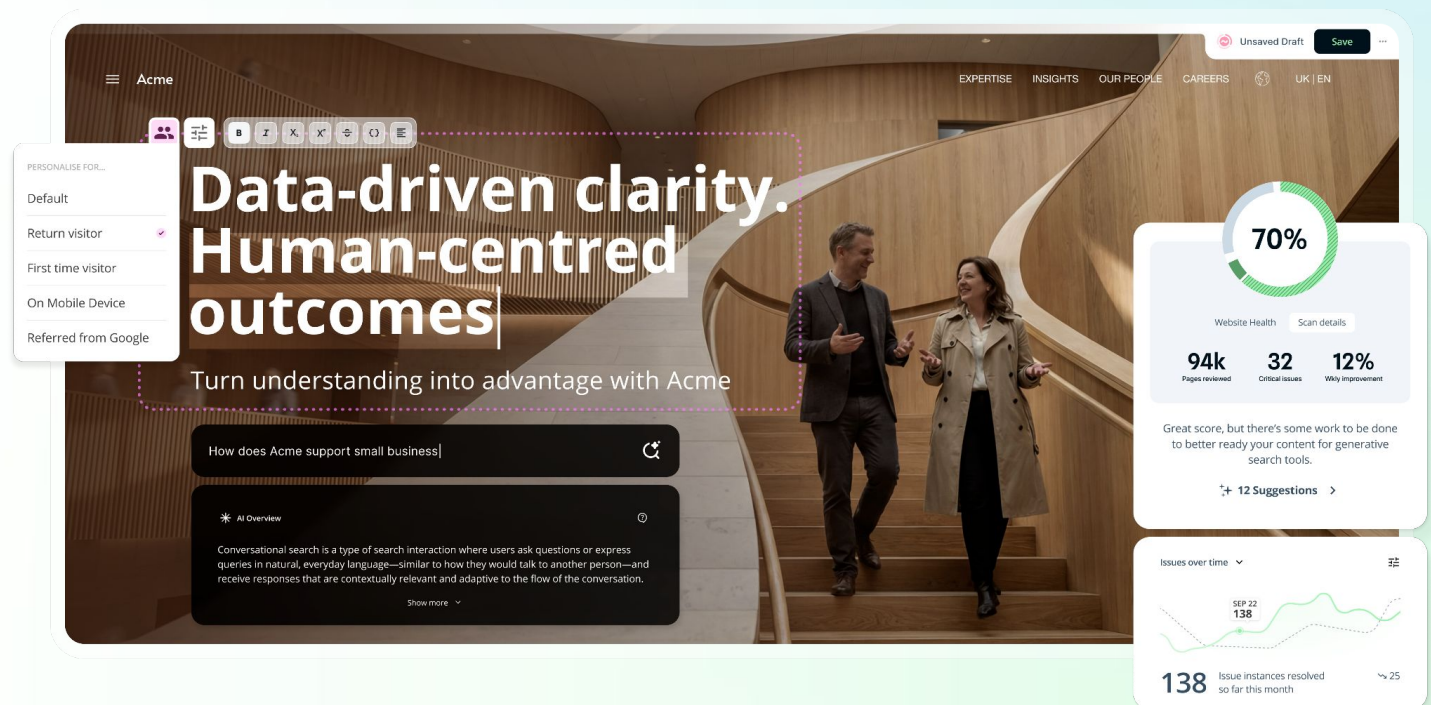


Squiz Digital Experience Platform (DXP)

G-Cloud 15 service definition document



Service features and benefits

Features

- **True SaaS architecture** with automated upgrades, elastic scaling, and zero-downtime deployments - no content freezes or prolonged UAT cycles
- **Low-code platform** built on standard web technologies - no proprietary languages, no vendor-dependent developers
- **iPaaS integration platform** included as standard, supporting fast connections to third-party systems without custom development
- **Multi-site governance** manages hundreds of websites from a single instance with centralised templates, component libraries, and consistent standards
- **Enterprise search** powered by Funnelback, with multi-source indexing, AI-powered conversational search, and GEO/AEO optimisation for content discoverability
- **Role-based access control** with SSO, MFA, and IP whitelisting supports secure editorial operations and separation of duties
- **Global CDN and security** via Cloudflare, including DDoS protection, Web Application Firewall, and encryption at rest - ISO 27001, SOC 2, and CSA Star self-certified
- **Native personalisation engine** delivers tailored experiences for anonymous and authenticated users without third-party tools

Benefits

- **Reduce time to publish** - Marketing and communications teams create and publish content without developer dependency, cutting weeks from campaign delivery
- **Lower total cost of ownership** - Managed SaaS eliminates infrastructure overhead, reduces agency spend, and includes upgrades at no additional cost
- **Improve operational resilience** - Automated scaling, 24x7 incident response, and multi-region failover reduce downtime risk and support business continuity
- **Enhance citizen experience** - Fast page loads, AI-powered search, and accessible design improve user satisfaction and reduce contact centre demand
- **Maintain data sovereignty and security** - UK hosting, enterprise-grade certifications, and transparent data handling meet public sector compliance requirements
- **Avoid vendor lock-in** - Built on open standards with standard export formats and APIs, ensuring exit flexibility if requirements change

Recognised leader in digital transformation technology

Gartner
Magic Quadrant for
Digital Experience
Platforms 2025



Service overview

Service name

Squiz Digital Experience Platform (DXP)

Service summary

Squiz DXP is a unified AI SaaS platform that gives public sector organisations the tools to build and manage digital services at scale. Deliver websites, intranets, portals, campaigns, and forms with built-in AI search, content management, personalisation, digital asset management, and integration capabilities.

The Squiz ecosystem includes:

- **Squiz Funnelback Search**
Enterprise-grade search with keyword and conversational AI capabilities, accurate answers drawn from your content in the format that works best for each user
- **Squiz Content Intelligence**
Audits thousands of pages for AI search compliance and accessibility, prioritises fixes, and ensures content is discoverable across AI search engines

Both are available as standalone products or integrated within the DXP.

