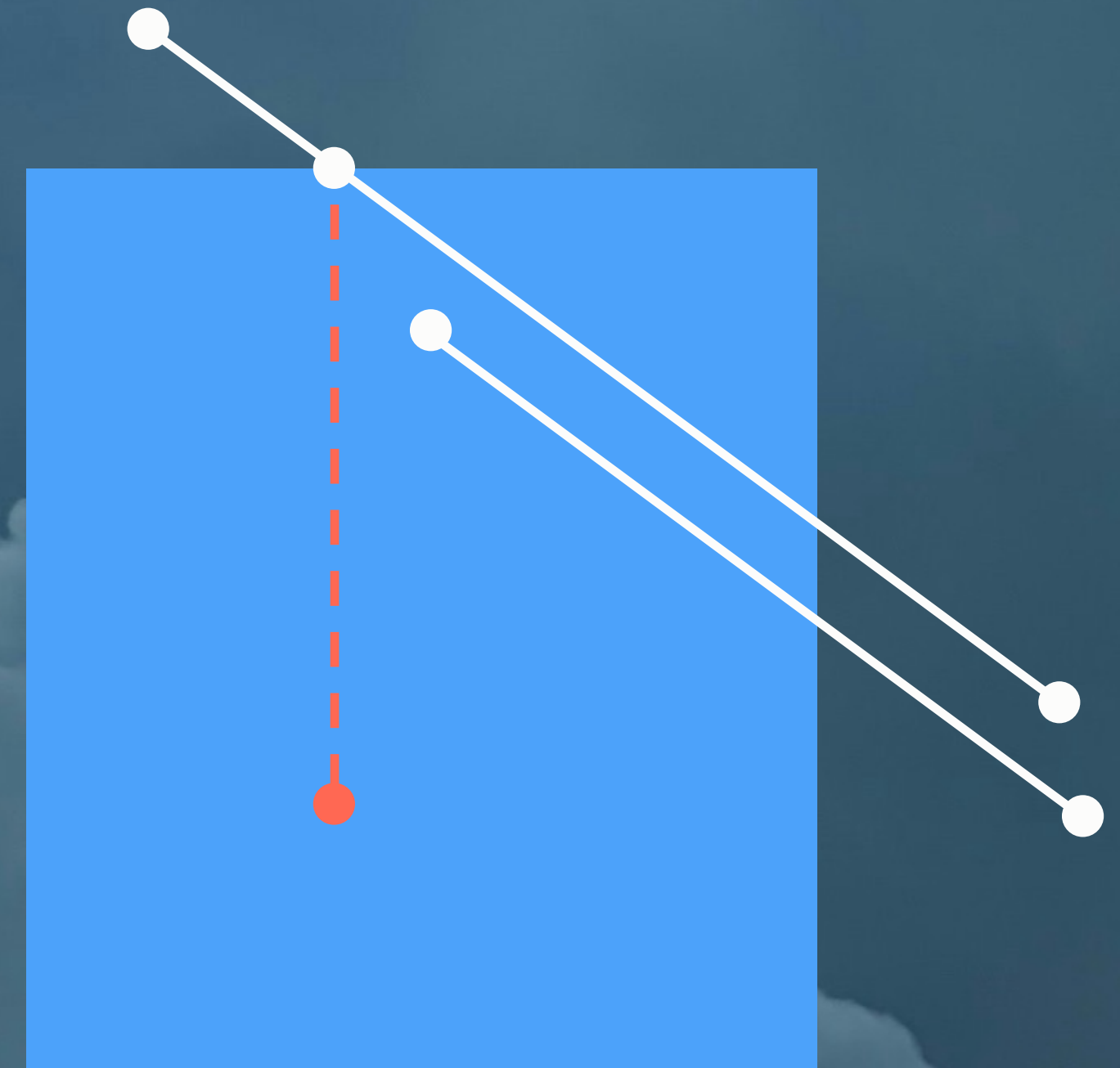


Softwire



Content Management Systems

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Service overview

Content Management Systems

Designed for organisations that need to create, manage, and publish digital content reliably, this service supports the selection, implementation, and improvement of content management systems (CMS) for public-facing websites and internal platforms.

