twentysix
life online

G-Cloud 11

Service definition: **Episerver Content Management System (CMS) DXC Implementation**

Contents

03 A bit about twentysix

05 twentysix’s technical capabilities

06 twentysix and Episerver

09 Website design

10 Working with twentysix

11 Support and onboarding

12 Our G-Cloud services

13 Contact

A bit about twentysix

Introduction

twentysix is an award winning, full service digital agency based in Leeds and London. We are 160 in-house digital specialists, working across:

- **Digital insights:** data and behavioural science
- **Website:** user experience, design, development and ongoing support
- **Acquisition:** SEO, PPC, affiliates, content and communications, social media

Straight talking experts that deliver

We are pragmatic and solutions focused. Our experienced team work alongside our clients to understand desired project outcomes ahead of planning the best possible delivery.

Our solutions are user centric

Our large data science and user experience teams drive user research and discovery programmes for many of our projects. We place the user at the heart of our recommendations.

Strong technical backbone

Our 30-strong in-house development team underpins our credible technical core. All our web projects benefit from our wider specialist mix. UXers, SEOs and Data Science experts sit with our developers.

Post live peace of mind

Our proactive and deeply experienced delivery teams ensure project peace of mind. Our testing teams ensure quality assurance whilst dedicated post-live support teams provide service continuation once we've got your project live.