Target customers

UK public sector organisations including central government, local authorities, arm's length bodies, higher education institutions and other large organisations managing multiple sites, large content sites and broad audience personas.

Key outcomes

Reach citizens faster, with simple content publishing

Create and publish content independently using low-code workflows and templates, cutting delivery time from weeks to days

Improved content discoverability

Enterprise search and GEO/AEO optimisation help citizens find answers quickly, reducing contact centre demand

Lower operational overhead

Managed SaaS with automated upgrades, 24x7 support, and included CDN removes infrastructure burden

Seamless integration

Connect business applications and systems across the digital estate without heavy development

Service description

Squiz DXP delivers the tools public sector organisations need for end-to-end digital experience delivery. Manage multiple sites and large content volumes with centralised governance, while giving editorial teams the speed and flexibility to publish independently.

Content management

Enterprise-grade CMS for creating, editing, publishing, and governing web content across multiple sites with role-based access control, advanced workflows, and customisable metadata. The intuitive drag-and-drop Visual Page Builder lets non-technical users assemble and edit pages directly in preview, cutting turnaround time from weeks to days and reducing developer dependency for day-to-day content management.

Create, edit, publish, and govern web content across multiple sites with:

- **Visual page builder**

Intuitive drag-and-drop interface lets non-technical users assemble and edit pages directly in preview, with real-time changes visible before publishing

- **Component-based design**

Reusable, templated components ensure brand consistency and governance whilst accelerating page creation

- **Advanced workflows**

Configurable approval chains with role-based access control support separation of duties and secure editorial operations

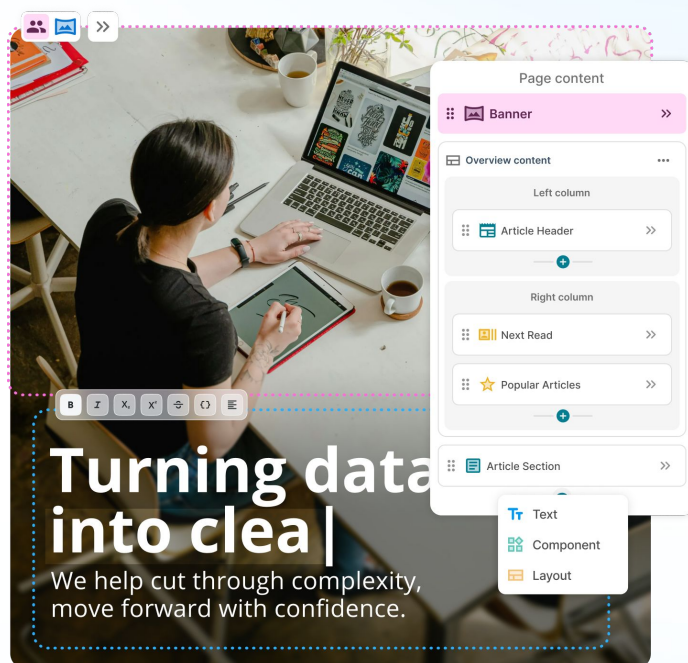
- **Multi-site governance**

Manage hundreds of sites from a single instance with centralised templates, shared component libraries, and consistent standards

- **Version control and rollback**

Complete audit trail of changes with instant rollback capability reduces risk and supports compliance

Typical turnaround time for content changes drops from weeks to days, with marketing and communications teams publishing independently without developer dependency.



Search (Squiz Funnelback)

Enterprise-grade search platform with both traditional keyword search and modern conversational AI capabilities.

Index and search across multiple content sources - websites, intranets, document repositories, and third-party systems - from a single search interface.

Key capabilities:

- **Conversational AI search**

Users ask questions in natural language and receive accurate answers drawn exclusively from your authorised content, with full citation and source links

- **Advanced keyword search**

Faceted filtering, auto-complete, spelling correction, and relevancy tuning deliver fast, precise results

- **Multi-source indexing**

Crawl and index content from websites, file shares, databases, SharePoint, and other repositories

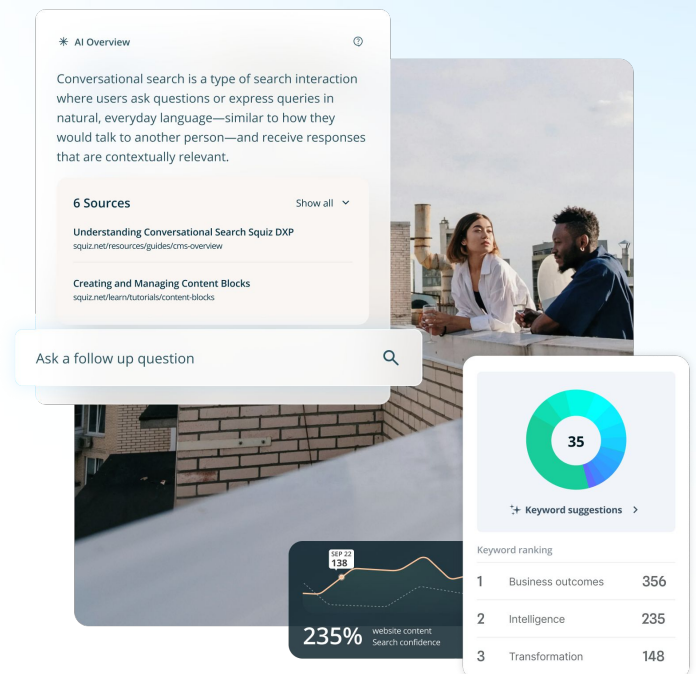
- **GEO and AEO optimisation**

Test and improve content discoverability across Google's AI mode, ChatGPT, and other generative search engines

- **Analytics and insights**

Understand what users search for, what they find, and what gaps exist in your content

Improved search reduces contact centre demand by helping citizens and staff find answers independently, whilst analytics reveal content gaps and user intent to inform content strategy.



