

Optimizely Digital Experience Cloud implementation and support services

G-Cloud 15

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Optimizely solution consultancy, implementation and support

Our content and customer experience services reach from behavioural insight and inclusivity strategy, through human-centred service design, to digital experience platform strategy and out into digital, creative, content and UX design and delivery. CDS' comprehensive suite of customer experience services deliver compelling, intuitive and accessible user journeys, improving engagement and supporting the effortless delivery of digital services to our clients' customer bases.

CDS' multidisciplinary agile teams, user research specialists, design studio and accessibility teams provide digital experience platform strategy and implementation, behavioural insight, research and analysis, accessibility and inclusivity strategy definition and implementation, audience engagement/UX services, content strategy and content creation and communications planning and delivery.

Optimizely is the ideal choice for digital enterprise leaders who want to drive digital transformation in their organisation and deliver standout experiences for customers – everywhere they choose to engage. Optimizely is a leader in the Gartner Magic Quadrant report for Web Content Management (WCM) and Digital Experience Platforms (DXP).

Our web development team were trained directly by Optimizely and we provide a full end-to-end service, including ongoing support through our ITIL Service Desk, hands-on training and best practice advice.

Our experience includes using Optimizely to build the Single Online Home (SOH), working in partnership with the Police Digital Public Contact (DPC) Programme; CDS won the EMEA Digital Social Impact Award at the Optimizer Awards 2021 for SOH. The award recognises the positive impact of the Single Online Home (SOH) platform for all UK police services. CDS was also named the 2019 Optimizely (then Episerver) Partner of the Year for UK/Ireland.

Our user-centred approach aligns with the GDS Standard and supports users with a range of digital literacy/skills and accessibility needs.

Case study

The challenge

To deliver the most significant change in UK policing since the 999-emergency number was rolled out across the UK in 1976. The client wanted a [Single Online Home \(SOH\)](#) for all UK police services to provide nationally consistent, locally branded services, brought together in a single 'digital police station'.

The Digital Policing Portfolio (DPP) vision statement was: "The experience of connecting with police through digital channels will be as helpful, personal and reassuring as approaching an officer on the street".

The solution

CDS used Optimizely (formerly Episerver) software, expertise and solutions developed for the Metropolitan Police Service website project to launch SOH, while extending the platform with new core services, and providing strategy, leadership and service delivery services, 24/7.

The result

CDS is onboarding all 43 UK police forces (including the Met Police, Hampshire, Merseyside, Surrey, Sussex, and Thames Valley forces) as well as associated police bodies. Given the pressures on policing, it's a priority to free up time and budgets, reduce administration and improve efficiency for officers - essential to our safety and wellbeing. SOH is being used by the Government as an exemplar of how a successful digital project should be run.

Over 60% of citizens (33.23m) in England and Wales now have access to [SOH](#).

Service overview

Expert Optimizely services for implementing websites and intranets on public and private cloud. Services include digital strategy, hosting consultancy, technical architecture, service design, UX, accessible development, test automation, training, support. Optimizely premium partner with ISO27001, Cyber Essentials Plus and ISO20000.

Our approach

CDS provides end-to-end services for the implementation of websites and intranets on Optimizely DXC Content Cloud™ WCM, including:

- Digital strategy consultancy
- User research
- UX design
- Implementation
- Transition planning
- Quality assurance
- Training
- Ongoing support.

All Optimizely projects start with a discovery phase where user needs and technical requirements are gathered. CDS has extensive experience in developing public service websites aligned to GDS' Service Manual and Technology Code of Practice.

We start by understanding the business objectives and establish user cases, goals and journeys supported by user personas that inform the solution design right through to testing. This includes a combination of stakeholder interviews at the outset and user focus groups throughout the design and development process. We work with stakeholders to validate our approach and develop an engagement plan that will gather a broad, inclusive range of user needs.

Experience

CDS has a wealth of experience of using Optimizely to drive digital transformation and deliver standout experiences for customers. Our Optimizely development team is one of the largest in the UK, and the team has delivered award winning enterprise-level projects for clients including:

- Bank of England Prudential Regulatory Authority
- South West Water
- Police.UK
- Single Online Home, national digital policing platform
- Metropolitan Police
- Insight Investment
- Northern Ireland Tourist Board
- Tenet Group
- National Midwifery Council.

Features and benefits

Features

- Optimizely premium partner
- Award-winning design and technical solutions
- Responsive and device-agnostic by default
- Agile delivery, in line with GDS Service Standard
- Extensive UK team experienced in Government digital delivery
- Support customer onboarding and self-reliance
- Security cleared staff
- Single point of contact and ownership
- Programme management and third party/supply chain coordination
- Content creation and migration services
- Skilled at implementation of several content management systems.