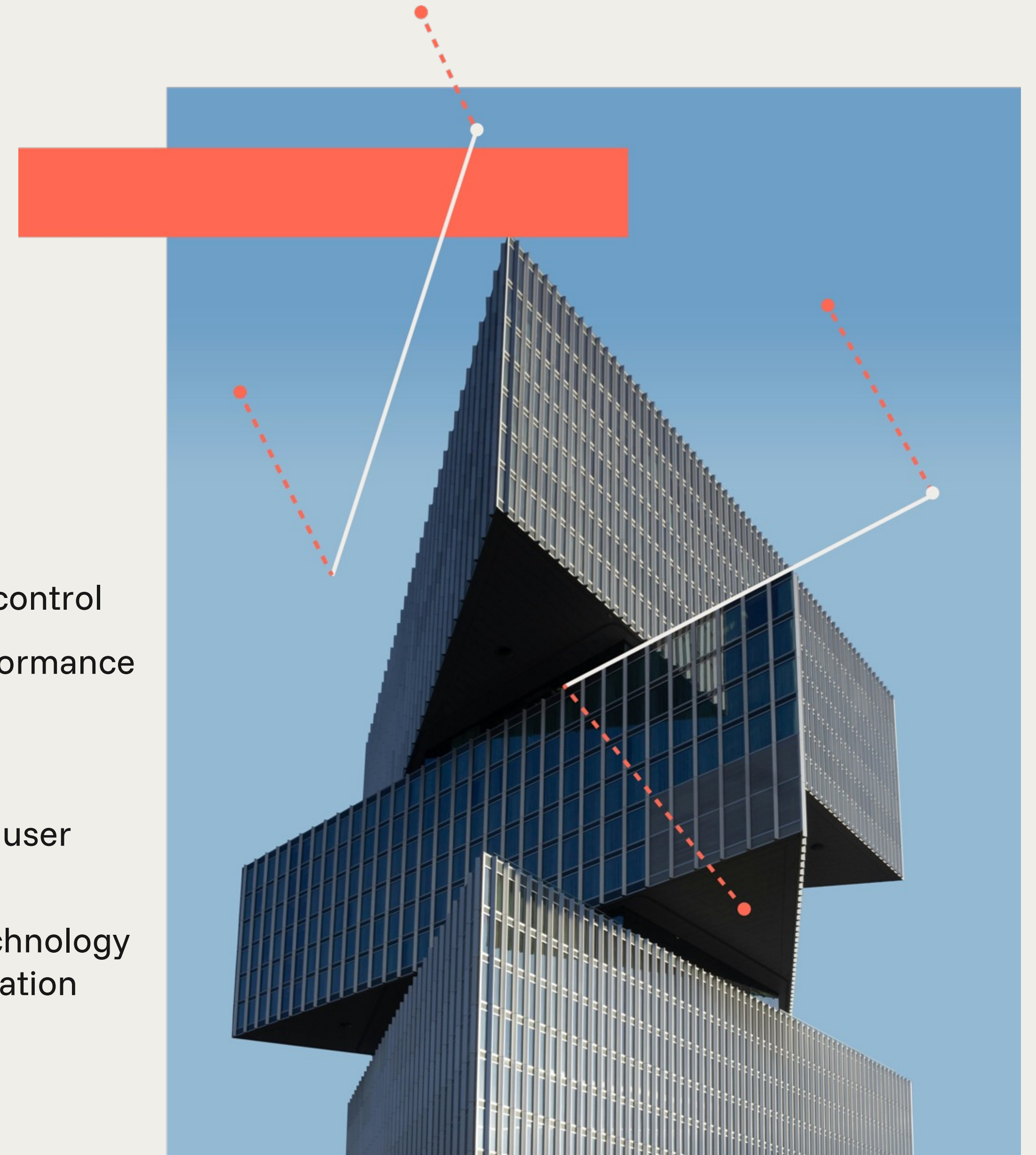
The focus is on helping teams deliver secure, accessible, and user-centred content experiences, whether replacing an ageing CMS, improving an existing setup, or designing a new platform from scratch. Work combines user research, content design, and technical delivery to ensure the CMS supports real publishing needs and can be operated confidently over time.

It is particularly useful where organisations need to modernise content platforms, improve publishing workflows, or strengthen governance and assurance around how content is created and maintained.

Who this service is for

This service works well for organisations that:

- This service works well for organisations that:
- Run public-facing websites or content-heavy digital services
- Need to replace legacy or end-of-life CMS platforms
- Want to improve publishing workflows, governance, or editorial control
- Need stronger assurance around security, accessibility, and performance
- Want to reduce reliance on specialist developers for day-to-day publishing
- Are planning a redesign or restructure of content to better meet user needs
- It is commonly used by digital, communications, content, and technology teams responsible for publishing and maintaining trusted information and services.



