



Service description

Targeted Messaging Service



Introduction to Granicus

Granicus is the leading provider of government experience solutions that directly touch your citizens and the government employees that work with them. Our solutions include two-way communications, tools for citizen engagement and understanding sentiment, digitised government services, and streamlined staff workflows and operations.

Delivering a compelling customer experience is central to achieving the government's core missions of increasing access to services, building trust and transparency, and promoting health and security. Public sector organisations can more easily deliver on the central mission and achieve larger outcomes by better understanding their community, creating seamless ways for citizens to access information and services, and streamlining operations. Granicus has a proven track record of delivering a broad range of experience solutions to governments at scale.



500

public sector
organisations in
the UK



7,000

public sector
organisations
worldwide



22B

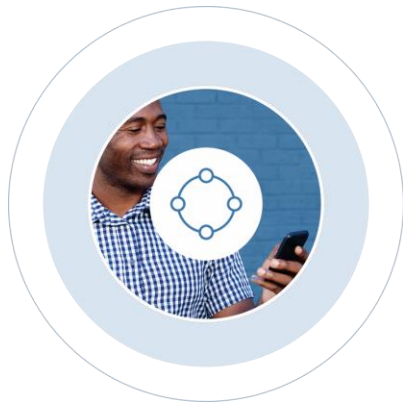
government
messages sent
annually



18M

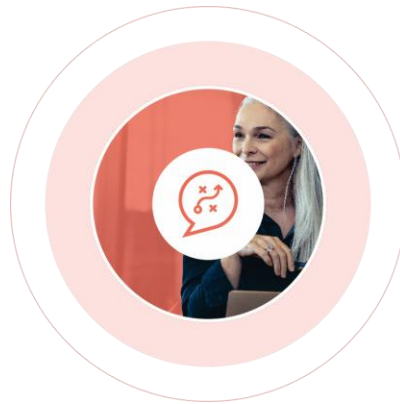
people are
subscribed to
the UK network

The Government Experience Cloud combines three elements in our solutions to help deliver meaningful outcomes for our public sector customers:



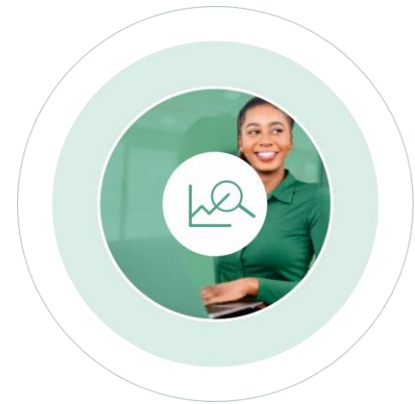
Connected Technology

Technology designed for governments fosters seamless customer experiences, prioritizing citizens throughout the journey.



Experience Services

Trusted experience advisors empower governments to design, support, and deliver exceptional services that drive measurable social outcomes.



Data-Driven Insights

Better understand your community using insights from 30B annual government interactions to serve your customers more effectively.

These three areas work in concert to help you ensure access to services, improve health and security, and foster more trust in government.

Granicus Targeted Messaging Service (TMS)

Granicus Targeted Messaging Service (TMS) forms part of Granicus Communications (govDelivery) and is a SaaS solution that makes critical, large-scale email and SMS communication between government and the public more effective and reliable. TMS enables highly personalised, one-to-one and one-to-many messages with citizens. Clients use TMS to deliver benefit decisions, tax statements, and key notices, enhancing service delivery and enabling cost savings.

Granicus TMS is built specifically to deliver critical government messages via email and SMS, which means your organisation can use this solution to send mass personalised messages quickly and effectively. The following schematic demonstrates how TMS works



Action

Citizen visits Government website/portal or has a transaction with an agency.



Create Record

Government agency records an interaction with the citizen in their business application and wants to send a confirmation/ receipt to citizen.



API

Government agency's business application sends a Web Services request to TMS API.



Delivery Message

Government Agency's message is sent to the citizen using best in class deliverability and speed.



Engagement

The citizen receives message within seconds of completing transaction. This immediately increases the relevance of the message.

We are partnered with more than 500 UK public sector organisations from major central government departments to small district councils. For UK organisations, the unique Granicus Network reaches more than 18 million people and is helping our clients build and nurture digital relationships in the community.

With TMS, you can:



Easily integrate with existing business processes

APIs will easily integrate with legacy applications and do not require significant time, resources, or infrastructure on your part to deploy



Highly secure and unlimited mass sending ability

All interactions are encrypted over SSL and without mass emailing restrictions, allowing your organisation to reach the people you need to communicate with, regardless of how large that group is.



