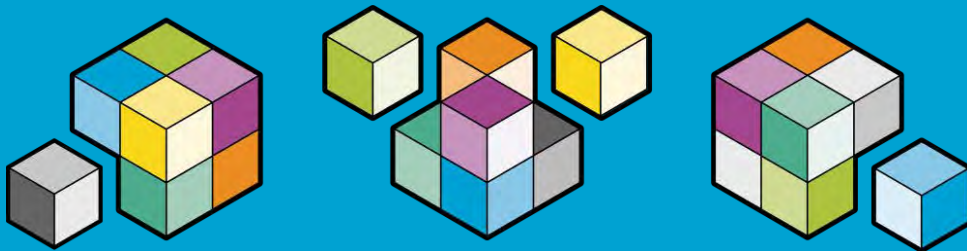
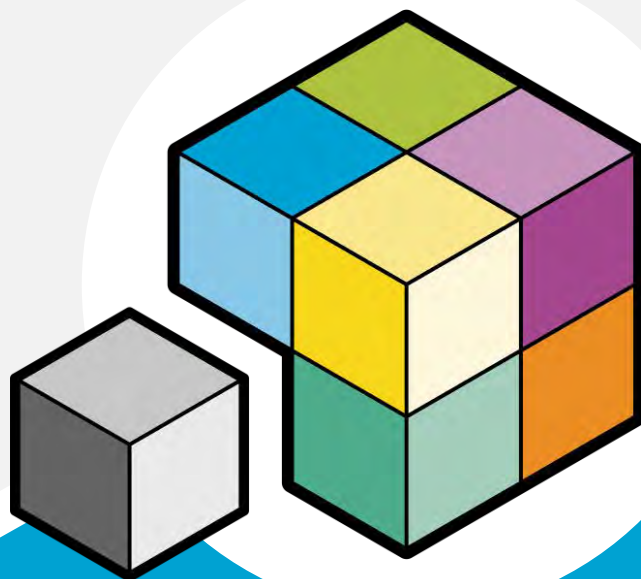


Digital Place for Local Public Services SAAS

Product Guide

June 2020



Product Guide

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At a Glance

Overview

Your open digital platform for making and re-using local services, co-developed with Councils. Re-use 150+ pre-built cubes and create new services using the full development environment or low code tools within Liferay's global leading open-source Digital Experience Platform. Digital Place is cloud-based and fully scalable to accelerate your digital transformation.

Features

- Modular service architecture supporting open standards, built on open source
- User research-based local government information architecture and responsive UI/UX
- Content management system: templates, microsites, intranets/extranets, A/B testing, Headless API
- Forms engine: rules builder, multi-page, custom fields, automation and integrations
- CRM lite features, Case Management with Workflow and visual designer
- User personalisation, role-based access control, standards-based Single Sign On
- Low-code visual design tools and access to full-code developer IDE
- Built-in integration tools, provide and consume OpenAPI compliant RESTful services
- Reuses powerful Elasticsearch engine and integrates AI/ML cloud services
- Customer analytics provide service/asset usage insights, with GDPR compliant controls

Benefits

- Accelerate your digital journey with reusable features, co-developed with councils
- Well-designed reusable services support councils in meeting the Service Standard
- Reusing well-designed services improves cost-effectiveness of delivering services digitally
- Low-code gives you control to adapt and extend services easily
- Workflow SLAs and digital automation improves speed of service delivery
- End-to-end service digitisation and process improvement reduces operating costs
- Enables WCAG 2.1 AA compliance, improving accessibility of services
- Cloud-hosted system fully scalable to meet high levels of demand
- Open standards and ease of integration removes legacy application constraints
- Independence from proprietary software vendor 'lock-in' – taking back control

About Placecube

Now it's easier to build open, integrated services.

We make it simpler for you to create services, integrate systems and personalise user experiences with Digital Place, the open platform that makes your digital journey easier, faster and better connected.

1. Making digital government more affordable.

By re-using well-designed services already co-created with government and users, we make it easier to launch digital strategies that bring people, communities, businesses and infrastructure closer together for a more connected place.