Digital asset management

Centralised management of digital assets including documents, images, video, audio files, and rich media. Native DAM capabilities included, with support for integration with third-party platforms.

Key capabilities:

- **Centralised repository**

Single source of truth for digital assets across multiple sites and channels, with metadata tagging and advanced search for quick discovery

- **Version control and audit trail**

Automatic versioning tracks changes over time with rollback capability and complete audit history for compliance

- **Role-based access control**

Permissions govern who can view, edit, download, and publish assets, supporting secure operations and information governance

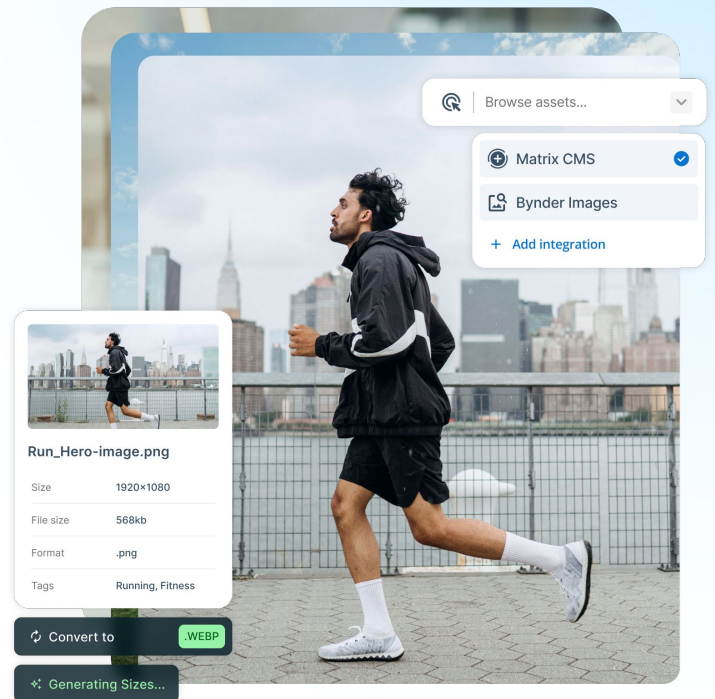
- **Direct CMS integration**

Editors insert assets into pages from the DAM, with automatic updates across all instances when assets are replaced

- **Format optimisation**

Automatic generation of multiple formats and sizes for different channels and devices reduces manual effort

For organisations with existing DAM investments, Squiz DXP connects via standards-based APIs with unified authentication and real-time synchronisation. Use native DAM for some asset types and external DAM for others based on operational requirements.



Content intelligence

Public sector organisations manage vast content estates - often thousands of pages across multiple websites, intranets, and document repositories built up over years or decades. Keeping this content compliant, accessible, and discoverable is a significant challenge when teams are stretched thin and manual audits are time-consuming and expensive.

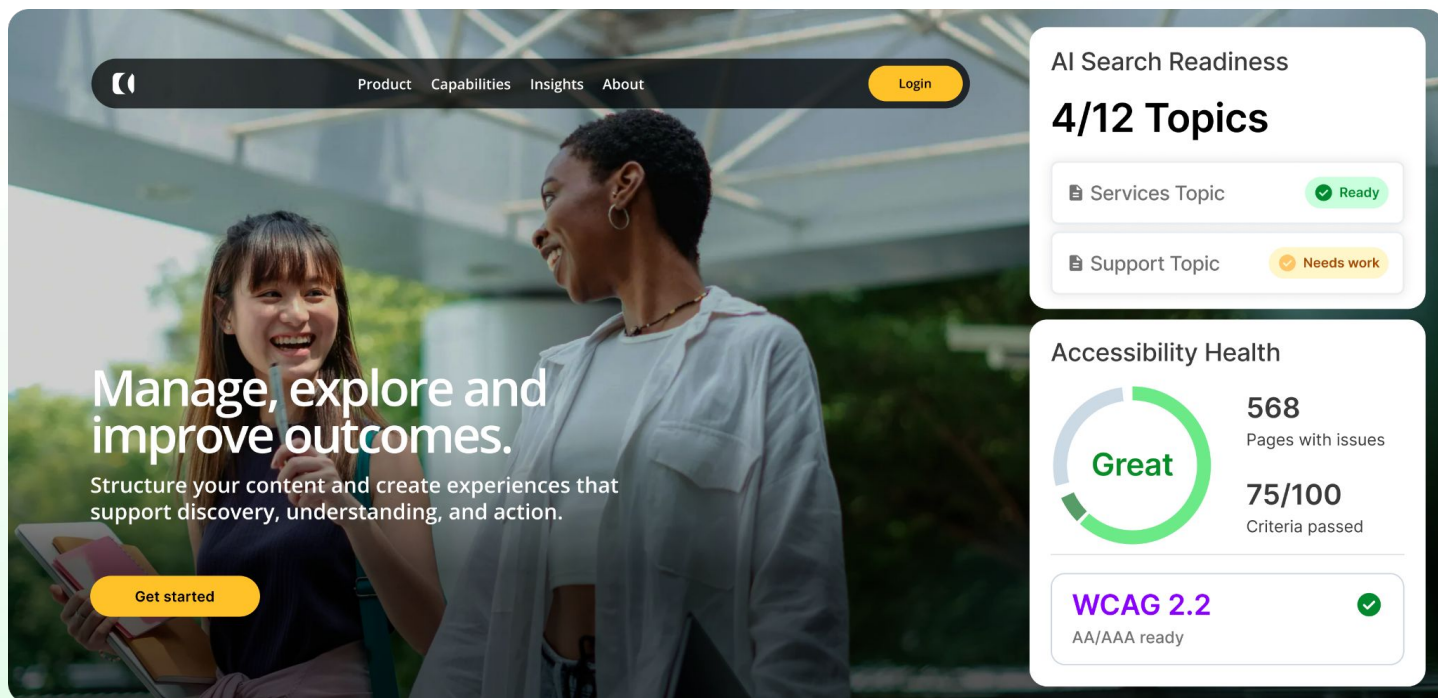
Two critical problems have emerged:

First, the rise of AI search engines has fundamentally changed content discoverability. When citizens ask ChatGPT or Google's AI mode for government information, they expect accurate answers. But most public sector content wasn't written for AI interpretation. If your content isn't structured correctly, you're invisible in these search experiences.