Insight and data into effectiveness

Message statistics are provided to help organisations measure engagement/interaction, resulting in users making data-driven decisions about the strategy around future digital communications.

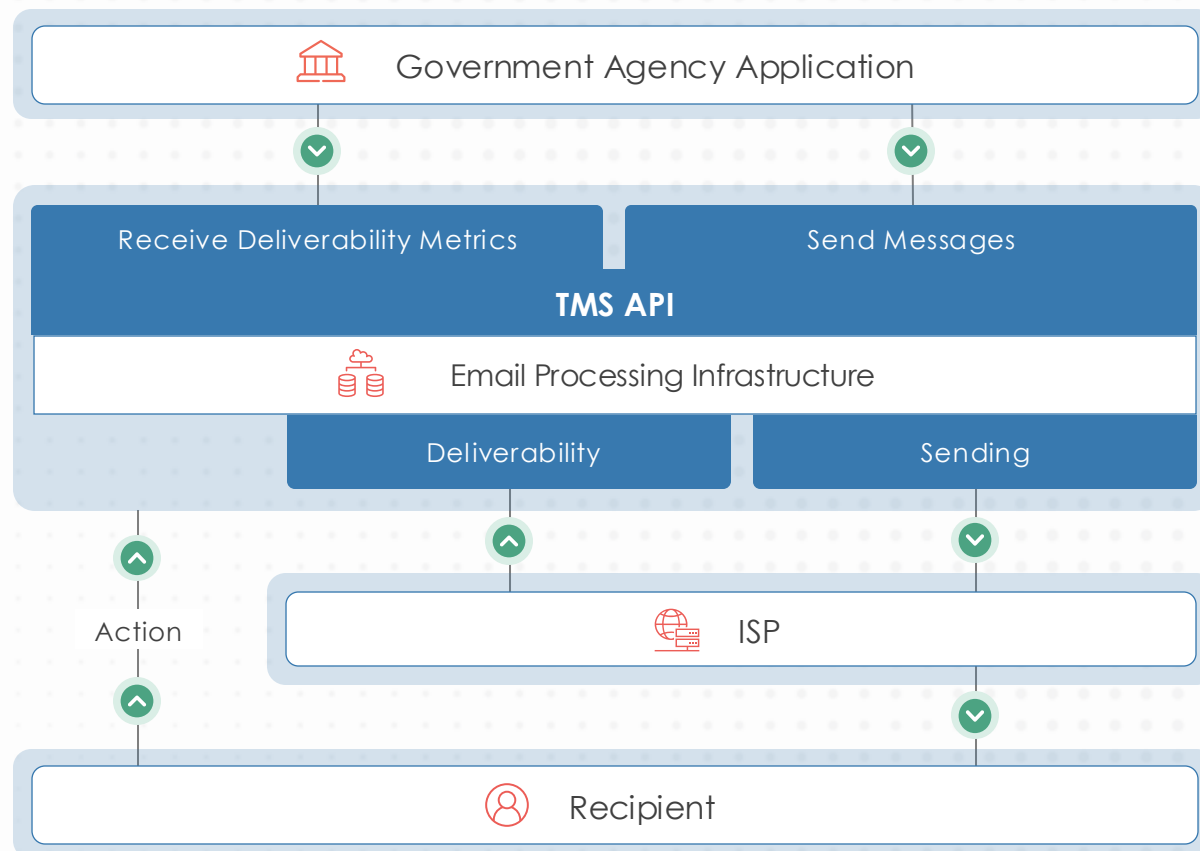
Targeted Messaging Service API

Our solution comprises of a comprehensive Web Services API for clients who wish to access and update Granicus directly from line-of-business systems. The Web Services API is fully documented, and test accounts can be made available to developers.

The Granicus TMS REST APIs provide a standard interface for interacting with Granicus's powerful messaging services to drive more action by adding the reach, scale, stability, automation, and analytics.

The TMS API enables you to build the integrations your outreach strategy demands by providing a systematic way to send messages, create keywords, and analyse results.

Full Targeted Messaging API documentation can be found at developer.govdelivery.com/api/tms/



Granicus Communications (govDelivery) integration

TMS Data Fusion brings your TMS activity into Granicus Communication (govDelivery). Once TMS has been used to send a message, the messages are visible in Granicus Communications (govDelivery) for audience filtering criteria under Targeted Messages. These TMS messages can be identified in Granicus Communications (govDelivery) based on the 'Message Type' field in the TMS template.

For example, if TMS was used to send individuals information about an update to their application, Granicus Communications (govDelivery) can be used in tandem by sending the individuals that did not open this TMS message a follow-up reminding them to check their application. TMS Data Fusion allows admins using Granicus Communications (govDelivery) to select the audience filters that target only the subscribers that did not open the TMS message.

