

The background of the page features several large, overlapping, three-dimensional geometric shapes. On the left, a large teal shape is partially visible. In the center, there is a purple shape and a lime green shape. On the right, another teal shape is visible. These shapes have a slight 3D effect with shadows, giving them a sense of depth. The overall composition is modern and abstract.

C I V I C

knows

***Umbraco
Development,
Management and
Migration***

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Service Overview

Our service offers Umbraco management, updates and development. We can manage your Umbraco website and take complete responsibility for all the updates and capacity planning while you focus on managing your content. Additional developments and changes to functionality can be provided according to our rate card.

CIVIC as a full-service digital agency, covers all aspects of Umbraco delivery including; responsive and accessible website design/development, user experience (UX), build, testing, technical integration, development, 3rd party integrations, hosting, maintenance and support.

With our team of talented individuals, we're able to maintain an optimum level of customer service for clients across Scotland and the rest of the UK. Our reputation is built on customer service, value for money and market-leading expertise. We continue to work on high profile, creative, technically complex Umbraco projects, helping our clients to make profits or deliver on their objectives, by:

- Putting emphasis on user experience
- Keeping pace with users' browsing behaviour
- Actively follow relevant technology changes
- Understanding changing business needs
- Delivering performance improvements
- Ensuring data security and integrity
- Leading on best practice and legislative compliance
- Innovating

Our approach is client-focused. Our underlying objective is to continuously improve in value over the lifetime of any contract, by staying ahead of the game on areas such as convergent technologies, cross-platform support and social media. We don't tie our clients into proprietary solutions, but seek to provide flexible platforms that can be developed and deployed by people with easy-to-find skills.

Areas of Specialism

CIVIC's experience on Umbraco is spread but not limited across the following six areas of specialism:

Strategy • Branding • Digital Strategy • Content strategy & planning	User Experience • User research • Usability and accessibility testing • Information Architecture • Prototyping & Wireframing • Persona & user journey development • Accessibility compliance
Design • Accessible Web Design • Responsive Web Design • Interactive content • Rich media campaigns	Development • Umbraco website/application development • Umbraco bespoke theme development • Umbraco responsive and accessible theme development • Umbraco bespoke module development • Umbraco headless/decoupled theme development employing Angular, React or any other popular JavaScript framework • Umbraco custom integration with popular CRM • Umbraco multisite and multilingual development

	• Full website migration from older Umbraco versions to the latest • Migration of websites build in other CMSs (i.e. Joomla, WordPress, Drupal) to Umbraco latest version • Offer seamless integration of any Umbraco website with any 3rd party system exposing REST services • Implement REST APIs to expose any Umbraco data to 3rd party applications. • Integrate with MS active directories, LDAP, gmail and any other identity provider to provide SSO capabilities with your existing systems • Perform cookie audits and ensure Umbraco website is GDPR compliant at all times.
Support • Service Level Agreements • Support team and helpdesk	Hosting • Managed hosting for Umbraco websites • Dedicated server management • Umbraco security • Networks

Umbraco User Experience Design

Only by gaining a deeper understanding of the user and how they interact with a website, application and/or digital marketing activity, we're able to create a solution that is usable and delivers value.

To bring it all together and affect behavioural change we ensure that usability testing and User Centred Design (UCD) are expressed at every stage of the project, as we move from project initiation, planning, design, development and deployment.

During the planning phase, we conduct user research (e.g. interviews, focus groups, meetings, card sorts etc) in order to gain an understanding of the target audience: their backgrounds, barriers, needs, goals, frustrations and motivations. We also explore how users interact with the product/service (when, where, how, platforms, tasks, barriers), including analysing customer journeys. This ensures that we build a user experience around the target audience needs.

We then turn this rich data captured on user requirements into the building blocks for the iterative design phase. This phase typically includes: customer experience maps, personas, user journeys, Information Architecture, wireframes and prototypes.

When a prototype has been developed, user testing helps to identify the most important UX issues before launch, thus saving expensive redesigns. Feedback can then be used to adapt any changes required.

Before launch, user testing can be conducted again as a means of validating and ensuring that our solution meets user needs and allows us to make any modifications before deployment.

Umbraco Web and Application Development

Umbraco CMS offers a wide range of features typically found on enterprise-level content management systems, such as:

- **Total front-end independence** (no restrictions on how the layout is implemented)
- **Content versioning** with the ability to revert to previous versions
- **Fine-grained access control** for users based on roles, both on the kind of actions taken and on the subset of content accessed. (E.g. a user belonging to the "writers" role can edit but not publish new content, and access can be restricted for the role to a specific subset of the content, such as news)
- **Simple approval workflows** via user permissions as a result of the above, paired with notifications when new content is created
- **Fully customizable content editing experience** with specific document types for each data entity, i.e. different forms and options on the back office
- **Page builder style content editing** with the use of content blocks, allowing totally modular development
- **Synchronization of data and content between multiple environments** (on Umbraco Cloud or via plugins, see below note on DSP model)
- Support for **fully source-controlled, CI/CD operations** (including content if desired)
- **Content API** for creating endpoints feeding data to third party applications and/or using part of the CMS as headless
- **Fully headless** operation if required
- **A/B testing and local metrics** via the Umbraco Engage add-on
- **Custom and complex approval** workflows via the Umbraco Workflow add-on
- **Custom GDPR-compliant forms** with optional data retention, email capability, and options to communicate with third-party access points via the Umbraco Forms add-on
- **Custom data structures handling (custom SQL tables)** from within the back office with the Umbraco UI Builder add-on

