Key features

- eNewsletter service
- User administration of newsletter creation (copy/images/links etc.)
- Newsletter templates (variety of types: 'standard', 'promotional' etc.)
- Newsletter publishing ability
- CRM ingest (nightly/hourly etc.)
- CRM/ site registered users merge
- Mailing list preview & editing
- Previewing, confirmation and send-out (via email templates)
- Auto-publishing to site (via web templates)
- Auto-publishing to relevant place in site information architecture (e.g. News > Newsletters > Year > Month).
- Analytics, statistics & tracking (bounce rates, open rates, specific click-throughs etc.)

General

- This service enables the provision of design, build and hosting of newsletter framework and functionality.
- The hosting services for forms are offered through AWS. AWS is the world's largest public cloud service provider, with accreditations across a wide span of the industry, details found here: https://aws.amazon.com/compliance/programs/. They are an existing hosting provider on G-Cloud.
- Panlogic are an approved government supplier with 19 years' experience supplying secure digital solutions to the public sector and other customer sectors with high security requirements such as financial services.

Backup and disaster recovery

- We can tailor this to the level required for your purposes
- Typically, for backup/restore and disaster recovery of a service of this nature we would advocate a fully resilient solution. This would comprise a load balanced front-end interface handling web traffic which directs requests to one of two active web servers. This would provide the dual benefit of spreading the workload so that neither web server is overworked in normal operation whilst enabling an automatic switchover should one server fail or be taken out of service for maintenance.
- Using AWS' RDS multi-az feature, the back-end database would also be replicated to a standby instance, we believe that in most instances it would be sufficient to operate in this active-passive arrangement with database caching services available if performance requirements dictate otherwise.
- For additional resource and bandwidth, we (Panlogic) can scale our virtual machines manually or automatically using predefined metrics and thresholds.
- As the Managed Services provider, Panlogic would require secure visibility of any pen test report, prioritisation of any identified issues and any planned remedial actions. We recognise that the sharing of such information is highly sensitive and would require special controls. If the customer wished us to carry out any pen testing, we would use our partner Convergent Network Solutions to carry this out and require prior approval from Amazon.
- Access to the site for anything more than browsing will use secure HTTP protocols, meaning that connections are both authenticated using certificates and secured using encryption.
- Technical administrative accesses will typically be via two-factor authentication mechanisms to ensure only permitted personnel have access to the most sensitive areas of the site.
- Security logs will be kept for an agreed period of time and appropriately protected.
- Administration will be devolved where practical so that users have the minimum level of authorisation necessary to enable them to be able to fulfil their role.

On and Off-boarding

- Panlogic maintains a smooth transition and exit through a tested and proven process, enabling the transfer of services from the incumbent provider and closure of the service (where required) at the end of the contract period. As a digital consultancy services provider with 19 years' public sector experience, G-Cloud customers can be assured of our capabilities in the transition and implementation of web hosting services.
- Panlogic work with the existing provider to identify and learn current processes and procedures. We will develop comprehensive plans for the new services identified after consultation with the stakeholders to inform and create a transition plan. This will include delegating roles and responsibilities to members of the Panlogic team and the incumbent provider. At the end of the contract, this transition plan supports any new provider in helping them understand the responsibilities in running the application.
- We would pick up the system/s you are already using and create a new incidence prior to any data transition.
- After an agreed period of technical discovery we take-on the existing system in an "as-is" state. We then manage the transition to a new, "to-be", state. This involves careful planning of the transition steps so that disruption to service is avoided.
- From a technical perspective we instantiate the new solution on fresh hosting using temporary addressing schemes in order that it can exist alongside the live service.
- At a suitable point, after agreed and appropriate testing, we would make the new functionality live. This approach would allow a window of opportunity whereby there could be a rapid fall-back to the old solution as a contingency against unforeseen issues. The final step would be to decommission the old functionality if in existence.