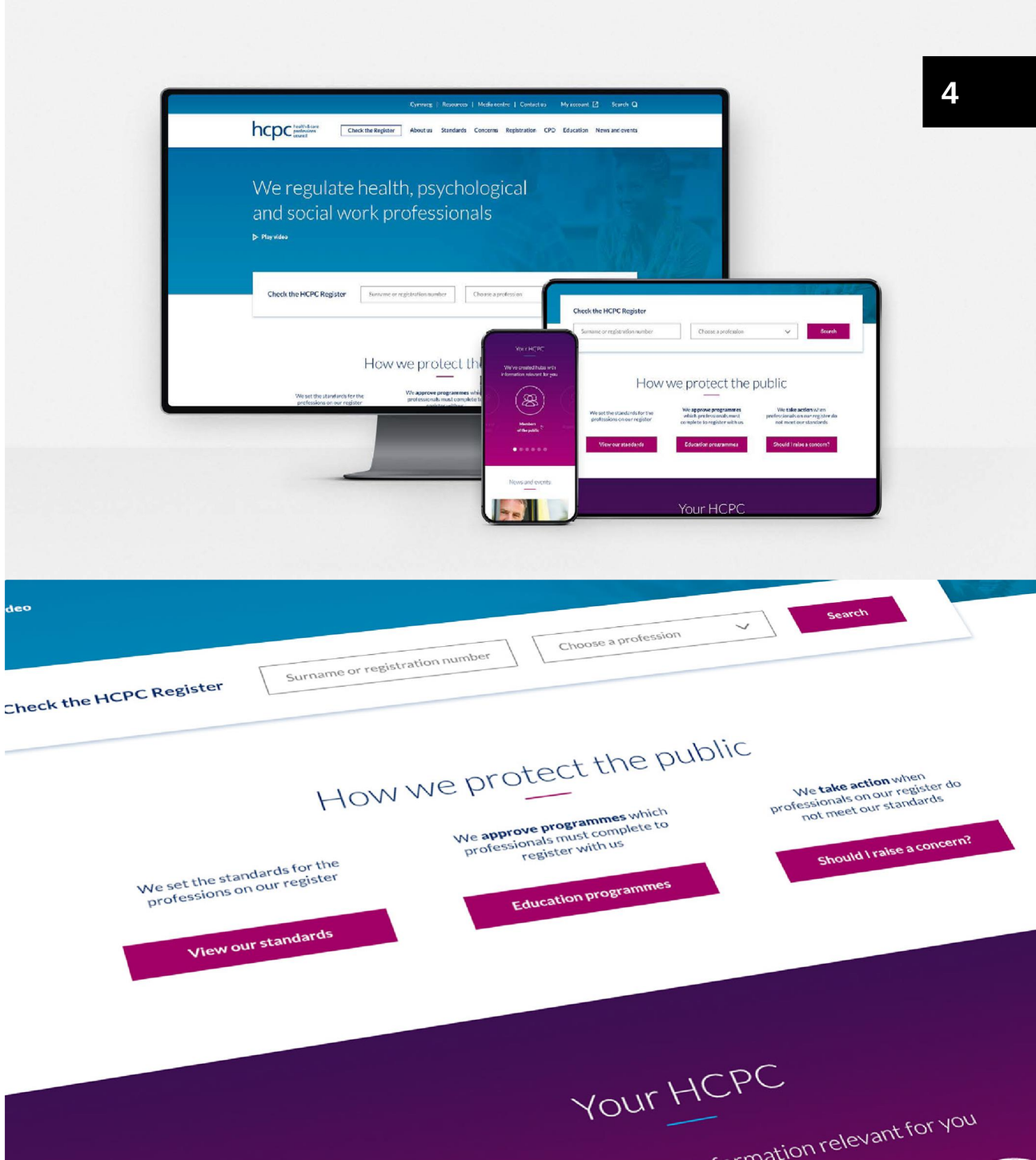
We care about results and relationships

We have worked with many of our clients for over 8 years and are on a number of government rosters and frameworks with an enviable client list including NHSBT, UK Trade & Investment, NHS Wales, the Health and Care Professions Council, The Home Office and The Pensions Regulator.

hcpc health & care professions council

Save a life Give blood

Yes I donate ORGAN DONATION



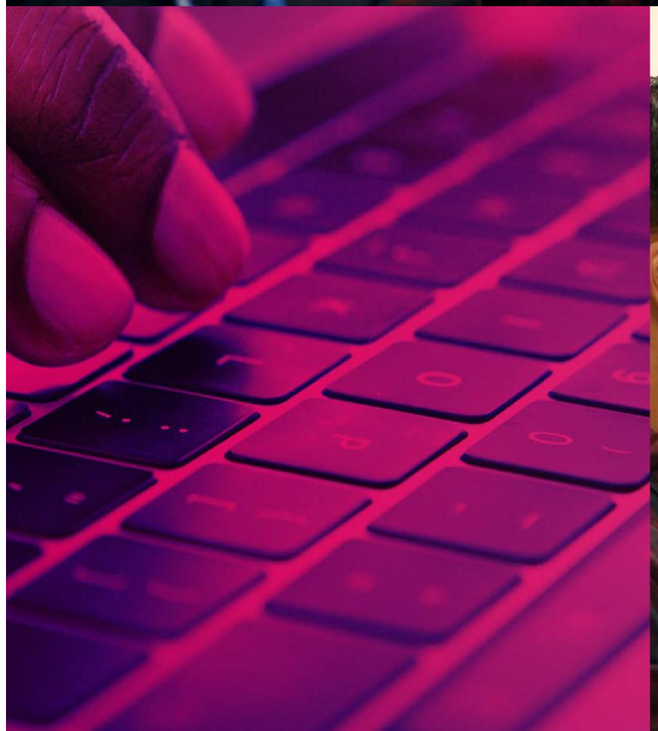
twentysix’s technical capabilities

twentysix has a 30-strong development team. Our team is experienced across architecture and development roles, delivering client side and server-side applications, utilising CSS, JavaScript, C#, and HTML. Our developers are also skilled in integrating back office systems, ranging from CRM and ERP platforms to APIs, and a wide range of legacy platforms.

twentysix has 15 .NET developers with a collective experience of over 100 years in web development across some of the world’s major websites.

We have worked on many CMS platforms have a particular focus on the following CMS’s:

- **Umbraco** – we are Umbraco Gold Partners
- **Episerver** – we are Episerver Gold Partners
- **BigCommerce**
- **Kentico Cloud**
- **Contentful**



twentysix and Episerver

An Episerver Gold Partner

twentysix are Episerver Gold Partners and have worked on the platform for the last 10 years. We have one of the largest in-house certified Episerver developer teams in the UK and are experts in setting up sites and solutions on this platform to work quickly and reliably. We have extensive experience of integrating complex data ecosystems using both off the shelf and custom connectors in a robust and effective manner.