Second, accessibility compliance requires ongoing monitoring and remediation. Manual accessibility audits are slow, expensive, and quickly outdated as new content is published. Organisations need automated, continuous assessment to meet their legal obligations and demonstrate improvement.

Squiz Content Intelligence solves both problems. It's an AI-powered content auditing platform that analyses thousands of web pages in hours, testing AI search readiness and accessibility compliance simultaneously. Instead of vague "fix everything" reports, teams receive prioritised fix lists scored by impact and effort - a clear backlog showing which changes deliver the most value.

The platform works as a standalone SaaS product for organisations using any CMS, or integrates with Squiz DXP to provide continuous content testing within the publishing workflow. Audit your own sites, benchmark competitors, measure improvement over time, and ensure your content is both legally compliant and discoverable wherever citizens search.



The image shows a screenshot of the Squiz Content Intelligence dashboard. The main header features a navigation bar with links for Product, Capabilities, Insights, and About, along with a Login button. The main content area is divided into two sections. The left section, titled 'Manage, explore and improve outcomes.', includes a sub-header 'Structure your content and create experiences that support discovery, understanding, and action.' and a 'Get started' button. The right section displays two key metrics: 'AI Search Readiness' and 'Accessibility Health'. The 'AI Search Readiness' section shows '4/12 Topics' with a list of topics: 'Services Topic' (Ready) and 'Support Topic' (Needs work). The 'Accessibility Health' section shows a 'Great' status with a green circular progress indicator, '568 Pages with issues', and '75/100 Criteria passed'. Below this, it indicates 'WCAG 2.2 AA/AAA ready' with a green checkmark.

Product Capabilities Insights About Login

Manage, explore and improve outcomes.

Structure your content and create experiences that support discovery, understanding, and action.

Get started

AI Search Readiness

4/12 Topics

Services Topic Ready

Support Topic Needs work

Accessibility Health

Great

568 Pages with issues

75/100 Criteria passed

WCAG 2.2 AA/AAA ready

AI search readiness and scoring

Tests whether content is structured for discovery by generative AI engines including ChatGPT, Google AI mode, Claude, and other large language models.

Key capabilities:

- **GEO/AEO compliance testing**

Evaluates content structure against Generative Engine Optimisation and AI Engine Optimisation best practices

- **Content quality scoring**

Assesses readability, accuracy, structure, and relevance for AI interpretation

- **Discoverability gap analysis**

Identifies content that exists but won't surface in AI-powered search results

- **Competitive benchmarking**

Audit competitor websites to understand their AI search readiness and identify coverage gaps

- **Before/after measurement**

Track improvement in AI discoverability scores following content fixes

- **Prioritised fix lists**

Ranks issues by impact and effort, creating a clear backlog of high-value improvements

Public sector value:

Ensures citizens find government information wherever they search - on your website, through ChatGPT, or via Google's AI mode - reducing failed searches and contact centre demand.

⚡ Content Readiness

Accessibility

Site Health

Priority To fix

✦ SMART SUGGESTION

Rewrite the content to include more factual details as users are getting an incomplete description of this topic.

EXAMPLE

“ As organisations expand, information management becomes more challenging, with content ...more

Essential content

Low detail

Phrasing

...

< Articles

When Information Shapes Outcomes.

Information sits at the centre of almost every organisation. It's the lifeblood of strategic planning, day-to-day operations, or long-term

✦ Optimising content...

Yet as organisations grow, information often becomes harder to manage. Content spreads across systems, formats, and teams.

Accessibility compliance

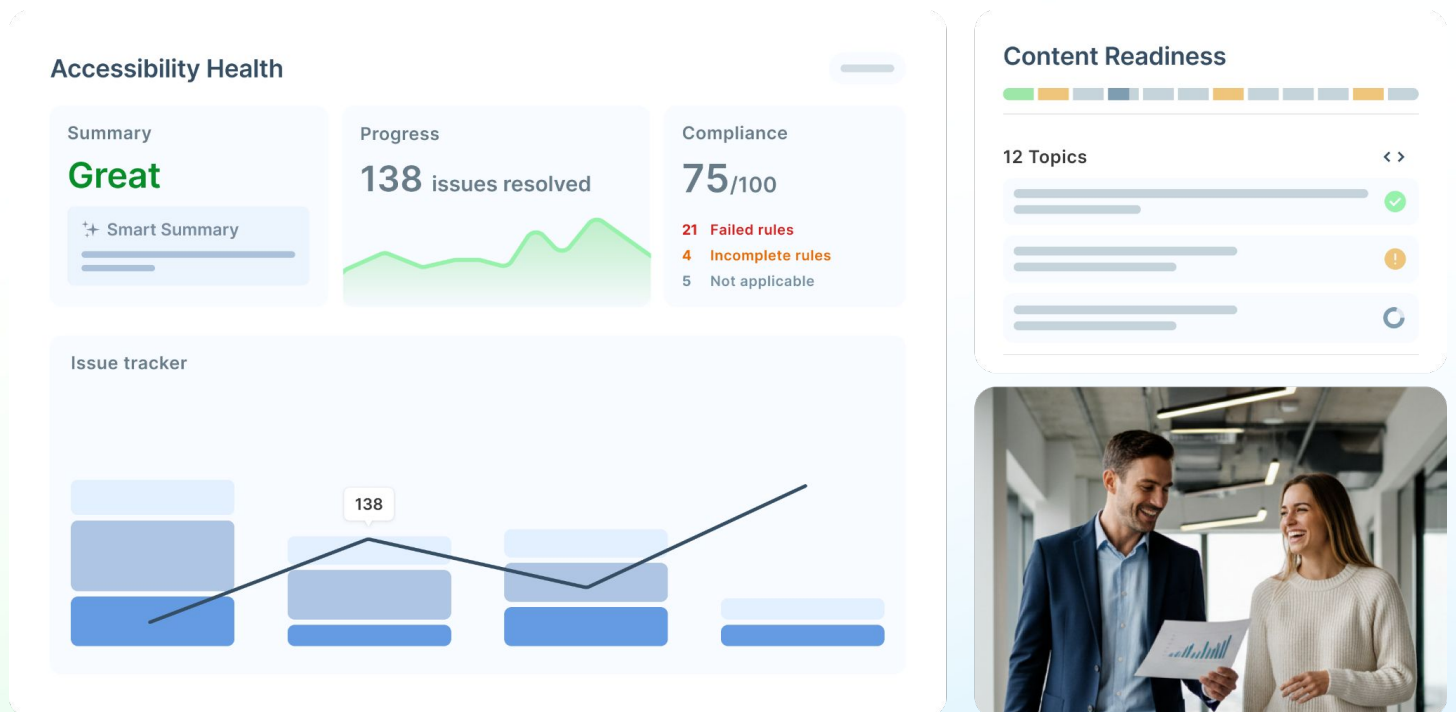
Audits content against WCAG standards to identify barriers for users with disabilities and provide clear remediation guidance.