Service management details

- Minor infrastructure changes / website maintenance for example (but not exclusively); adding additional hardware, upgrading RAM, extending hard drive space would be included within the technical support and maintenance services.
- We would alert the customer to any critical updates. Alternatively the customer may notify us of an urgent category ticket and we would respond to a pre agreed time to maintain the customer requirements.
- Non-priority items will be put into a scheduled resolution and release cycle. It is for discussion how frequently these resolution and release cycles might be, but based on our previous experience, our recommendation would be at least quarterly. Any known enhancements/possible improvements can, of course, be scheduled straight away based on our initial conversations.
- Our typical support hours are 09.00-17.00 however we are able to supply 24/7 services if required. Customer requests are raised and managed via an online ticketing system. The users of this system are typically the allocated customer system administrator/super user. Requests are actioned via a team of technical project managers.
- The team are on standby until a ticket comes in at which point they will switch to resolution mode. The team will be incentivised to successfully complete as many tickets as possible at the first line of support. This will be measured by asking those raising tickets whether their issue has been successfully resolved or not. There will be a maximum 1st line support effort of two hours before they pass the ticket to a 2nd or 3rd line support team member.
- Typically, Panlogic would acknowledge a customer incident within 2-4 hours however we would agree this with the customer.
- Panlogic maintain a high-quality service level in line with our commitment to providing a quality supplier approach.
- Panlogic would put in place a systematic means of measuring the performance levels. We would achieve this via the following:
  o Service Provision – adherence to an agreed SLA for service delivery to meet your user expectations
  o Monthly invoicing – transparent and timely billing via electronic and/or hard copy
  o Minimal complaints – maintain high levels of customer service exceeding expectations and KPI's wherever possible
  o Meeting your contract rate expectations – reconciliation reporting
  o Meeting your specifications – maintaining feedback and analysing key data
  o Knowledgeable and readily available support where required– Single point of contact Project Manager to manage your relationship supported by team of expert consultants and a Chief Operations Officer at Director level
  o Provision of Management information that is timely and insightful enabling the customer to make appropriate decisions
  o Benchmarking your forms performance against other high standard and best practice sites
  o Developing periodic surveys of forms users hosted via Survey Monkey (questionnaire format)

    o   Vetted staff provision with changes notified where required – as a provider of high security services to the government and financial organisations we are able to provide appropriately vetted staff

Service Levels (e.g. performance, availability, support hours, severity definitions etc.)

Priority Level	Incident Description	Incident Resolution Time
1	Critical: • Maintenance (e.g. website is unavailable or a legal issue relating to content) • Hardware, Hosting and Infrastructure (Server) Support (e.g. network is unavailable)	Support will be initiated within 4 core hours from notification (or such shorter time as shall be agreed at point of notification) to resolve a problem within the hours of 09:00 and 17:00 (Monday to Friday) excluding UK Bank Holidays and Public Holidays).
2	Urgent: includes activities or issues that restrict the performance of the site so that core use may be affected.	Support will be initiated within 12 core hours from notification (or such shorter time as shall be agreed at point of notification) to resolve a problem within the hours of 09:00 and 17:00 (Monday to Friday) excluding UK Bank Holidays and Public Holidays).
3	Routine: any issue that does not directly affect the core use of the site and will not adversely affect perception of The Client	Support will be initiated with 24 core hours from notification (or such shorter time as shall be agreed at point of notification) to resolve a problem within the hours of 09:00 and 17:00 (Monday to Friday) excluding UK Bank Holidays and Public Holidays).
4	Non-standard maintenance requests: involving code changes, as opposed to operations that may be made using the search toll	Scheduled promptly and notification of initial analysis and/or action taken (or to be taken) forwarded to the Client within 8 core hours of receipt wherever possible. Such requests may be the subject of a quotation for services, depending on level of complexity.

Training and Documentation
We would usually provide a user experience consultant and technical architect consultant to provide training on use of the new forms to your identified users and provide appropriate manual guidance and documents (PDF and PowerPoint) to support the training which is accessible by the users following training.

Ordering and invoicing process
• Panlogic facilitates eOrdering and eInvoicing with our customers quoting PO numbers/references on the invoice.
• We would comply with the agreed payment terms.
• Once a customer relationship is established, any additional services may be ordered directly via the online ticketing system.

Typical Service Credit approach
By agreement, but typically based on any timings associated with non-provision of the service or the service not functioning as it should.

Termination terms
Typically, we ask for between 3 months for termination without cause. However, the specifics are by agreement.

Customer responsibilities
• Customer must nominate any customer staff able to place orders into Agency.

- Customer must take reasonable steps to ensure that Agency is only contacted for account servicing issues that are covered by the contract. Agency reserves the right to charge additional fees and the customer agrees to pay (at rates specified Pricing Schedule) for services delivered outside of the agreed contractual commitments, provided that prior to commencing any such work:
  o Agency has notified Customer that the work falls outside the scope of this Service Level Agreement
  o Agency has given Customer an estimate of the charges that it will incur
  o Customer has given its prior approval.
- Customer must follow all procedures and processes agreed as part of this Service Level Agreement.
- Customer shall notify Agency (as soon as reasonably practicable) of identified errors or malfunctions in the System
- Customer shall perform the problem diagnostic activities and routines requested by Agency and provide Agency with such data as Agency reasonably requests in order to reproduce the fault.

Technical requirements

If the service is being consumed within Government (i.e. not public facing), for connectivity into AWS the recommended minimum is 100Mbps AWS direct Connect service (provided by our partners) between the customer environment and Panlogic's service provision. This facility is used for standard user, editorial user and admin user access; image uploads, scheduled/batch uploads and requirements for a user integration/federation.

Panlogic would expect the customer to use current browser releases and one prior release, browsers we would usually support would be Internet Explorer, Google chrome, Firefox and Safari. The browser environment needs to be configured to allow JavaScript to run unprompted.

Trial service

Depending on requirements, this is a possibility.