Alongside the core CMS and Commerce products we are able to provide the below Episerver tools:

- **Episerver Advance**, **Perform and Personalised Find** – enhances the CMS, Commerce and Find search features with AI-based decision making to content personalisation and product recommendations - further enhancing user engagement
- **Episerver Reach** - extends existing engagement platforms with personalised email content.
- **Episerver Social** - provides the base upon which our developers can add functionality including 5-star reviews and written product feedback.
- **Episerver Insight** - capture and analyse visitor data Experience-Driven Commerce

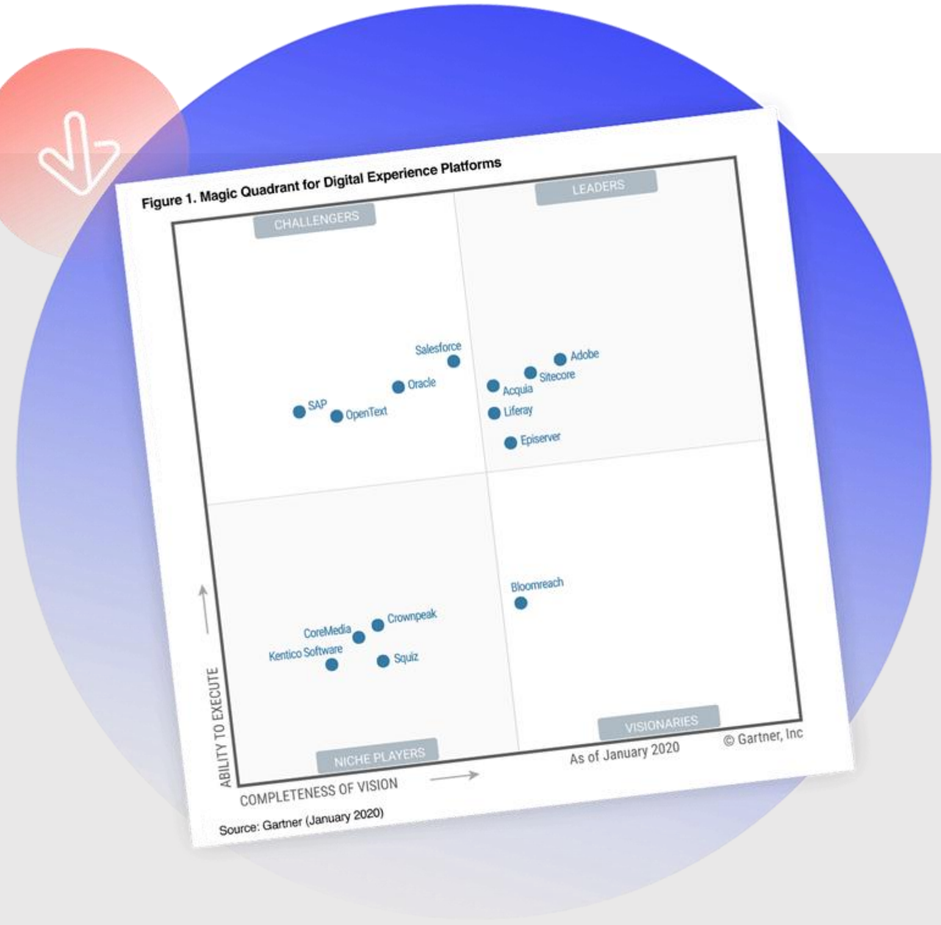
Our take on Episerver

In our opinion, Episerver is so much more than an enterprise level CMS. The platform includes key capability across search, personalisation, machine learning and social proof.

CMS vendors will often make claims with regards to their products' capabilities or the ROI it will generate, and therefore there is increasing importance on what third-party, independent analyst reports have to say about the CMS landscape:

- **Gartner** - For the fifth successive year Episerver is a Leader amongst the 18 most important vendors for WCM. Episerver are one of the only vendors to see an improved position year-over-year in both their ability to execute and completeness of vision, positioning Episerver as one of the top 4 CMS vendors assessed.