Key capabilities:

- **Automated WCAG testing**
Scans pages for compliance with Web Content Accessibility Guidelines
- **Barrier identification**
Detects issues affecting users disabilities
- **Remediation guidance**
Provides specific, actionable fixes for each accessibility issue identified
- **Estate-wide visibility**
Assess accessibility across large multi-site organisations from a single dashboard
- **Continuous monitoring**
Ongoing testing ensures new content maintains accessibility standards

Public sector value:

Meets legal accessibility obligations, demonstrates continuous improvement, and ensures all citizens can access public information regardless of ability.

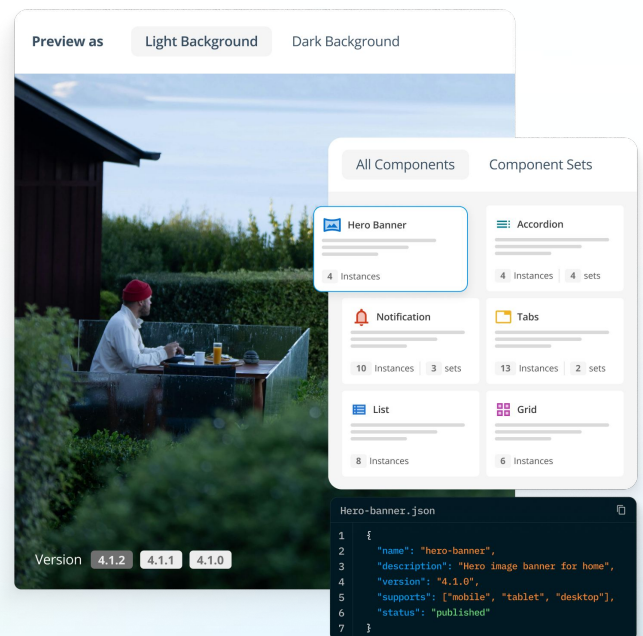


Component services

Centralised component library and design system that enables reusable, governed components to be deployed consistently across multiple websites, applications, and digital channels. Build once, deploy everywhere.

Key capabilities:

- **Component library**
Centralised repository of pre-built, tested UI components (headers, footers, navigation, forms, content blocks) available across all sites
- **Design system governance**
Enforce brand consistency and accessibility standards through approved component patterns rather than site-by-site custom builds
- **Cross-platform deployment**
Components work across Squiz DXP sites, third-party platforms, and mobile applications via API
- **Version control**
Update components centrally with automatic propagation across all instances, or pin specific versions for stability
- **Visual component builder**
Non-technical users configure and customise components without code using drag-and-drop interface
- **Developer SDK**
Technical teams extend the component library with custom components using standard web technologies (HTML, JavaScript, CSS)
- **Accessibility by default**
All components built to WCAG standards, reducing remediation effort and compliance risk
- **Responsive design**
Components adapt automatically to different screen sizes and devices without custom development
- **A/B testing integration**
Test component variations to optimise engagement and conversion



Public sector value:

Accelerate delivery by launching new sites in weeks rather than months using pre-approved components, whilst maintaining consistent navigation, branding, and accessibility standards across all departmental websites and digital channels. Fix bugs or update accessibility once in the component library rather than across dozens of sites individually, reducing duplication and maintenance burden. Development investment becomes reusable across the digital estate rather than locked into individual sites, ensuring citizens receive consistent experiences.

Citizen data platform

Native citizen data platform that unifies behavioural data from digital touchpoints to enable personalised experiences for both anonymous and authenticated users. Built into Squiz DXP with no third-party tools or additional licensing required.