2. Open standards confidence, open source flexibility.

Digital Place is our open digital platform for making and re-using services that provides a sustainable way for local public services, health, housing and communities to rapidly adopt open standards and open source-based digital services in a new style of partnership designed to connect places and communities.

3. Re-usable cube components avoid unnecessary redevelopment.

Clients use this capability to accelerate transformation avoiding duplication and cost using integrated tools to enable personalised services, engaged communities and secure collaboration.

4. 17 years working with local and central government organisations.

Placecube has a wealth of government digital experience and has been working with local authorities and other public sector organisations for over seventeen years (since 2003).

5. Trusted Liferay OEM Partner ranked among the best.

As an experienced and trusted Liferay OEM Partner, the Placecube team are highly regarded as specialists in creating, migrating and deploying global leading DXP (Digital Experience Platform) technology.

6. Provider of Knowledge Hub, the open knowledge platform for public service communities everywhere.

A platform to collaborate and share across teams, organisations and communities specifically designed for the public sector and used by more than 150,000 users from 5,000 organisations across 80 countries.

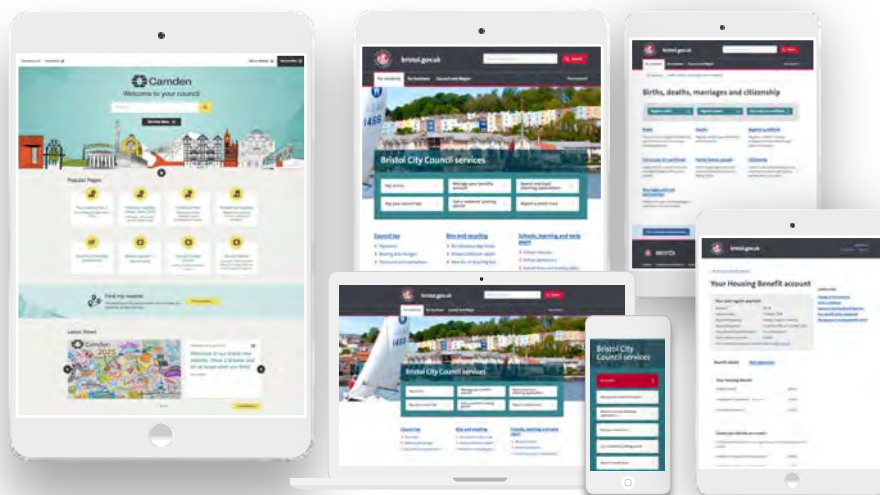
Product Information

More About Digital Place for Local Public Services

Digital Place is your open digital solution for a Connected Place. It uses a modularised platform approach to provide clients with a scalable, extensible, true Digital Experience Platform (DXP) that provides out-of-the-box tools to help teams create and maintain their own digital services and design consistent digital experiences quickly and easily.

Starting by re-using work we've already done with authorities like Camden and Lambeth, we are able to accelerate your digital progress, as we did when we co-designed and built version one of Digital Place with Bristol City Council between 2015-17.

We use open source tools and support open standard (by default) in line with the Government Service Standard and Tech Code of Practice guidance for Local Government. Unlike proprietary software providers, our aim is to equip local authorities to operate their own platform and support councils who have signed up to the Local Digital Declaration principles.



The Digital Place platform contains powerful tools and a framework designed for integration across places, giving clients:

- A digital platform that offers full end-to-end integration of the customer's digital experience
- Control of digital development in achievable outcome-producing stages
- Capability to solve local business problems and create digital applications quickly
- A way to prototype quickly and test digital solutions by engaging users earlier in design
- A solution built with Open Standards that promotes interoperability of systems and data
- Flexibility to buy and mix together best-of-breed, fit-for-purpose tech from a variety of providers
- Integration with legacy systems so they don't have to be replaced
- Independence from proprietary software that keeps you 'locked in'
- Freedom from inflexible suppliers for whom change is difficult, costly and slow

At the core of Digital Place is the global leading open source DXP from Liferay that is designed to make it easy to create, manage and optimise digital experiences across multiple customer touchpoints to deliver personalised experiences at scale. In order to achieve this, the DXP provides an integrated suite of software tools and components that are designed to connect and integrate with your existing systems, such as multi-site content management, roles, design, personalisation, forms, publishing, workflow, document management, collaboration, permissions and analytics. This powerful, integrated toolset provides the ability to construct complete end-to-end services quickly and consistently. A more detailed summary of the key features of Digital Place can be found in the Appendix to this document.