What the service includes & excludes

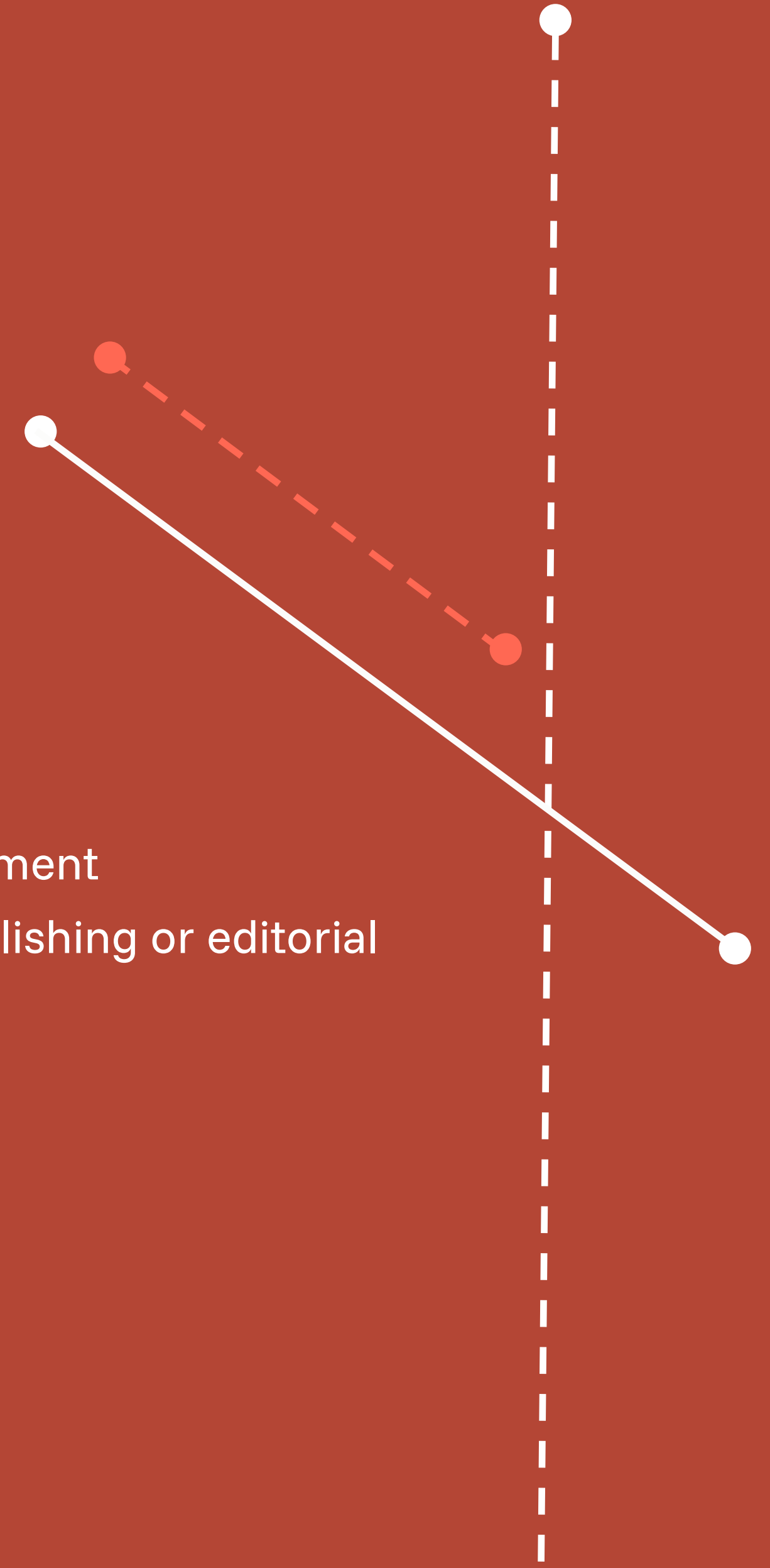
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In Scope

- CMS discovery and assessment of content and publishing needs
- User research and content design to shape requirements
- CMS options appraisal and selection (buy vs build)
- Secure, scalable CMS architecture, implementation, and configuration
- Content migration planning and delivery (where in scope)
- Accessibility, security, performance, and team enablement