Key capabilities:

- **Unified user profiles**

Aggregates behavioural data from websites, forms, email interactions, and third-party systems to build comprehensive user profiles

- **Real-time segmentation**

Creates dynamic audience segments based on behaviour, demographics, preferences, and engagement history without manual list management

- **Anonymous and authenticated personalisation**

Delivers tailored content and experiences for unknown visitors and logged-in users using the same segmentation engine

- **Privacy-first architecture**

Processes data within the DXP with configurable retention policies, consent management, and GDPR compliance controls built in

- **Journey tracking**

Maps user journeys across multiple visits and touchpoints to understand how different audiences engage with content and services

- **Integration with CRM and identity systems**

Connects to existing systems via iPaaS to enrich profiles with data from Salesforce, Microsoft Dynamics, Active Directory, and other platforms

- **Personalisation rules engine**

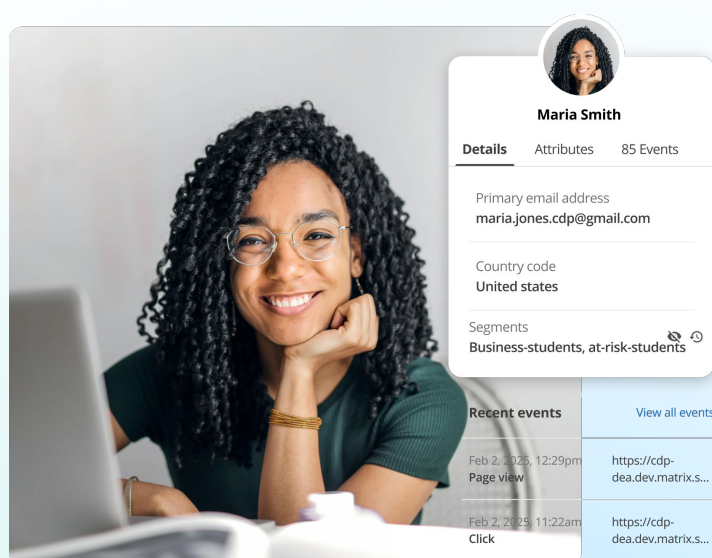
Marketers create and test personalisation rules without developer support using visual interface

- **A/B testing**

Test different content variations against segments to optimise conversion and engagement

Public sector value:

- **Citizen journey optimisation** - tailor content based on user type (resident, business, visitor) and previous interactions to reduce time to task completion
- **Service awareness** - surface relevant services and support based on user behaviour and profile without requiring login
- **Multi-audience websites** - deliver different experiences for distinct audiences (students vs parents, businesses vs residents) from a single site
- **Compliance transparency** - clear audit trail of personalisation rules and data usage supports transparency obligations



Integrations

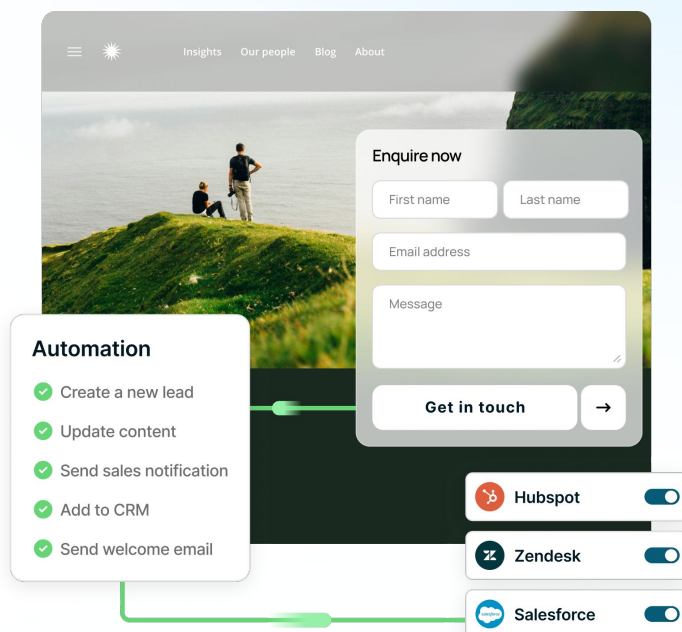
iPaaS (Integration Platform as a Service) included as standard, enabling fast, low-code connections between Squiz DXP and third-party systems without custom development.

Visual workflow builder lets non-technical teams configure integrations, whilst developers can extend capabilities using the SDK. Public sector organisations eliminate data silos, synchronise citizen records across systems, and create seamless user experiences that span multiple platforms - all without the cost, complexity, and vendor lock-in of traditional custom integration projects.

Forms

Advanced drag-and-drop form builder that enables non-technical users to create, publish, and manage complex forms without developer support. Build multi-page forms with conditional logic, file uploads, payment integration, and automated notifications using a visual interface.

Forms support progressive disclosure (showing fields based on previous answers), data validation, CAPTCHA protection, and integration with back-end systems via APIs. Submissions are stored securely, can be exported for processing, or routed directly to CRM, case management, or business systems.



Personalisation

Native personalisation engine that delivers tailored content and experiences for both anonymous and authenticated users without third-party tools. Create dynamic audience segments based on behaviour, demographics, location, referral source, device type, and engagement history using a visual rules builder that requires no coding. Show or hide content, modify page layouts, surface relevant services, and adjust calls-to-action based on user segment in real-time.

Integrates with CDP to build unified user profiles and CRM systems to enrich personalisation with known user data. A/B test variations to optimise conversion and engagement with built-in analytics. Public sector organisations improve service awareness and task completion by surfacing relevant content to different audiences (residents, businesses, visitors, students) from a single website, reducing navigation complexity and improving citizen experience without requiring multiple sites or logins.

Behavioural analytics

Built-in analytics platform that tracks user behaviour across websites, forms, and digital touchpoints to understand how citizens interact with content and services. Monitor page views, navigation paths, search queries, form abandonment, conversion funnels, and task completion without third-party analytics tools or additional licensing.

Visual dashboards show real-time and historical data with customisable reports, whilst event tracking captures specific interactions (downloads, video plays, button clicks) for detailed insight. Integrates with CDP to enrich behavioural data with user segments and feed personalisation rules. Public sector organisations identify content gaps, optimise citizen journeys, reduce form abandonment, and make evidence-based decisions about digital service improvement - all whilst maintaining control over citizen data and meeting transparency obligations.

Variants

You can enter custom names to better identify variants in the test results.

