



GCloud 15

PLEXUS WORKFLOW
Service Definition Document

About XBP Europe

Who, Where, Why, What

Who

XBP Europe (Nasdaq: XBP), is a pan-European integrator of IT Solutions for contact centers and related BPO solutions and services. We serve many of the largest private and public sector clients in the UK, Europe, and our extensive network reaches majority of populations in key European markets.

Why

Going public empowers our management to participate in the large European economy, to grow with our clients, and to create value for our employees and stakeholders. Our Parent company XBP Global is a business process automation leader serving more than 60% of the Fortune 100®.

Where

Secure hybrid cloud infrastructure enables XBP Europe to deploy its solutions to clients across the UK, European market, along with the Middle East and Africa. Our physical footprint spans 15 countries over 34 locations supported by our ~1,500 employees.

What

We provide process management by partnering with our clients including their data modernization and AI journey with suites of solutions and services.

Listed on NASDAQ see our website [here](#).



Goals, Objectives, and Scope

Business Problem: Organisations face fragmented marketing systems where content, data, and execution are managed in silos. Manual workflows, inconsistent approvals, and limited visibility reduce agility, increase risk, and delay campaign delivery.

Key Solution Goals

- 1. Process Efficiency:** Automate marketing execution workflows to reduce manual effort and cycle times
- 2. Unified Control:** Centralise content, approvals, and execution across channels
- 3. Governance:** Ensure compliance, auditability, and brand consistency across all communications



Goals, Objectives, and Scope

In-Scope

- Digital and print marketing execution
- Persuasive content management and templating
- Workflow automation and approvals
- Campaign performance monitoring and reporting
- Secure collaboration and role-based access

Out-of-Scope

- Physical print production or distribution unless contracted separately
- Creative strategy or content creation services



High-Level Architecture Overview

Concept

A scalable, cloud-native, multi-tenant SaaS platform designed to support high-volume marketing execution and digital commerce communications.

Ingestion Layer

Integrates campaign data, content assets, and customer data from internal systems, CRM platforms, and digital commerce applications.

Processing Layer

Applies business rules, workflow automation, approvals, personalisation logic, and compliance controls to marketing execution activities.

Delivery Layer

Executes campaigns across digital and print channels, ensuring consistent output and governed distribution.



High-Level Architecture Overview

Access/Integration Layer

- **Web Interface:** A responsive, browser-based user interface for managing campaigns, workflows, content, approvals, and reporting.
- **API Integration:** Secure, REST-based APIs enable integration with CRM, digital commerce, analytics, and enterprise systems for automated data exchange and execution.



Security and Compliance Architecture

Access Control

- **Role-Based Permissions:** Restricts visibility based on user roles, ensuring separation of duties
- **Authentication:** Supports Single Sign-On (SSO) and Two-Factor Authentication (2FA) for secure access

Data Protection

- **Encryption:** Data is encrypted in transit (using secure network/TLS 1.2+) and at rest.
- **Logical Separation:** Strict multi-tenancy ensures data isolation between clients.



Security and Compliance Architecture

Audit & Accountability

- **Audit Logging:** Complete, detailed audit logging (chain of custody) for every action (viewing, downloading, metadata changes).
- **Alerting:** Automated alerts for suspicious activity or policy violations.

Compliance & Standards

- Adherence to ISO 27001 (Information Security), ISO 9001 (Quality Management), and Cyber Essentials Plus standards.
- System incorporates Business Continuity Management (ISO 22301) to ensure uninterrupted service.



Implementation & Transition Strategy

XBP Europe has 40+ years' experience of implementing and onboarding new customer projects. We use a PDP implementation methodology based on standards like PRINCE2.

- **Phase 1: Discovery & Planning** Finalise workflow discovery and case modelling and volume estimates. Define business rules for retention, user roles, and search indexes.
- **Phase 2: Build & Testing** Configure the Web Workplace and data models. Implement API integrations with client systems. Conduct security, performance, and User Acceptance Testing (UAT).
- **Phase 3: Deployment & Go-Live** Data migration and initial load. Phased rollout to user groups with comprehensive training and documentation (User Manuals, Admin Guides).
- **Phase 4: Optimisation** Continuous monitoring of system performance and storage utilisation. Regular reviews to refine indexing strategies and retention rules.



After Sales Support

Customers will have access to the ServiceFirst support model which provides 24/7 support via telephone, chat, and email.

Support Levels:

1st Line: Application Support – incident, problem & change management, and query handling.

2nd Line: Application Support – 2nd level analysis of incidents, fact finding, and reporting.

3rd Line: Infrastructure support for monitoring, performance, and security.

Account Management A Client Relationship Manager is assigned to handle incident escalations, monthly/quarterly meetings, and supply Management Information (MI) based on agreed KPIs.



After Sales Support

Plexus provides structured post-implementation support to ensure platform stability, continuous optimization, and long-term business value.

Operational Support: Ongoing monitoring, incident management, and issue resolution

Platform Maintenance: Regular updates, patches, and performance tuning

Workflow & Automation Support: Monitoring, optimization, and exception management for BPM and automated processes

User Support & Enablement: Helpdesk services, user assistance, and refresher training

Service Level Management: Defined SLAs for availability, response, and resolution

Continuous Improvement: Feedback-driven enhancements and process optimization