When using the DSP model, Umbraco can achieve the following:

Content synchronization between environments (via the Usync.Complete add-on or any hosting platform or the Umbraco Deploy system on Umbraco Cloud). Content synchronization includes content, structure, and accompanying media and it can be bidirectional. This essentially means that the Staging website can be the content entry point for content testing and approval and then content can be published to the production environment in an extremely easy way.

What our codebase offers

Over the years we have developed an Umbraco codebase that is used to provide commonly used website functionality in a standard and fully maintainable manner while reducing development times.

Building any Umbraco web site from scratch involves common elements that need to be implemented independently of the actual website's content, functionality, and layout. Our codebase takes care of those, standardising most of the work that needs to be done, so developers can better utilize their time on the actual web site.

Such elements are:

- **SEO features** (such as Open Graph, Meta tags, Redirects, and Twitter Cards). Accompanied with a back office dashboard where administrators can see which pages have SEO data and which are missing some or all of it.
- **XML Sitemap(s)**. Generate sitemaps automatically based on content.
- **Image handling** (serving the right image file sizes for the right viewport, cropping and resizing them appropriately on the server without user intervention. Rule-based)
- **Title handling** (adapt titles for browser, menus, footers, lists, breadcrumbs etc – each component may require a different title)
- **Page visibility handling**. Easily configure individual pages or whole subtrees of content to be hidden from navigation, lists, sitemap, or other structures.
- **Custom redirect handling**. Easily configure pages so that they can redirect to other pages, files, or external links. Accompanied with a back office dashboard where administrators can see a comprehensive list of all custom redirects implemented.
- **Link handling**. Use a standardized way to construct and customize internal, external, and media links without having to invent the wheel every time.
- **Reusable content**. Content blocks that can be defined once and used in multiple places. Editing the content automatically changes it anywhere it is used.
- **Caching**. Cache blocks (sections) of the website automatically without explicitly handling caching for each one.
- **Cookie consent**. Provide a flexible cookie consent implementation that can be used on any site with any type and category of cookies and that allows users to customize preferences.
- **Script handling**. Add scripts to be included either globally or on a per-page basis. Define if any of those scripts emit cookies so that their execution can be allowed or prevented according to what users have chosen in their Cookie Consent dialog.
- **CSP setup**. Optionally defining CSP rules in an easy and manageable way, also integrated with the Image Handling subsystem and the Script Handling subsystem.
- **Structured Data**. A mapper allows editors to easily create and configure structured data readable by both search engines and AI systems.

At CIVIC, we specialise in creative technology – choosing the right technologies and components to deliver our promises. Our team strive to produce high quality Umbraco solutions and achieve high levels of security, user experience and accessibility as a matter of course.

We are experts in building and customising Umbraco based websites to cover your business needs. Our team of experts undertakes all stages of website development lifecycle:

- Collecting functional/non-functional requirements.
- Devising specifications document.
- Identification and optimal selection of packages and add-ons that cover your business requirements.
- Back-end configuration to create all necessary administration workflows, content types, taxonomies, menus, roles/permissions etc.
- Custom responsive and accessible theme development for Umbraco. All Umbraco themes created by CIVIC are cross-platform, cross-device, responsive and accessible themes that follow the most state-of-the-art standards in website development (HTML5/CSS3).
This ensures that your application will be fully operational in every modern browser that is capable of rendering HTML5/CSS3 web pages. Additionally, we have expertise in adapting Umbraco themes for

rendering in older versions of browsers or quickly updating themes to tackle any issues with newest versions browser updates.

- Custom Umbraco headless theme development. In this case Umbraco is only used as a back-end content management system. Users are not directly connecting to Umbraco (i.e. via theme) but to a frontend JavaScript (React, Angular, Vue.Js) framework. Thus, the Umbraco back-end works as expected, but the frontend is entirely decoupled from Umbraco.
- Content migration from other CMSs or from older Umbraco versions.
- We have extended experience in performing Umbraco upgrades, in a manner that is iterative and re-runnable so that they end up being ran just once on the client's setup as a final action. We have performed over 30 Umbraco upgrades from v7/v8 to v13/v17, for banks, multinational corporations and other enterprises on setups including third party integrations, custom plugins, and custom code.
- Source migration from older Umbraco versions. Using our deep knowledge on the development standards of all Umbraco versions we can successfully migrate custom code developed in older Umbraco version to latest Umbraco versions.

We follow the Development - Staging - Production (DSP) model during Umbraco website development. We perform all the development and testing on our development servers. Once the application is considered bug free and complies with your requirements, the latest developments are moved over to the Staging server.