- **Forrester** - Through customer interviews, data collection and the subsequent financial analysis, Forrester concluded that Episerver provides customers a 443% return on investment over 3 years with a break-even point of less than 6 months – and leads the industry for rapid time to value. Episerver Gold Partners: twentysix are not only



Website design

At twentysix we have a team of 20 highly skilled and creative UX specialists and designers, and we pride ourselves on our high level of design and creative services. This is reflected in our design and creative awards: we have been nominated for over 25 awards in the last two years for our work across website design, innovation and web development, and two of our designers were awarded the highest industry accolade as Cannes Young Lions. At twentysix we take a user-centric approach to website design.

Approach

Decades of combined experience in user-centric design (UCD) and digital business strategy rooted in Human Computer Interaction (HCI), have taught us to focus on user needs and prioritise them against business objectives.

We create delightful experiences for the user, but we also make them effective, simple, and measurable. We focus on finding what problems affect your users and devote our **time to the areas that deliver the most impact. Then we test and learn.**

What is Experience Design (UXD)

User experience is the science and art of designing a product or system that is easy to use, fits expectations, and meets goals.

At its fullest it is the process of understanding how people think and feel whilst using a system and using this knowledge to improve the quality of interactions and the perception of a business and its products and services.

Finding out early in any design process what your users actually want and need ensures that we don’t waste your money on creating something that will not help your customers achieve their goals.

Why should I bother? - ROI of User Experience

There may have been many calculations over the years about how much time and money can be saved by investing in a user-centric methodology and not simply designing for internal stakeholders.

“Developers spend 50% of their time fixing avoidable issues”

Susan Weinshenk of Human Factors International, the ROI of UX

In an age where context of use is not to be restricted to a simple desktop environment, how a user experiences your products and services needs to be tailored to their needs - context, goal and decision stage, all needs to be understood to ensure opportunities are not missed

Website design

Designing a delightful experience means understanding all of the elements that impact a user’s journey to achieve a desired goal. Each day every one of us experiences thousands of interactions that motivate and influence us to take an action. Understanding how this affects the experience of your products and services should shape any solution that you offer.

How we work - process and methodology

Our UXD process is integrated throughout our full project lifecycle. At stages it leads, at others it supports and reviews, but the link to the original Experience Strategy remain.

We always insist on thorough research with stakeholders and real users. We generally prefer to work in a more agile development method as this lends itself to creating a robust device-aware experience; within this our preference is to follow a mobile first approach.

We can produce any output that you require for business stage sign-off, however we are transparent about the costs and benefits of each of these and will seek to align them to your business process sign-off points.
Being a full service digital agency means regardless of what services you take from us you get the benefit of all of our knowledge across each project.

Working with twentysix

We care about results and relationships

We have worked with many of our clients for over 8 years and are on a number of government rosters and frameworks with an enviable client list. We win and retain clients by being transparent, proactive, flexible and easy to work with.

“twentysix is a valued strategic partner across many aspects of our business, helping us transform our business and always providing a high level of support in challenges we face. We can implicitly trust the team to both deliver what we need and also work autonomously in the best interest of Arla without us having to intensively manage our agency relationship - this relationship and trust goes a long way, and the level of transparency and honesty shared between 2 parties makes for a very productive and fruitful working relationship. The team are also really great fun and we all thoroughly enjoy working with twentysix.”

Arla UK
James Bell - Digital Marketing Manager

“Your team have a great drive and a real passion for their work. We genuinely love working with the team at twentysix.”