This feature is only available if you have Granicus Communications (govDelivery) and TMS, and must be enabled on your account. TMS Data Fusion applies to emails only, not SMS subscribers.

Service options

Granicus Targeted Messaging Service comprises a series of APIs that enable organisations to embed Granicus's secure, scalable messaging capability into their back-office systems. The pricing includes technical and operational support as part of the core packages.

Detailed pricing information together with pilot, financial recompense, and payment options are provided in the Targeted Messaging Service pricing document on the Digital Marketplace.

Pilot

Granicus recognises that enterprise arrangements are not always suitable, particularly for an initial implementation of the service. We can adapt pricing arrangements to limit the service we provide to a specific client's needs, thereby reducing costs to reflect limited capability.

We are very receptive to offering trial/pilot services. This has proved to be a successful way to help clients to establish a business case for the service before investing in a full-scale roll-out.

Granicus support services

> **Granicus Customer Success Consultants**

Every Granicus Communications (govDelivery) customer gets a dedicated Customer Success Consultant (CSC); a subject matter experts driven by their passion for the programmes and services that government agencies deliver. CSCs are available to provide strategic advice to ensure you maximise investments in Granicus solutions and services. CSCs connect with customers periodically to review their current usage of Granicus products and solutions and to make recommendations for the adoption of useful features and functionality. CSCs may also make recommendations for the general maintenance of account health and hygiene, resulting in actions to be performed by the customer users.

> **Implementation Services**

Services include access to an implementation consultant for up to 90 days to provide assistance, guidance, sample code, and best practices. Testing integration is accommodated by access to a stage environment. In addition, access to online resources and reference documentation will be available.

Granicus recommends that the client's developer team plan for a minimum of 50-70 developer hours, and more for complex workflows.

> **Service Levels**

Granicus provides complete help desk support for administrators and customers of Granicus Solutions. Regular support is available 9:00 a.m. – 5.30 p.m. GMT, Monday-Friday (excluding UK public holidays). Emergency support is available 24x7.



Information Assurance

Granicus Communications (govDelivery) is fully compliant with all UK and European data protection rules, including GDPR, and implements strict internal policies and procedures to ensure data is kept safe and secure. The current Granicus Communications (govDelivery) configuration was previously assessed by the UK Government Communications-Electronics Security Group (CESG) and was previously accredited to UK Government Impact Level 2 (IL2) – Secure.

Granicus holds ISO27001:2013 certification, which identifies strict procedures for managing, monitoring, and mitigating risk. We follow these procedures rigorously as part of our on-going ISO27001 and other security accreditations. While it is not company policy to share this information with third parties due to its sensitive nature, we welcome the opportunity to discuss specific requirements with clients if additional information is required.

In addition to the above accreditations, Granicus is registered with the Information Commissioners Office (ICO) and has Cyber Essentials certification.

Granicus security policies and procedures are in accordance with US National Institute of Standards and Technology (NIST) standards. The service undergoes an annual certification and accreditation audit by NIST.

NIST reviews our Security Plan, Continuity of Operations Plan, and Threat and Risk Assessment as part of the certification and accreditation audit.

Granicus is also one of a few select organisations approved by the Federal Risk and Authorisation Management Program (FedRAMP) US governmentwide security authorisation programme. Our highly secure environment has withstood comprehensive and rigorous review by the Joint Authorisation Board (JAB).



Granicus Experience Group (GXG)

GXG is Granicus' dedicated digital agency, committed to transforming citizen experience and driving meaningful digital engagement. We combine human-centred strategies, actionable data insights, and hands-on consultancy to help organizations unlock the full potential of their technology. Our tailored solutions deliver measurable impact—empowering public services to create better experiences and stronger connections with the communities they serve.

At GXG, our mission is to help public services become truly citizen-centric. Whether supporting a carer, engaging with a concerned resident, assisting a local business, guiding the planning process, or helping a parent or student, we enable you to create better experiences and maximize the value of your Granicus technology. Our guiding principle is simple: ensure people get what they need, when they need it—quickly, respectfully, and with lasting impact.

Our human centred approach to digital transformation focuses on solving problems and providing solutions that help our customers to create better experiences for their customers, foster prosperous communities and increase employee morale.

Over a decade of helping government build better citizen experiences.



Do more with Granicus

Ready to take the next step?

Granicus solutions and services are meant to work together to provide an end-to-end platform that helps you modernise services, improve trust, and increase resident satisfaction. Contact Granicus team today to learn how our solutions and services help you create government experiences that work for all.

Contact us:



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granicus.uk/contact-us/



linkedin.com/company/granicus-europe/