A

Name Variant A

City image hero

B

Name Variant B

People hero image

Traffic distribution

Define who should see the test and its variants

All visitors

A

70%

30%

B

Recommendation

65

Days

or

500

Visitors

+ Apply

Platform

The SaaS DXP Platform is a capability in itself. It offers a range of services to solutions built on or with the platform, including:

- Easier maintenance with automated upgrades. No more content freezes or UAT, which will free up time on your end.
- High-availability publishing and authoring.
- Dynamic resource scaling so your system stays performant in high-load events.
- Improved security through automated patching and by leveraging security services from Amazon Web Services.
- Authentication service for single sign on across all DXP capabilities.
- API key service to create and manage API keys in one place.

Delivery network

The DXP's Delivery capability ensures all content published by the DXP is fast and secure. By integrating and leveraging Cloudflare's market leading Content Delivery Network (CDN), the Squiz DXP offers:

- High speed publishing everywhere in the world
- Advanced DDoS protection
- Web Application Firewall included

We partner with globally trusted platforms including:



Global leader in DDoS protection

- 112 billion threats blocked per day
- Threat detection and automatic mitigation at a global scale
- Dedicated DDoS scrubbing centers



Architected to be the most secure cloud infrastructure on the planet

- Supported by 300+ cloud security tools

Customer Care inclusions

The following Customer Care services are included in your Squiz DXP subscription.

24 x 7 incident management

- 24 x 7 monitoring
- Incident resolution
- Incident Response time guarantee
- Incident Resolution time targets

Support & maintenance

- Triage services & handoffs
- Platform & compute maintenance
- Bug diagnosis
- How to questions
- Emergency WAF rule changes
- SSL Certificate Renewals
- Licence key renewals
- Implementation problem diagnosis & quick fixes
- IP address whitelisting/blacklisting
- Caching enquiries
- Spam resolution (forms & emails)
- File upload virus scanning enquiries
- Post-Upgrade problem diagnosis & quick fixes
- Environment provisioning & decommissioning
- Occasional user account adds, deletions & changes
- MySquiz contact updates
- Training enquiries
- DNS changes
- Server level redirects
- Standard information requests
- Syncing between environments
- Ballpark work estimates

Customer Care optional extras

Extra	Standard	Premium	Enterprise
Custom Reporting & Ticket Management	- Quarterly Operations Meeting to review tickets in MySquiz - Critical Incident Post incident report - VIP ticket management	- Monthly Operations Meeting to review tickets in MySquiz - Critical Incident Post incident report - VIP ticket management	- Monthly Operations Report - Critical Incident Post incident report - Monthly Operations Meeting - VIP ticket management
Annual UXD Health Check	1 health check event p/a 2 day expert review focussing on google analytics - Written report	1 health check event p/a - User testing with 5 users focussing on key cohorts and tasks - Written report	1 health check event p/a 2 day expert review focussing on google analytics - User testing with 5 users focussing on key cohorts and tasks - Written report
Annual Backup/Restore Test	1 event p/a - Desktop planning exercise only	1 event p/a - Desktop planning exercise - Conduct Test backup & restore of 1 server - Remediation & retest if required	1 event p/a - Desktop planning exercise - Conduct Test backup & restore of up to 2 servers - Remediation & retest if required - Written report
Annual Hypercare For Special Events	- VIP support for 1 event p/a up to 2 days duration - VIP ticket monitoring & fast tracking for event duration	- VIP support for 1 event p/a up to 2 days duration - Squiz resource attendance in customer war room for event duration (business hours) - VIP ticket monitoring & fast tracking for event duration	- VIP support for 2 event p/a up to 4 days duration - Squiz resource attendance in customer war room for event duration (24x7 if required) - VIP ticket monitoring & fast tracking for event duration

Customer Care optional extras continued

Extra	Standard	Premium	Enterprise
Annual Pen Test Response	• Support for 1 x 3rd party penetration test p/a • Liaise with 3rd Party to allow access	• Support for 1 x 3rd party penetration test p/a • Liaise with 3rd Party to allow access • Review test results and recommend action plan • 1 day allowance for remediation activity of Squiz solution	• Support for 1 x 3rd party penetration test p/a • Liaise with 3rd Party to allow access • Review test results and recommend action plan • 3 day allowance for remediation activity of Squiz solution
Annual Security Check	• 1 event p/a • 22 point front end Zap scan of website • Report provided in raw format for customer interpretation and action	• 1 event p/a • 22 point front end Zap scan of website • 14 point manual Check of common issues • Findings and Recommendation report • 1 day allowance for remediation activity	• 1 event p/a • 22 point front end Zap scan of website • 14 point manual check of common issues • Findings and recommendation report • Presentation and report walk through • 3 day allowance for remediation activity

Enablement

Support

Squiz's dedicated 24x7x365 Support Team provide customers with reliable and efficient support at any time via [MySquiz](#).

Our teams are available around the clock to assist with any incidents that may arise to ensure your incident is dealt with promptly.

Squiz's Customer Care model means most support queries are uncharged and included in the agreement.

Professional services

Squiz provide a full suite of professional services including strategy consulting, user experience, design, solution build and development, project management, system optimisation and health checks.

Training

Squiz's education portal is called [Squiz Academy](#). Users can enroll in online eLearning.

eLearning is self paced and free of charge.

Comprehensive product documentation for developers and content editors is available for free on the [Squiz Help Centre](#) website.

Inclusions

Squiz's DXP subscription includes:

- Response and performance guarantees
- Access to the Squiz DXP and the product roadmap, including new DXP capabilities and services as they are released
- As a fully managed SaaS service, upgrades are automated

Security and performance

Squiz DXP is secure

Automated upgrades and patching ensures you're always on our most secure version.

Squiz's SaaS DXP holds the following accreditations:

- ISO 27001 Certified
- SOC 2 Accredited
- CSA STAR Level 1
- TX-RAMP Certified
- Cyber Essentials Plus



We leverage security infrastructure from our partners including AWS and Cloudflare (eg DDoS protection and Web Application Firewall) to ensure no unauthorised access to the platform.