Canal & River Trust
Claire Thomson - Marketing & Engagement Manager

Support and onboarding

Support

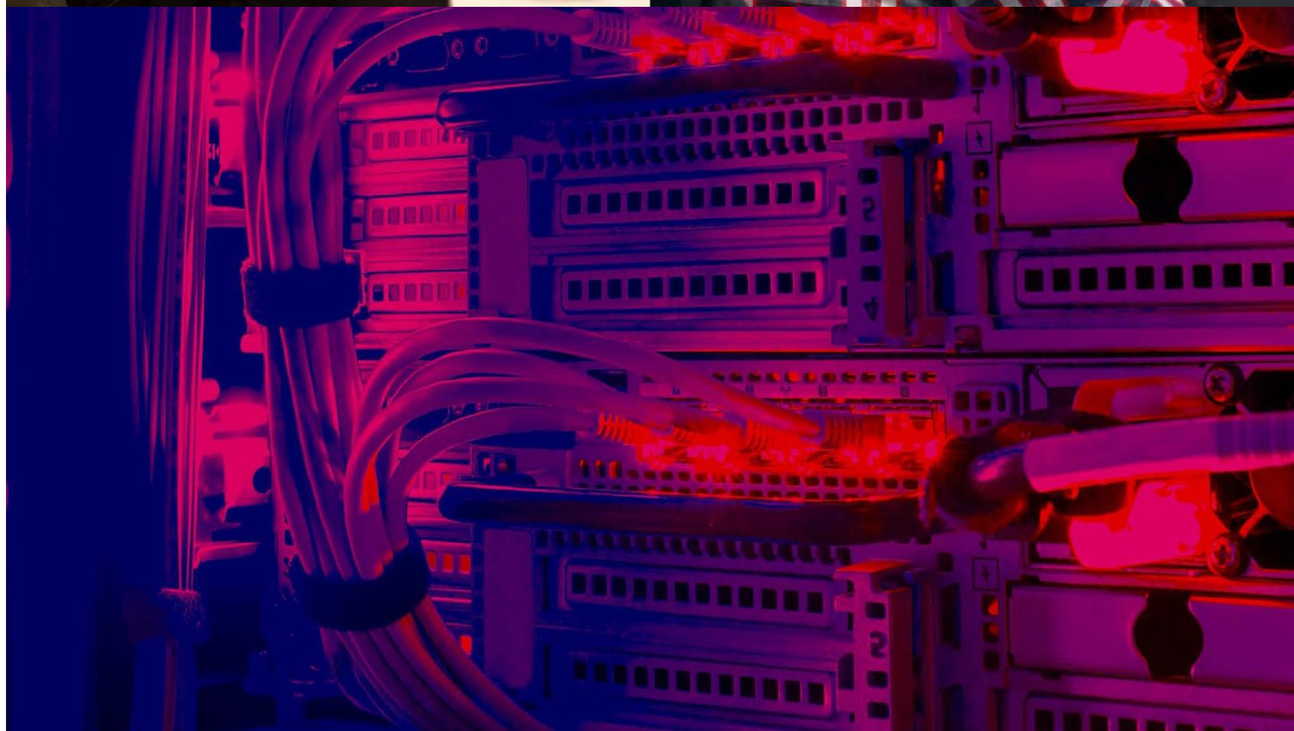
twentysix offer email, phone, web chat and online ticketing support and users can manage the status and priority of support tickets. SLAs vary depending on client requirements. We can offer 24/7 support with quick turnaround responses if required.

twentysix provides two core support levels and can also work to create bespoke support packages around our client's needs. For in-hours coverage you receive coverage within twentysix's UK Office hours (9AM to 5:30PM, Monday to Friday). For 24/7 support you will receive coverage within twentysix's UK Office hours (9AM to 5:30PM, Monday to Friday) plus 24 hours support coverage - consisting of 15 and a half hours, out of hours coverage (17:30 to 09:00 the following day, Monday to Friday). In addition, you receive 24 hours support coverage on bank holidays and weekends. SLAs govern guaranteed response times.

We can provide bespoke support packages to fit your needs. Cost is dependent on the coverage and amount of hours support required.

Onboarding

We offer full on-boarding sessions with training on any hosting platform and associated services which we provide, this includes physical meetings as well as documentation and WebEx/remote training/onboarding.



Our G-Cloud services

We offer the following services:

CLOUD HOSTING

- Cloud hosting & website design and development
- DevOps support

CLOUD SOFTWARE

- Content Management System (CMS) implementation
- Episerver DXC commerce implementation
- Episerver CMS implementation
- Kentico Kontent headless CMS implementation
- Kentico CMS implementation
- Umbraco Content Management System implementation
- BigCommerce implementation

CLOUD SUPPORT

- Biometric research user lab testing
- Brand creation and definition
- CMS auditing
- Content strategy, design and creation
- Conversion rate optimisation (CRO)
- Discovery
- Display media
- Infographics, animation and video production
- PPC marketing
- Search engine optimisation (SEO)
- Service design
- Social media campaigns
- User experience design / UX design
- User experience / usability testing
- User research
- Website analytics
- Website design and development

Contact us

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