Benefits

- Assured successful digital delivery by an experienced team
- Avoid vendor lock-in; easily supported with open standards technology
- Meet requirements for GDS Alpha and Beta assessments
- Minimise recruitment and focus on operational support
- Efficient communications and management
- Flexible reporting and governance
- Easy management of multiple supplier projects and programmes
- Professional support up to 24x7x365 for business-critical systems
- Easily transition your team to manage new digital services
- Content management systems that meet client and user needs.

Business continuity and disaster recovery plans

CDS is committed to minimising and managing its exposure to disruption to the business and the services provided to our customers. This encompasses robust systems and processes necessary to maintain continuity of service and operations.

CDS maintains a comprehensive Business Continuity and Disaster Recovery (BCDR) plan, certified to **ISO 23001**, that defines clear roles, responsibilities, processes, and procedures for assessing and responding to disruptions to ensure continuity during disruptions. **Our plan is tested annually with lessons learned incorporated into plan improvements.**

Our Business Continuity Management System (BCMS) is underpinned by regular business impact assessments and threat and risk analyses, and annual tests to ensure all contingencies remain effective, current, and fit for purpose.

Onboarding and offboarding

Onboarding

CDS provides a tailored onboarding pathway, based on clients' individual requirements.

Onboarding is a collaborative process, through which we fully understand our clients' short-, medium- and long-term goals, and plan our service accordingly, to deliver best value and appropriate resourcing, governance, communication and planning.

Our multi-disciplinary agile teams will work with project stakeholders to understand the client and project needs and requirements.

We will define and capture ways of working, including definitions of 'ready' and 'done', and identify acceptance criteria for each sprint, underpinned by modern test practices and OKRs.

Offboarding

Upon starting the engagement, CDS will provide an exit plan for client approval. This will cover matters such as knowledge transfer and documentation, roll-off schedules, data and asset transfer, intellectual property and removal of access / permissions and return of devices / equipment.

Ownership of data contained in any solution belongs to and rests with the client; as the service is decommissioned, raw data will be transferred to the client. CDS is certified to ISO 27001 for data security and will always adhere to these standards – including data removal and destruction.

Ways of working

At CDS we apply agile principles across our projects, primarily using the SCRUM Agile methodology. We operate multi-disciplinary squads that combine domain expertise with technical excellence, delivering value early and iteratively through two-week sprints. Our approach is underpinned by the following core practices:

- **Daily standups:** A team call for 15 minutes each morning to track progress, surface blockers and ensure sprint goals are achieved.
- **Sprint planning:** Held at the start of each sprint to prioritise the work, align on objectives and ensure the team is fully prepared.
- **Sprint review:** At the end of the sprint, the team demonstrate to all stakeholders the deliverables achieved and present the sprint goal for the next sprint.
- **Sprint retrospective:** For each sprint the team will review what went well, identify areas of improvement and embed lessons learned to drive continuous improvement.

Additionally, we have an Agile mindset and culture at CDS, in which we apply:

- **User-centred design and customer-focus:** Through collaboration and partnership working we deliver outcomes that meet user needs.
- **Adaptability and flexibility:** Short feedback loops enable us to respond quickly to change, with teams empowered to pivot as required.
- **Continuous learning:** Retrospectives encourage open, honest feedback to continually improve ways of working and delivery effectiveness.
- **Partnership and teamwork:** We create a one-team culture with our clients and their supplier partners, working collectively towards shared project goals.

Training

As well as continual ‘on the job’ knowledge transfer to upskill client teams, CDS can provide formal, comprehensive training for administrators and users prior to handover and go live designed to support successful change management, ensure smooth implementation and embed solutions that are integral to business operations. Our training also builds internal technical capability, empowering teams to become self-sufficient and reduce the long-term cost of change.

In most cases, we adopt a ‘train-the-trainer’ model, delivered through a blend of on-site and remote sessions. This is supported by comprehensive training materials and easy-to-follow digital end-user guides, written for non-technical audiences and compliant with WCAG 2.2 accessibility guidelines.

Quality assurance and performance testing

CDS applies rigorous testing as part of our Quality Assurance process (ISO9001) to ensure we maintain quality across our deliverables and that outcomes are fit for purpose and fulfil functional and performance requirements.

Our testing capability is led by ISTQB (International Software Testing Qualifications Board) qualified testing experts with all the skills and expertise to quality assure AI, technology & cloud services.

We use a flexible, agile testing approach utilising tools and techniques tailored to each client's context to ensure solutions meet business objectives and success criteria.