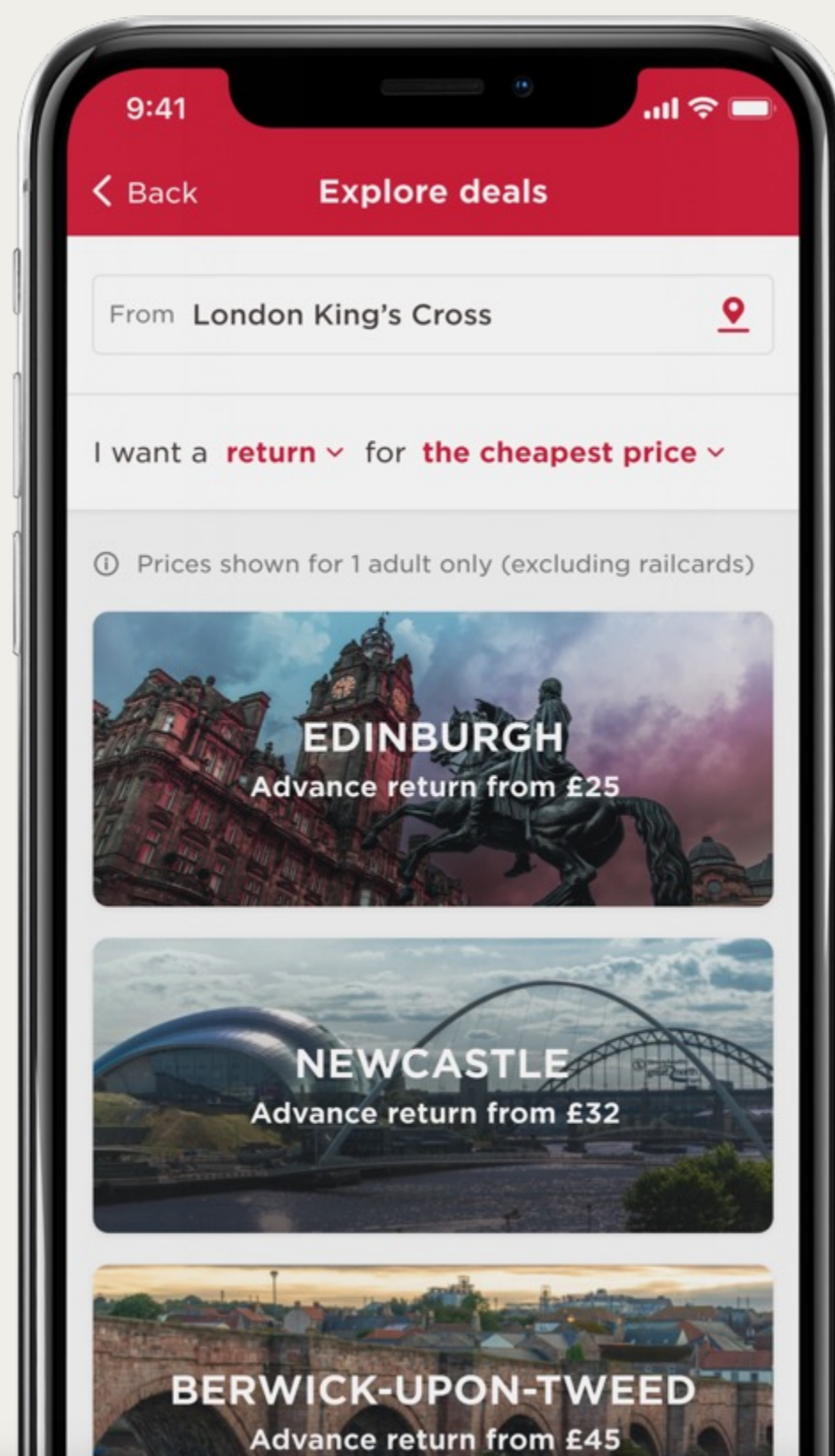
Out of Scope

- Ownership of live services
- CMS license resale or procurement
- Business-as-usual content publishing or editorial work





Case Study: LNER – Mobile App



App of the Year 2022

LNER took over the East Coast Main line from Virgin Rail in 2018, at the time they inherited a poorly performing platform and user experiences and rapidly needed a partner to deliver a Journey planning & Retail website & mobile app in less than 9 months.

Challenges Addressed

LNER had inherited one of the worst rated mobile apps in the transport sector and a customer base that found it hard to choose them due to difficulties in the booking process.

Solutions Delivered

Softwire took full ownership of scoping, design, user testing, development, delivery, support and continuous improvement. We configured and integrated with a new CMS to reduce development cycle time, and move control to LNER staff

Results & ROI

Softwire delivered LNER's new mobile App in the tight deadline in 2020 with a programme of web and further mobile enhancement. The app won App of the year in 2022 and became the best rated Rail App in the app stores. The LNER app now serves more than 50% of all ticket bookings with nearly 40% never using the website.

