

The background features several large, overlapping, three-dimensional geometric shapes. On the left, a large teal shape points towards the center. In the upper middle, a lime green shape contains a smaller purple shape. Below that, another purple shape is visible. On the right, a large teal shape is partially cut off. In the bottom right corner, another teal shape is visible. All shapes have a slight 3D effect with shadows.

*Digital Experience
(DXP)
Development and
Management*

Contents

Service Overview..... 3

 Areas of Specialism..... 3

DXP User Experience Design..... 4

Web Development..... 4

DXP Management..... 6

 Support and Maintenance..... 6

 Security Updates..... 7

 Accreditations..... 7

Helpdesk Availability..... 8

 Response Times..... 8

 Reporting..... 8

Contact..... 9



Service Overview

Our service offers Digital Experience (DXP) management, updates and development. We can manage your DXP 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 DXP 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 DXP 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 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 • DXP website/application development • DXP bespoke theme development • DXP responsive and accessible theme development • DXP bespoke module development • DXP headless/decoupled theme development employing Angular, React or any other popular JavaScript framework • DXP custom integration with popular CRM • Integration with Apache SOLR to offer enhanced content

	and document searching capabilities • Offer seamless integration with any 3rd party system exposing REST services • Implement REST APIs to expose any DXP 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 your DXP is GDPR compliant at all times.
Support • Service Level Agreements • Support team and helpdesk	Hosting • Managed hosting • Dedicated server management • Security • Networks

DXP 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.

Web Development

DXP features may include:

- **100% web-based:** Content Editors and Administrators can perform any task that is needed using just the web browser of their choice.
- **Extremely Flexible:** The software is powerful and flexible allowing the customisation and expandability of the functionality either through custom or contributed modules.
- **Intuitive Interfaces:** straightforward and intuitive back-end environment, that allows Content Editors and Administrators to perform their everyday tasks easily.

- **Content Creation and Management:** Content Editors and Administrators are offered default and custom tools for reviewing, controlling, and managing their content. These can be combined with simple or more complex workflows and roles to facilitate content creation and maintenance.
- **Social Media:** A number of social media modules help integrate websites with social media sites such as Twitter, Threads and Instagram, providing a centralized way of managing social media profile information and plug-in widgets such as follow and share buttons.
- **Theming:** creation of custom themes allowing front-end developers to build fully responsive and accessible websites so that content is seamlessly accessed by desktops, laptops, mobile and handheld devices, regardless of Operating System, Screen size/resolution, Web Browser or assistive technology employed.
- **Accessibility:** achieve high levels of website accessibility, using theme selectors (allow for different colour combinations, font sizes etc), improved screen readers perception of the content, support for captions and more accessible controls for media files (videos etc).
- **User Experience:** implementation of anything UX guidelines propose; there is no limit to the capabilities of the platform in this respect.
- **Newsletter registration and integration:** opt-in option for newsletter lists and seamless integration with newsletter applications (i.e. mailchimp).
- **Search:** enhanced Search functionality, depending on your business needs the corresponding approach will be offered to provide optimal content discovery capabilities to your users.
- **Google Analytics:** the GA code will be added to the new website after deployment.

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

We are experts in building and customizing DXP 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 contributed modules 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 using the following technologies depending on design and UX requirements: CSS, HTML, JavaScript, React, Angular, Vue.Js, jQuery, twig, PHP. All 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.
- Custom headless theme development. In this case users are connecting to a frontend JavaScript (React, Angular, Vue.Js) framework. Thus, the back-end works as expected, but the frontend is entirely decoupled from the application platform. CIVIC is one of the early adopters of the headless approach and has already built DXP sites either using fully decoupled or semi-decoupled approaches. CIVIC's decoupled themes also follow the most state-of-the-art standards in website development (HTML5/CSS3).
- Custom module development for DXPs using the technologies such as JavaScript, React, Angular, Vue.JS jQuery, PHP, Symfony. We are shortly listing some of the custom modules that we have developed for our customers:
 - o Consume REST APIs of third-party applications.

- o Expose REST APIs to third-party applications.
- o Provide SSO capabilities with DXP acting both as an identity or a service provider.
- o Custom analytics/statistics when google analytics or other contributed modules are not adequate.
- o Custom forms.
- o Custom content moderation workflows.
- o Custom components to expose content using REST.
- o RSS Feeds.
- o Content import from JSON, csv, xml and other structured/unstructured files.
- o and much more...
- Content migration: we have successfully completed a number of content migrations either from Joomla, WordPress, Umbraco CMSs or Drupal.

We follow the Development - Staging - Production (DSP) model during DXP 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) security updates, 5) non-security updates.

DXP 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 DXP platform, 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 DXP issues
- DXP 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
- Unlimited disk space (within reason)
- Unlimited multi-homed data bandwidth connection (100Mbit/sec)
- Daily backups, held for a minimum of 90 days
- 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>)

Security Updates

Security advisories are taken under consideration instantly. Depending on their severity, the corresponding updates are scheduled and applied within 24 hours from release. We offer a bi-weekly update policy to install non-security core/contributed modules updates cumulatively.

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 downtimes. We can also provide 24/7 helpdesk 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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