Integration, Deployment & Management

Concentrate on developing the digital services for your organisation. Leave the infrastructure and software stack to us. You don't have to invest in physical assets; being able to 'rent' virtual infrastructure and software has both cost benefits and practical benefits.

Out-Of-The-Box Integration: Digital Place is designed for business speed and productivity with pre-built connectors and templates, out-of-the-box management and an architecture that can scale up and scale out as your needs evolve. Our platform lets you quickly enable service assets or design enterprise grade integrations. We include integration adapters for a range of common public sector systems and services, including GOV.UK Notify, Northgate Revenues & Benefits, Civica CX, Northgate OHMS, Capita Pay, Echo waste management, IDOX Uniform, ESRI ArcGIS, and Ordnance Survey Places and more. Please ask for more details.

Software-as-a-Service (SaaS): The Digital Place Software-as-a-Service solution is ready for immediate deployment over the internet once we have undertaken the necessary onboarding, customisations and integrations you require. Your users will have full administrative rights, allowing them to start creating other users, roles, sites, content and services straight away.

Training

Comprehensive, bespoke training is a standard component of our implementations and it has been developed to support our clients' in becoming self-sufficient.

Training commences well ahead of live deployment with in-house staff using the system for testing, accelerating their efficiency and ability to react to future business and legal requirements.

We are able to enhance initial on-site training with scheduled refresher sessions. Ongoing knowledge transfer can be provided through ad-hoc 'ask-the-expert', written guidance and virtual Communities of Expertise; all geared to creating self-sufficient, in-house expertise. A knowledge base is provided to help staff with day-to-day tasks and processes.

Onboarding & Offboarding Support

Our solution is ready-to-use and can be deployed at pace.

Firstly, we will work with you in person and via virtual meetings to discuss branding, design and the tools you want to use. We will then set up sessions to walk through the service, demonstrating the various administrative and end-user interfaces. You will have opportunities to practice, test and ask questions.

Once deployed, we provide a dedicated web-based support desk, available from 09.00-17.00, normal business days as standard. Telephone, on-site or 24/7 extended support can be made available for

an extra cost. Our support team consists of highly skilled, experienced professionals, who can help troubleshoot any problems.

Additionally, we have a team of expert community managers, who are able to advise on how to build and run successful online communities and develop knowledge management skills. They can offer additional training days at extra cost.

In the event that you no longer wish to use the service, we can provide an encrypted archive of all client-owned data stored within the platform.

Security & Privacy

We are committed to keeping your data safe and secure and adhere to extremely strict security standards. This includes operating from SOC-1/ISAE-3402/SOC-2/SOC-3 compliant datacentres run by Amazon Web Services (AWS) and maintaining ISO27001 certification covering both our corporate and datacentre environments.

Our cloud software service production systems are hosted by AWS in the UK in some of the most highly specified datacentres available. They're built to exacting, rigorous standards and deliver unparalleled security, power, connectivity and environmental control. It's a world-class infrastructure and keeps our servers running uninterrupted 24/7. The datacentres are engineered with fully redundant connectivity, power and HVAC to avoid any single point of failure. Each datacentre is staffed by highly trained technical support staff.

We manage the infrastructure for you, so you can concentrate on managing your platform and your users. We ensure that all software within the environment, including operating systems, databases and application-level software is fully patched. We use enterprise-grade monitoring solutions on all our cloud environments to allow us to pre-empt and react to system events and resource usage.

The underlying software of our solution, Liferay DXP, is regularly penetration tested and verified by Veracode. The platform as a whole is regularly penetration tested by an independent CHECK service provider.

We have appropriate data processing agreements in place with all clients to meet the requirements of the General Data Protection Regulations.

Service Levels, Performance & Availability

We aim to provide at least a 99.9% uptime service availability level. The service is fully resilient, with no single points of failure throughout the technology stack. The service comes with a 4-hour recovery time objective (RTO) and a 24-hour recovery point objective (RPO). This means that in the event of a major loss of infrastructure, the service would be available again within 4 hours, with a data loss of no more than 24 hours.