The staging server is a mirror copy of the production server; its primary purpose is to test the completed application on the mirrored copy of production to ensure that the recent developments don't break the live application or other application that co-existing on the production server. No actual development ever takes place on the staging server (only minor tweaking of OS parameters or application settings). The staging server is the last step before the application is deployed to the Production server(s). Once the application/website has been reviewed on the staging server and all changes have been signed off formally then we can move the final application to the production server(s).

The DSP model is applied for 1) initial development, 2) bug fixes, 3) post-release website enhancements, 4) Umbraco security updates, 5) Umbraco non-security updates.

Umbraco Management

Support and Maintenance

Support arrangements are designed to pre-empt any problems before they occur, however when these do occur this Support Level Agreement (SLA) enables us to maintain a service for you that ensures any issues can be resolved quickly and efficiently. In our proposed service the following are included:

- Resolution of issues reported by your users
- Responding to any security alerts and updates
- Patching and configuration of the Content Management System (CMS), database and any bespoke application code to ensure they are stable, secure and responsive
- Internal and external monitoring of the website's availability 24/7/365
- Any CMS issues
- CMS user guidance
- Ad-hoc analytics reports
- Minor text changes and graphic uploads or replacements if requested
- Database management

- Managing backups to ensure that the site can be rebuilt in event of a catastrophic failure
- Identifying potential capacity issues and advising on upgrades
- Patching and configuration of all underlying software
- Physical Security
- All hardware issues
- 24-hour cover in the event of a complete website failure
- monthly security audit via the Nessus Vulnerability Scanner (<http://www.tenable.com/products/nessus-vulnerability-scanner>)

Umbraco Security Updates

All Umbraco security advisories are taken under consideration instantly. Depending on the severity of the Umbraco security advisory under consideration updates are scheduled and applied within 24 hours from release after close coordination with the client to ensure that there is minimal downtime.

Accreditations

ISO 9001

Our ISO 9001:2015 certification demonstrates that we operate a robust **quality management** system focused on consistency, continual improvement and customer satisfaction. It provides assurance that our processes are well-controlled and that we deliver services to a reliably high standard.

ISO 14001

ISO 14001 confirms that we have an established **environmental management** system that helps us identify, manage and reduce our environmental impacts. It supports responsible, sustainable delivery and demonstrates our ongoing commitment to improving environmental performance.

ISO 20000

ISO 20000 demonstrates that our **IT service management** processes are structured, measurable and aligned to best practice. It ensures we deliver dependable services with clear governance around incident management, change control and continual improvement.

ISO 27001

Our ISO 27001:2022 certification confirms that we manage **information security** through a formal, risk-based Information Security Management System (ISMS). It provides assurance that confidentiality, integrity and availability are protected through well-defined controls and continuous monitoring.

ISO 27017

ISO 27017 strengthens our information security framework by applying enhanced controls specifically designed for **cloud environments**. It supports secure cloud service delivery by clarifying responsibilities and improving the management of cloud-related risks.

ISO 27018

ISO 27018 demonstrates our commitment to protecting **personal data processed in cloud services**, with controls designed to reduce privacy risk. It provides additional assurance around how personal information is handled, stored and safeguarded in line with recognised privacy best practice.

DCI Cyber Essentials

CIVIC has been awarded the Cyber Essentials Certification and working towards Cyber Essentials Plus, which is backed by the Government and launched in close consultation with the industry. Cyber Essentials was developed as part of the UK's National Cyber Security Programme.

Helpdesk Availability

Our standard helpdesk facilities are available from 09:00 to 17:00, Monday to Friday, excluding weekends and public holidays, for reporting website downtime. We can also provide 24/7 helpdesk availability if this is required.

Response Times

Priority	Response Target	Resolution Target	Examples
1	0.5 working hour	1 working hours	Unavailability of the entire system
2	2 working hours	4 working hours	Unavailability of a key module or major function, causing significant business impact.
3	0.5 working day	5 working days	Problems causing inconvenience, minor disruption or restricting performance.
4	1 working day	As agreed	Non urgent problems causing slight irritation but where workarounds are available; cosmetic or general enquiries for information

To log a support request:

1. Visit www.civickuk.com/support and log your issue using the form provided
2. If there is an error, please be sure to include the full URL of the page you're on, and the full error message, along with details of the browser that you're using
3. If you require an estimate for the work, please state this in your request
4. Our support manager will assign your request to a member of staff
5. If the piece of work has wider reaching implications, we will exhaust your call off hours, or might be better treated as a discrete project, the request will be passed to your account manager, who will contact you.

When issues are complete you will be notified by email and you can call your Account Manager at any time for an update on support issues.

Reporting

Trouble tickets

Trouble tickets will be recorded in our ticketing system. You will be provided a dedicated email address that will be used to raise open new tickets. Each ticket has a unique ID enabling you to find the ticket and review activity on the thread. You'll also be CC'd by email on any ticket updates.



Server activity

CIVIC's server monitoring software will create monthly reports on the availability and performance of applications and services. Exceptions and resolutions will be documented in our issue tracker.

Contact

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