Each capability uses role based permissions ensuring only authorised users can access parts of the platform that suit their role. Authentication can be managed through logins within the software itself or through third party login providers which may include multi factor authentication and IP whitelisting.

Data is encrypted at rest and in transit.

DDoS attacks surged by 65% in FY24

Media websites, financial institutions, education and government websites primarily targeted.

Cloudflare automatically detects and mitigates DDoS attacks

170 billion daily threats stopped

Squiz DXP is very high uptime

Sites use specialised Squiz Edge workers enabling lightning-fast caching in conjunction with a Cloudflare Content Delivery Network (CDN) providing content to customers from local sources.

Squiz DXP workloads use Elastic Load Balancing to distribute workloads across multiple AWS zones within a region, this ensures our DXP is highly performant and fault tolerant.

Squiz DXP is highly scalable

Squiz DXP is a highly scalable platform that can scale both automatically and on demand. Coupled with our ability to load balance across multiple zones, the DXP platform is able to scale quickly in response to high traffic volumes or meet customer business needs that are driven by social, market, or world events.

Squiz DXP monitoring

Squiz DXP is continuously monitored using third-party tools that provide proactive updates to support, and engineers who can interpret platform performance in real-time, as well as keep our 24x7 support teams up to date on our platform status.

Exit management and data migration

Responsible exit management

Squiz supports responsible exit management, enabling buyers to transition away from the platform in a controlled and predictable manner if required. This approach is designed to minimise platform lock-in and support continuity of service and data ownership.

Exit support

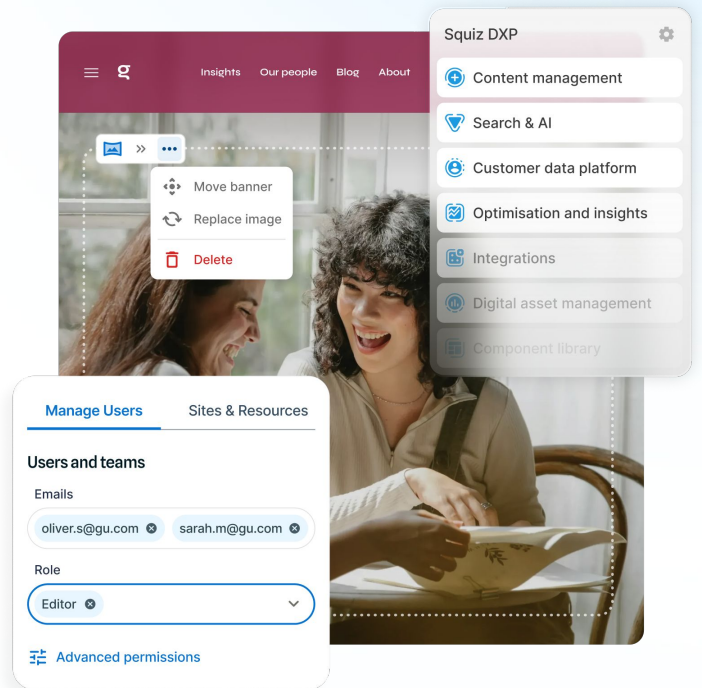
Exit management support is provided in accordance with contractual terms. Where additional assistance is required, optional migration and transition services can be delivered through Squiz Professional Services under a separate agreement.

Data export

Buyer-owned content and files can be exported using standard, documented export mechanisms. These may include structured data exports, archive exports, and API-based access. Export formats are designed to support interoperability and migration to alternative platforms using commonly accepted file and data standards.

Timelines

Exit timelines are dependent on factors such as content volume, integrations, and buyer-specific requirements. A mutually agreed exit plan and timetable will be defined by the buyer and Squiz as part of the exit process.



Onboarding and implementation

Utilise Squiz professional services and take a human-centered approach to managing your digital transformation.

Squiz makes launching your digital experience fast, flexible, and tailored to your team.

Using **SLAM – Squiz Lean Agile Methodology**, projects move through Discover, Design, Build, Run, with two-week sprints and rolling user acceptance testing, surfacing issues early and keeping delivery on track.

Flexible delivery options include client-led, co-build, or full Squiz development, matching your team's resources and technical capability. All approaches include 24x7 support, service-level guarantees, and ongoing optimisation.

Enablement is built-in via Squiz Academy, Help Centre, MySquiz Portal, and co-designed Success Plans.

Benefits: Agile delivery accelerates time-to-value, empowers your teams to manage and optimise digital experiences from day one, and reduces long-term reliance on external support, giving confidence and control over your digital strategy.



Discovery

Understand the context

We take the time to understand your business strategy and target audiences. We frame problems and come up with ways to solve them; testing our ideas with your stakeholders using evidence-based research techniques with our experience to uniquely frame the opportunities.



Design

Get the ideas right

Squiz's designers and solution architects work with your team to create a solution blueprint covering visual design, user stories & solution architecture. We roll this into an agile delivery plan and prioritised requirements report. At this stage of the project, you get certainty of functionality, design and outcomes.



Build

Bring your ideas to life

Squiz develops your solution in agile sprints, and we showcase our progress fortnightly and complete user-testing, giving you early visibility of project outcomes through prototyping. An agile approach allows us the flexibility to accommodate emerging priorities whilst keeping focus on project core requirements



Run

Grow your ideas

Go-Live centres around a robust quality control process, interactive training with your teams and dedicated transition and launch support. But project go-live isn't the end of the road. As your digital partner, we work with you on an ongoing basis to ensure your site is monitored, measured and optimised. Continuous improvement is the key to ongoing success.

We work with the UK's most forward-thinking public-sector organisations



Pricing



Pricing is detailed in the G-Cloud pricing document for “Squiz Digital Experience Platform (DXP)”. Charging is typically subscription-based, with optional add-ons such as enhanced support tiers and professional services as defined in the pricing schedule.

For more information, please get in touch.

squiz-gcloud@squiz.net