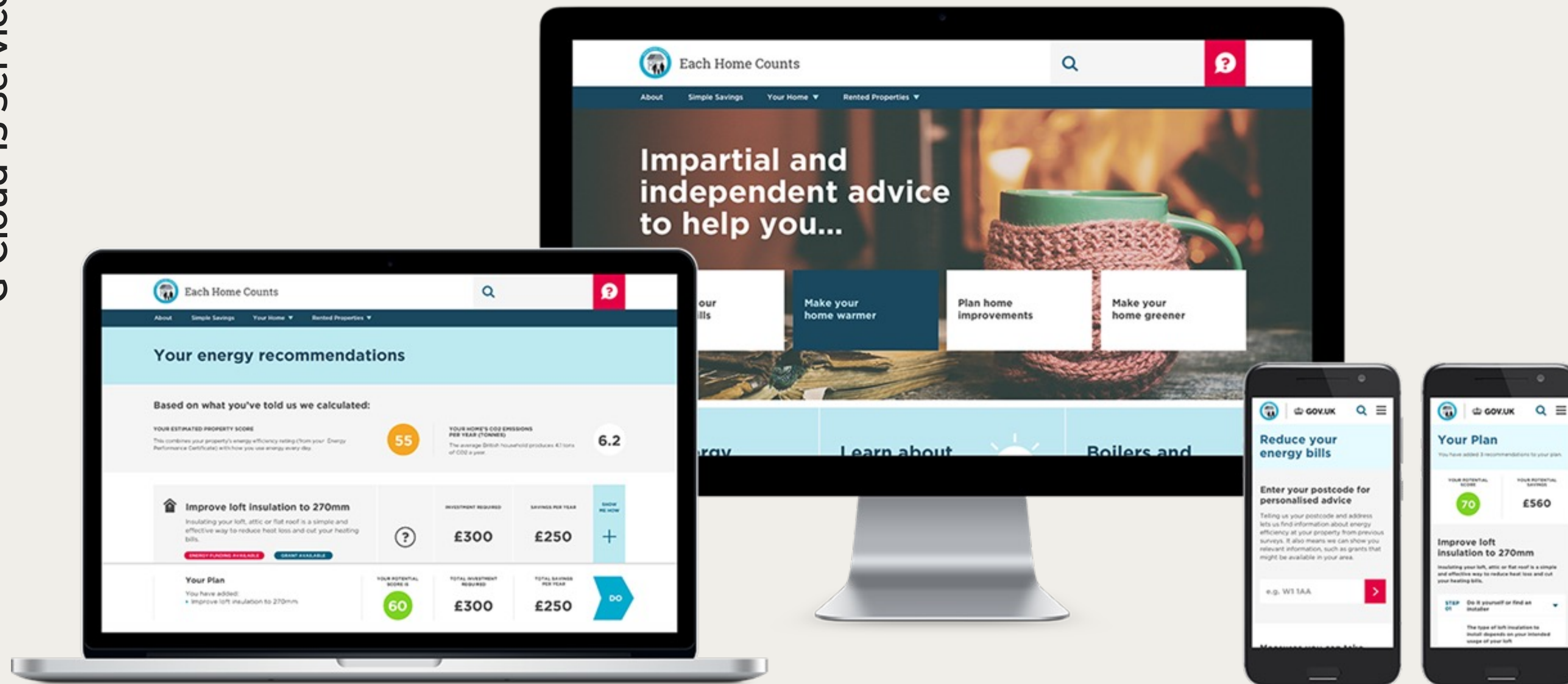


Ministry of Housing,
Communities &
Local Government

Softwire

Case Study: DESNZ – Simple Energy Advice

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DESNZ committed to replacing its phone-based Energy Saving Advice Service with a digital, self-service system to gather information about people's homes and provide recommendations on how to improve energy performance. Softwire were selected to deliver and shape the digital service.

From user research and stakeholder interviews, it became clear that content was a key part of the service, and giving clear actionable instructions to user in a changing market was important. Therefore, we integrated with a CMS platform to deliver and allow DESNZ to update the content in future. We worked with specialists in energy advice to define the CMS data structures and initial content for launch.

