



Service Definition Document

Magento Software as a Service

G-Cloud 10

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1 Overview

The Other Media are experts in designing and delivering industry leading Cloud solutions for a diverse portfolio of both public and private sectors clients, including some of the most high profile cultural, retail, sports, and publishing brands in the UK and Europe. We are passionate about all things digital and put people at the heart of everything we do, and apply a user-centred approach to every facet of our work.

Our service offering includes design, development, integration expertise, CRM, ERP, marketing automation, and data migration to drive business efficiencies while minimising costs. Our managed service offering spans both public, private and hybrid Cloud, and in all cases we seek the most appropriate and economically advantageous solution that allows our clients to achieve their business aims.

2 Magento in the Cloud

Magento is the industry leading ecommerce platform that underpins some of the fastest growing online storefronts in the UK and globally numbering in the region of 250,000 and an estimated \$50bn in transaction volume to date. The functionality that is available through Magento is unrivalled at its price point, and it has quickly become established as a de facto option to appear on any short-list of ecommerce solutions. In the key territories of the UK, US, Germany, and Australia Magento enjoys a 30%+ market share, which no other platform has been able to achieve.

Magento is extremely flexible, feature-rich 'out of the box', and can also be developed to suit the particular needs of any given client. Catalogue management is straightforward and provides clear cues and reporting options for site administrators. Promotions and merchandising options are almost limitless and easily extended through verified and validated marketplace offerings where required to give administrators clear productivity gains over alternative offerings.

As part of the Cloud offering build scripts are created that allow rapid deploy of configuration options to ensure that your Magento instance is fully optimised, while all code is version controlled via Git to provide security and assurance in the development and deployment process.

As part of the Cloud offering we also provide continuous integration (CI) instances that provide on-going validation of code changes and regression checks to allow for assured progression from local development environments, branched releases, UAT instances, staging servers, and production hardened and optimised environments.

Magento in the Cloud offers ecommerce teams an enterprise-grade platform, and the ability to work together efficiently regardless of location so that inventory, orders, and merchandised offerings can be quickly and easily enabled. Payments on Magento can be facilitated through the payment gateway of your choice and in all instances they will be fully secure and PCI compliant.

Other Media are a Magento Silver partner, and have delivered many ecommerce solutions that take full advantage of the burgeoning eco-system.

2.1 Magento Commerce Value Propositions

Bringing an open platform model and global ecosystem to a full Omnichannel commerce suite

- **Flexibility** - cost-effectively extend and customize: virtually no feature gaps, future proof
- **Scale** - grow and expand globally with confidence across all channels and devices
- **Speed** - leading time to market
- **Value** - leading total cost of ownership
- **Global Reach** - global ecosystem delivers solutions tailored precisely to merchants' businesses

3 Why The Other Media?

We believe that the finest digital innovations should enhance the end-user experience and ‘do the job’. One of our biggest strengths is making beautiful, apparently simple, intuitive solutions to often-complex challenges. We take a strategic and user-focused approach to digital design analysing client’s objectives and the needs of key audience segments to create attractive, intuitive, user-friendly websites and apps. We believe in a fully integrated approach to design, technical build and digital marketing: with digital strategy, front end and back end; online and offline; all woven seamlessly together.

Other Media has worked with some of the highest-profile cultural, retail, sports and publishing brands in the UK and Europe. In that time we have delivered a range of complex web and mobile projects from Magento powered ecommerce sites for fashion brands such as Paul Smith and Jasper Conran, to engaging Drupal based sites for The British Library and The Natural History Museum, to content-driven, real time applications for the England and Wales Cricket Board (ECB), Arsenal Football Club and the HarperCollins Dictionary.

Our mobile team has created a series of apps that have jointly had over 2 million downloads to date, including the England and Wales Cricket Board scores app, and publishing apps for the BBC and Harper Collins. Our team has built up a great relationship with both Apple and Google and have an enviable track record of having every app that we have produced being featured on the home page of the iTunes App Store. Our ‘Brian Cox: Wonders of the Universe app for Harper Collins was recently featured in the latest iPad advertising campaign as an example of one of the best apps available.