We adopt an automation-first approach, embedding high-quality automated checks into robust CI/CD pipelines to ensure quality is treated as a first-class citizen throughout the deployment process.

Our testing services include:

- Test strategy
- Test planning
- Automated test frameworks
- Testing, defect management and reporting
- Support of customer UAT
- Security (perimeter/application) testing / DevSecOps
- Performance and stress testing.

Security services

CDS holds certifications to international standards - Cyber Essentials Plus and ISO27001 Information Security, encompassing physical security, personnel security, storage, electronic data handling and secure destruction.

We embed 'secure-by-design' principles in our standard service design approach, aligned with security best practises and in addition we provide expert security consultancy.

CDS works closely with National Cyber Security Centre CHECK-accredited providers to conduct IT Health Checks (ITHC)/penetration testing in line with best practice.

CDS staff are BPSS cleared as a minimum. We can deploy SC, NPPV cleared teams and staff with DV clearance, if required.

Ongoing support

Our service model is designed to provide comprehensive, proactive support that operates to

ISO20000:2018 Service Management and ITIL best practices, covering the full-service management lifecycle.

We deliver a fully managed service that encompasses application support, platform maintenance, incident management, problem management, change management, supplier management, and out-of-hours support for major incidents. This approach ensures that business-critical systems remain operational and performant whilst maximising customer value through continuous service improvement.

All CDS Service Delivery team are ITIL-certified.

We offer three service levels (Bronze, Silver and Gold) each providing:

- Online Service Desk Portal available 24x7 for logging and tracking incidents and requests.

- Telephone support via a dedicated helpline available from 9am to 5pm Monday – Friday (excluding English Bank Holidays).
- Highly skilled service desk team who manage and resolve incidents and requests in accordance with the agreed SLA.
- Ongoing maintenance including application of security patches.
- Structured change management to ensure updates are properly assessed, approved and implemented.
- Monthly performance report to provide visibility of service levels and operational metrics.

Support and maintenance contracts stipulate a minimum level of support provision per month, appropriate to the size and complexity of the service, aligned to the preferred service support tier. Additional time is chargeable at the day rates listed on the rate card.

SLA Incident Response

Service	Bronze	Silver	Gold
Incident response			
P1 - To be called in	15 minutes	15 minutes	15 minutes
P2	1 hour	1 hour	1 hour
P3	1 hour	1 hour	1 hour
P4	4 hours	4 hours	1 hour
P5	1 working day	1 working day	1 hour
P6	1 working day	1 working day	1 hour
Target incident resolution - core hours			
P1	8 hours	6 hours	4 hours
P2	15 hours	11 hours	8 hours
P3	5 working days	3 working days	1 working day
P4	7 working days	5 working days	3 working days
P5	N/A	14 working days	10 working days
P6	N/A	N/A	N/A
Major Incident Report	N/A	10 working days	5 working days

Hosting managed services

CDS provides a range of consultancy and management services for design, implementation and management of application infrastructure, including:

- Technical architecture and implementation
- Infrastructure management and maintenance including:
- Critical security patches
- OS (operating system) patches: testing and deployment

- Application and platform availability
- Anti-virus & Malware updates
- Obsolescence management
- Proactive monitoring and alerting of Infrastructure & solution performance and function.

Service constraints

Attainable service levels will be dependent upon the service performance of cloud suppliers within the service chain. Maintenance windows may apply, and clients should refer to the SLA for the specific service in use.

Ordering and invoicing

We recommend contacting CDS before placing an order via G Cloud 15, to confirm and agree scope, scale, SLAs, KPIs, outcomes, etc. We will be pleased to support clients to define statements of work that reflect their requirements.

Invoices are issued monthly in arrears, with payment terms of 30 days.

Pricing

Timescales and costs vary, depending on several factors; we recommend a preliminary review to provide a firm cost.

Please refer to our pricing document and rate card.

Industry standards

CDS delivers all its services to internationally recognised standards. CDS is accredited to the following standards:

- ISO 9001 Quality Management System.
- ISO 27001 Information Security Management.
- ISO 20000 IT Service Management and IASME certified.
- ISO 14001 Environmental Management.
- BSI 1008 Electronic Information.
- ISO 22301 Security and Resilience (Business Continuity).
- ISO 45001 Health and Safety Management.
- ISO 10008 Evidential Weight and Legal Admissibility of Electronic Information.
- ISO 50001 Energy Management Standard.
- Cyber Essentials Plus.
- IASME certified.
- ITIL compliant service desk.
- PlanetMark Sustainability.

We comply with the Data Protection Act 2018 and UK GDPR regulations.

Contact details

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