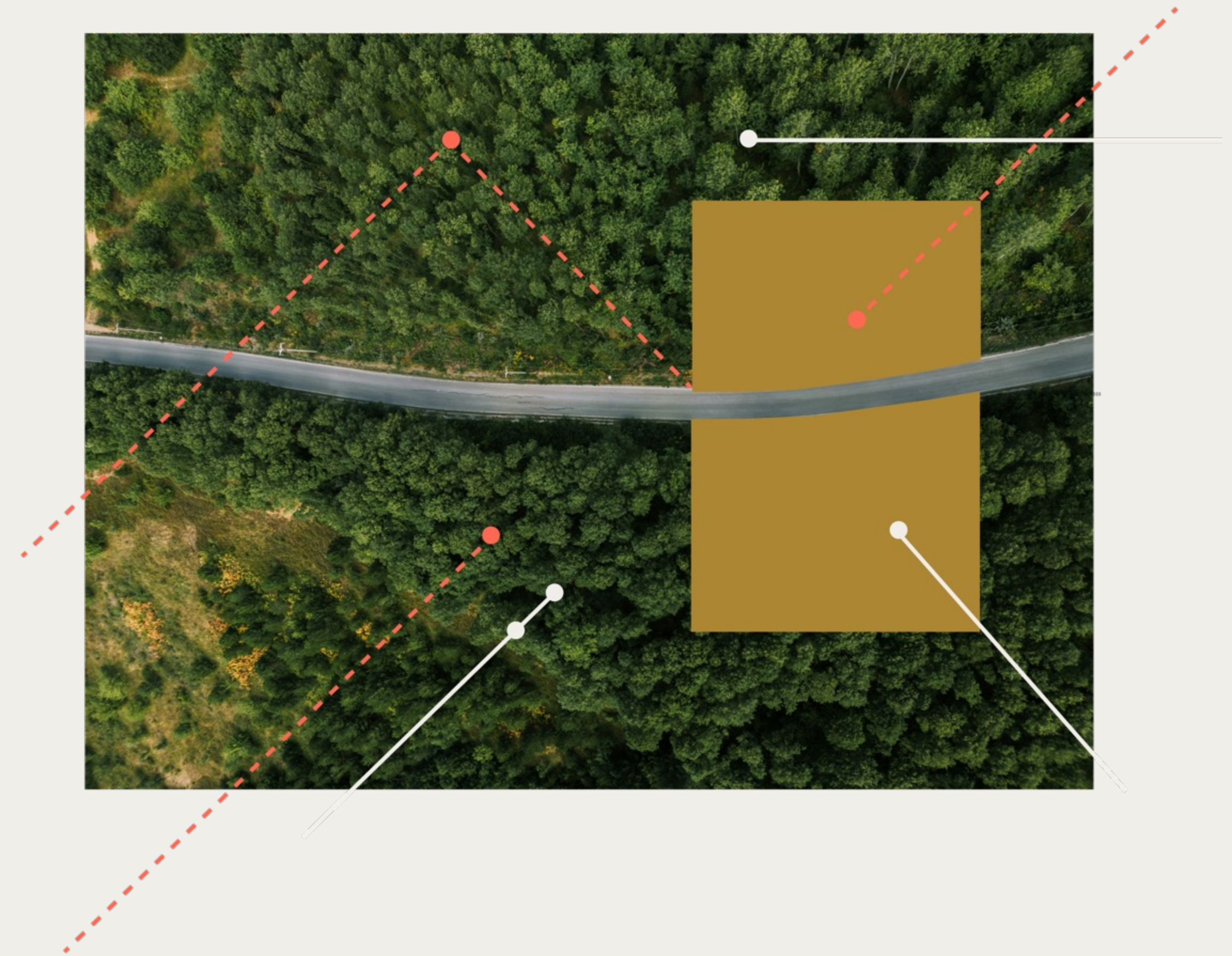
We launched the service successfully, providing targeted energy advice to over 1 million users, and later migrating the service to Gov.UK

Time scales and effort

Engagements typically range from a few days to several weeks, depending on the breadth of service required and complexity of the domain.

The service is typically delivered as a health-check assessment conduct via workshops with our technical experts and follow-up exploration of outcomes.