3.1 The Other Media working processes

Successful projects are built on good communication between client and agency and it is critical to appoint a dedicated project manager to act as day-to-day contact and ensure that the project is delivered on time and budget. We use agile project management techniques that we keep as ‘lean’ as possible to deliver rapid prototypes through short development sprints lasting two weeks.

Our process is transparent, and we collaborate with our clients to prioritise work packages and develop the products for each project.

3.1.1 Our development principles

- A stable consistent team who are collectively responsible for the product
- Fortnightly sprints with mutually agreed sprint goals
- Daily project team scrums every morning
- Fortnightly retrospectives with clients
- Fortnightly planning
- JIRA is used to manage the project for the entire team
- Communication should take place as required over phone, email, instant messaging

Typically we start with an initial product backlog of a couple of weeks’ work. We aim to deliver a working product at the end of each fortnightly sprint and maintain the product backlog as we develop. The feedback loop is kept as small as reasonably possible to focus on the work, and not the method.

4 Pricing and commercials

All of The Other Media's G-Cloud services can be ordered by contacting us at our offices on 020 7089 5959 or emailing sales@othermedia.com. To find all of the services that The Other Media offers through the G-Cloud framework search for Other Media in the Digital Marketplace.

4.1 On-boarding

We have a wealth of experience in running projects of all sizes and durations and the overriding factor to consider as part of the on-boarding process is the need of the user, and therefore we recommend spending some time better understanding the customer as an upfront task for any project.

We passionately believe that we should look deeper and address not just the needs of the client but, more importantly, those of their customer or audience. We do this by using a framework known as "Jobs to be Done" (#JTBD), which was introduced by Harvard Business School Professor, Clayton Christensen in the early 1990's.

The idea is deceptively simple. Customers don't really want products or services; they want to get jobs done. Instead of designing products to meet 'expected' customer needs, any product or service should be developed after talking to actual customers using a simple semi-structured interviewing technique, and using this feedback to validate or extend strategic objectives. This process provides stakeholders with; key audience needs and priorities, core messages for each audience, content and functionality suggestions, and digital marketing plans.

4.2 Termination Terms

The Other Media require at least one month's notice for termination of the service, and full termination clauses can be found in our attached Terms of Business. Once the contract has terminated all customer owned data will be returned, or destroyed if required.

5 Support and service management

At every stage of the development the project teams are able to be in constant contact, and The Other Media will provide the client with 24/7/365 access to an incident management and project workflow solution. Clients will also be able to contact Other Media project management and support staff during office hours, or extended support hours as agreed as part of the contractual arrangements.

5.1 Service levels

The Other Media offer Cloud application and platform support on a retained contract basis, with time being called off per quarter. The day rate for this support is based on the SFIA rate card, and is therefore dependent on the resource and support work required.

There are three priority levels for all support work determined between OML and Client on the basis of the following criteria:

- Nature of the Fault
- Number of users impacted
- Business capability impact

5.2 Support service type

Support Services include:

- Minor development works
- User error
- Run time issues
- Platform performance optimization
- Operating system patching
- Scaling up and down of the Cloud solution
- Security overviews
- Backup services as required

5.3 Support availability

Support is provided during office working hours (Monday - Friday 09:00 – 17:00), which can be extended to out of working hours support to cover weekends and bank holidays on request, and for an additional fee.

Support can be made available to third parties where required as part of the central support contract.

5.4 Standard support response times

Other Media will make reasonable endeavours to adhere to the response times provided below. The 'Time to respond' is the time taken from the client first notifying Other Media about the issue, and Other Media responding to this notice.

Priority	Definition of priority	Time to respond	Estimated time to resolve
1	Critical failure; Service inoperable or no transactions possible	Within 15 mins	80% typically resolved within 4 hours
2	Visible issue but not a critical failure	1 hour	80% typically resolved by next general software release within 1 week
3	Non urgent work	1 day	80% typically resolved by next general software release within 1 months

5.5 Incident escalation

There are two types of incident escalation that Other Media provide:

- Escalation by client to contact a member of the senior management of Other Media for faster issue resolution in addition to those shown above
- Escalation by Other Media to a third party that may have provided part of the Cloud application, i.e. a plug-in to extend functionality, and in these instances Other Media will carry out the escalation and oversee the issue resolution