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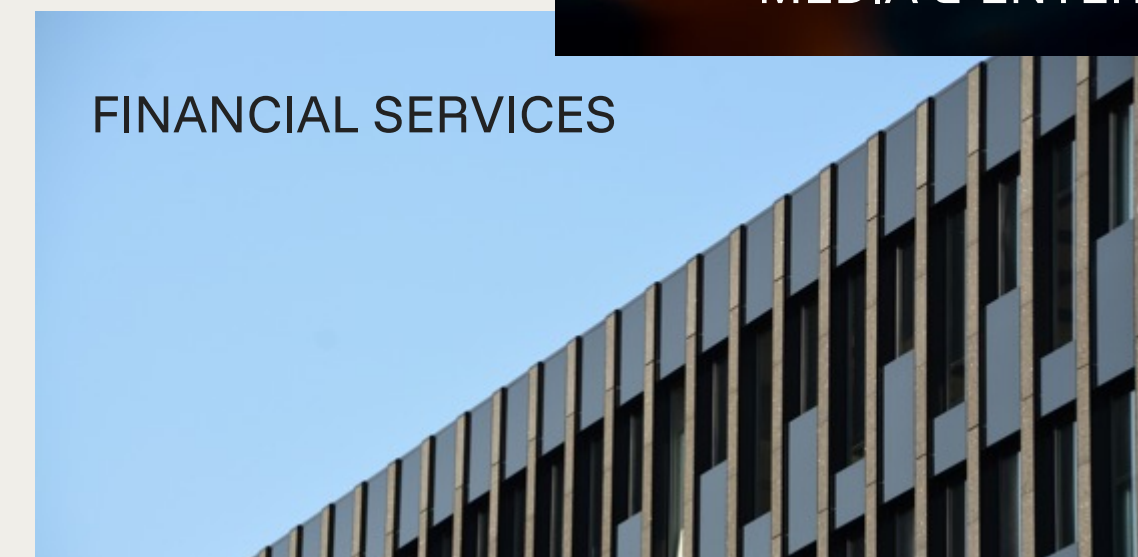
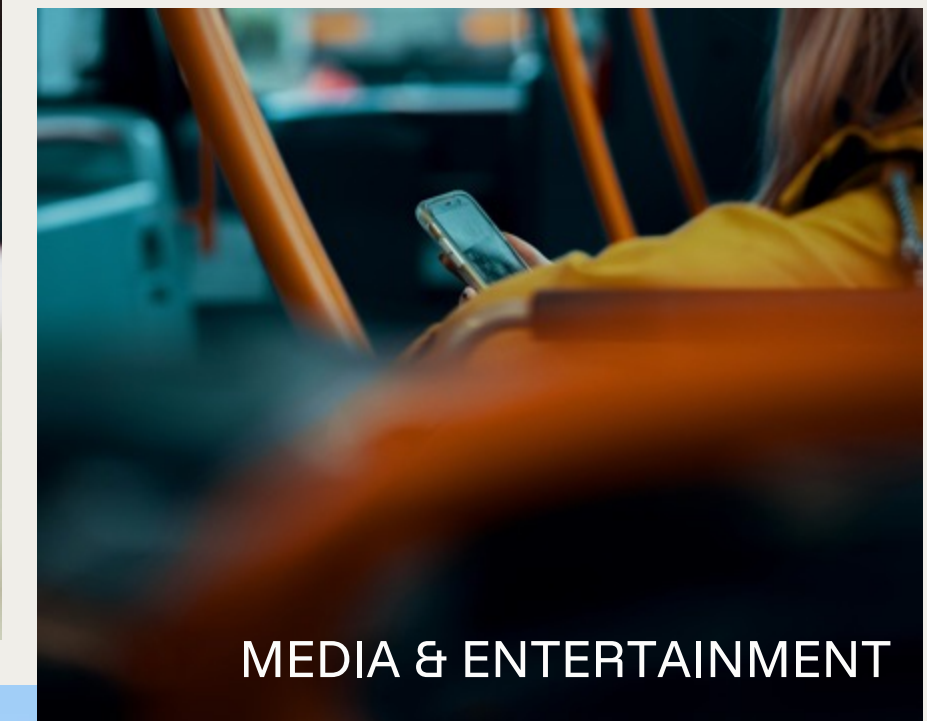
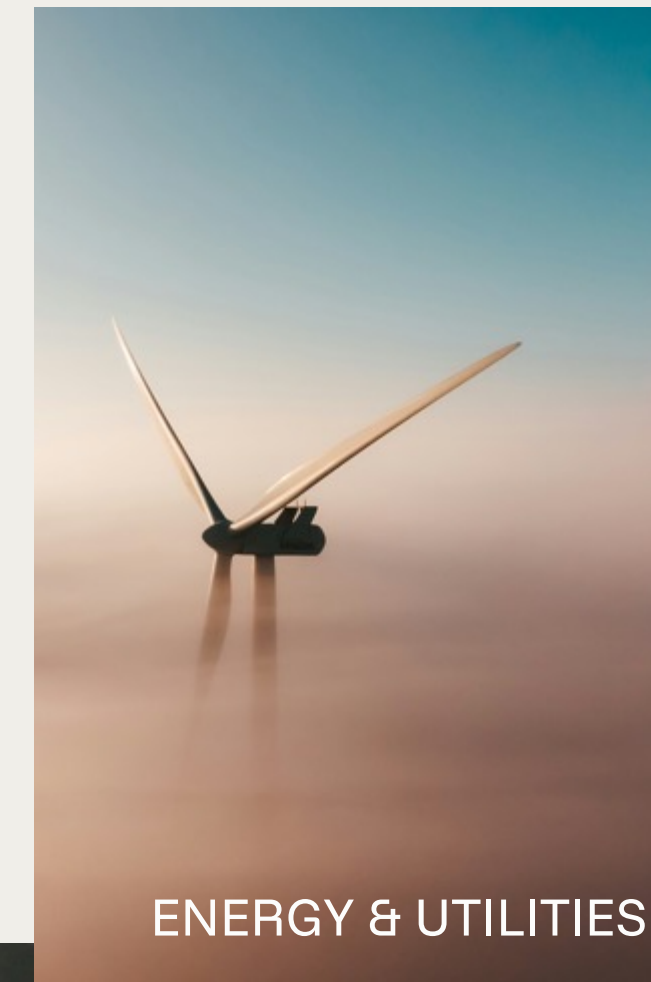
About Softwire

Softwire is a digital and technology consultancy that works with organisations to design, build, and improve digital services.

We support teams across the public sector with work ranging from discovery and delivery through to data, cloud, and AI-enabled services. Our focus is on solving real problems, working collaboratively, and delivering work that stands up to scrutiny.

We take a pragmatic approach to AI, helping organisations explore where it can add value, put appropriate controls in place, and integrate it safely into existing services and ways of working.

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Our Capabilities

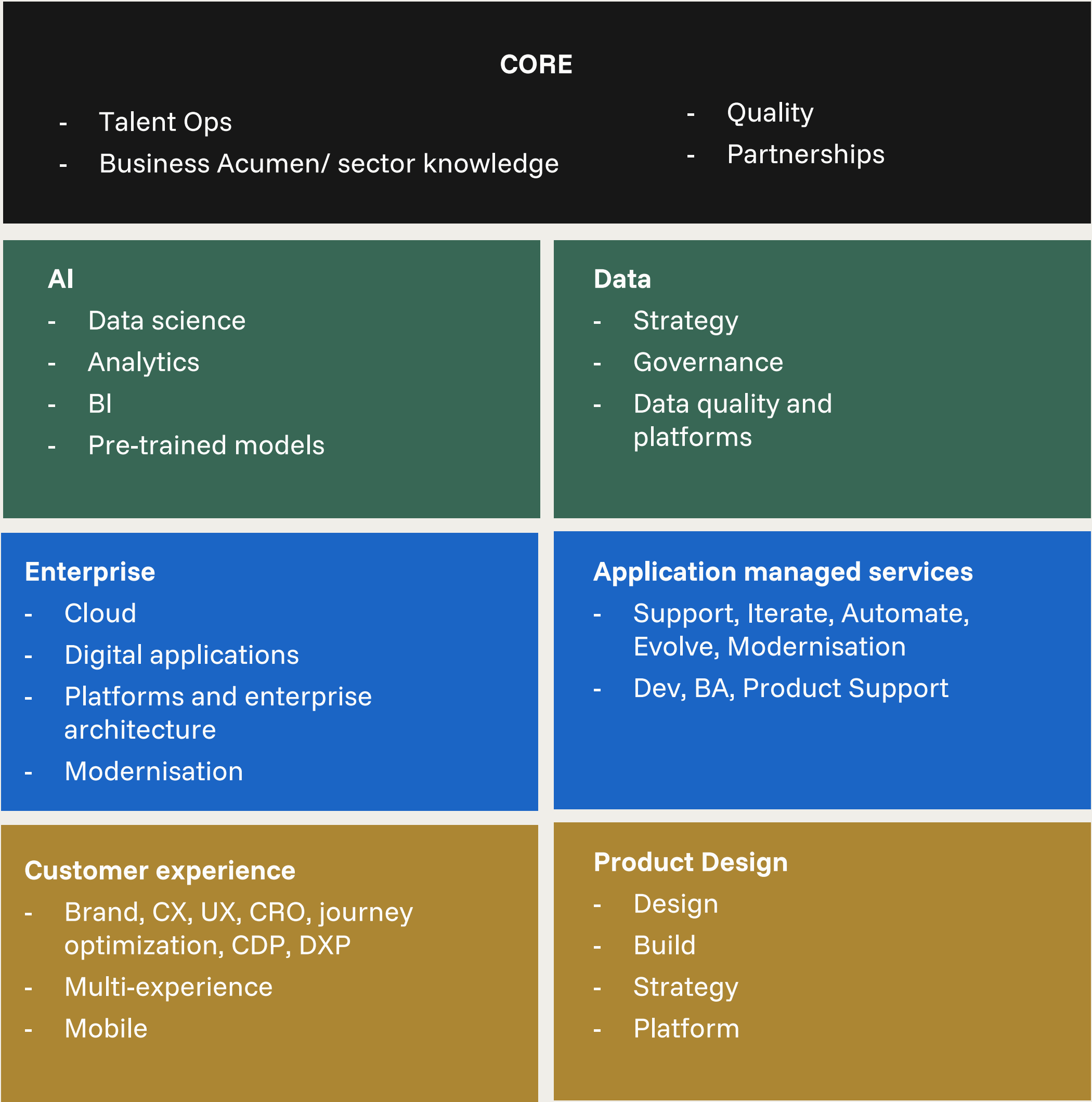
We have expertise across multiple sectors

Our multi-skilled cross-functional teams offer full-lifecycle management and ownership of outcomes across a range of domains, using a range of specialisms.

 Enablers

 Brand, Differentiated Experience, Engagement Revenue

 Optimisation, Modernisation, Continuous improvement



Working in the the public sector

We have experience delivering work across central government, arm's length bodies, and the wider public sector.

Our teams are used to working within public sector constraints, including governance, assurance, procurement, and delivery standards. This includes supporting the responsible use of data and AI, with appropriate oversight, transparency, and risk management.

We work closely with policy, operational, and delivery teams, adapting our approach to fit existing processes, capability, and levels of confidence with emerging technologies.

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Thank you for reading

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