Availability excludes agreed scheduled maintenance events, customer-caused or third party-caused outages or disruptions, or outages or disruptions attributable in whole or in part to force majeure events. Any service-impacting planned maintenance work is always performed outside of UK business hours, with adequate notification to our clients.

We take nightly backups of all operating system and user data, with a 35-day backup retention as standard.

Governance

Across our organisation, we have established systems in place to enable us to monitor and report against our performance quickly and effectively. We are proud of our track record in which we consistently exceed all of these required standards for our existing clients. However, we are not complacent about this, and are constantly reviewing technology, processes and controls in order to ensure we maintain or improve these standards.

Our clients' requirements are typically aligned with our own well-established service standards, so we know we are able to provide an appropriate level of service having done so for other similar clients for a number of years. Priority classification is also a well-understood prioritisation model, which provides additional assurance that we will deliver reliable support service based on established best practices.

In addition to operating a responsible governance model, and providing outstanding support to our clients, our clients receive additional peace of mind through the eight stated commitments that we openly make about how we will continue to operate.

These eight commitments are just a part of how we uphold our reputation for doing the right thing.

1. Our subscription pricing will be transparent and fair – we will not surprise you with hidden costs or seek to charge you extra to keep features, services or integrations working in the way we have committed to you throughout our contract with you. We will only seek a fair return for providing genuine additional benefit and value to your organisation.

2. We will not charge you a premium to integrate with our software or any digital services we provide – we will facilitate this through the use of open APIs. When we develop a new interface it will automatically become part of your existing subscription unless we agree with you in advance that it may put either party at a disadvantage to do so or that, as a pre-requisite, another third party must also be consulted and asked to contribute to the cost.

3. We will use and support open standards – we will strive to re-use, develop and contribute to a growing library of open source code and supporting collaborative initiatives to develop open standards. We require third party partners to meet these standards. This includes a commitment to publish open source code so that it is accessible to others who may wish to adopt it, and to support growing open source communities in which we participate. Our intention is always to promote re-use wherever possible and avoid duplication of investment and costs on the part of our clients and partners.

4. We will uphold the principles of data protection, security and privacy by design – personal data will remain private, open data will be open to share and any data services we provide will be designed for the benefit and improvement of your services. We will never seek to undermine the trust users place in services we provide through inappropriate collection, manipulation or exploitation of user data.

5. We believe web accessibility is essential, always – we will strive to meet leading standards of accessibility in any services we provide or websites that we build, and we will uphold this principle in any quality review we undertake. This includes conformance with Web Content Accessibility Guidelines standards as a minimum.

6. We will always seek to minimise the impact or disruption of any change – when you entrust us to provide software and services on your behalf, we will always seek to co-ordinate and communicate any changes, updates or new releases so that your services are not disrupted. Where a fault occurs, we will remedy this fault according to the highest professional standards, by communicating openly with you and rectifying the issue as quickly as possible.

7. We believe you have a right to know how your service is performing at all times – we will share performance data summaries with you at no additional cost and will be open to discussing any additional detail you may require where it is reasonable and practical to do so without imposing any further charges. We will only seek to charge for requests that require significant development effort to provide.

8. We are committed to Place by design – our investment in place-based initiatives, through our solutions and technology, will always be designed to bring government, businesses and communities closer together to promote healthy, thriving local ecosystems with improved outcomes and sustainability for the Place. We will act responsibly and make a positive contribution to society.

Appendix: Key Features of Digital Place

Foundation: Liferay DXP Platform

Successful digital operations require platforms that are built on solid, reliable IT. Digital Place delivers by including the full platform capabilities of Liferay DXP with features like modular architecture, a powerful search engine and advanced tools for testing and upgrades.

Integration and Interoperability

Transform the way your business is run by using a platform that can evolve alongside your strategy. The incredibly flexible architecture of Digital Place empowers organisations to bring systems and data together on one platform.

Features • Integration Framework • Framework Support • Custom Fields • Modularity • REST APIs • OpenAPI

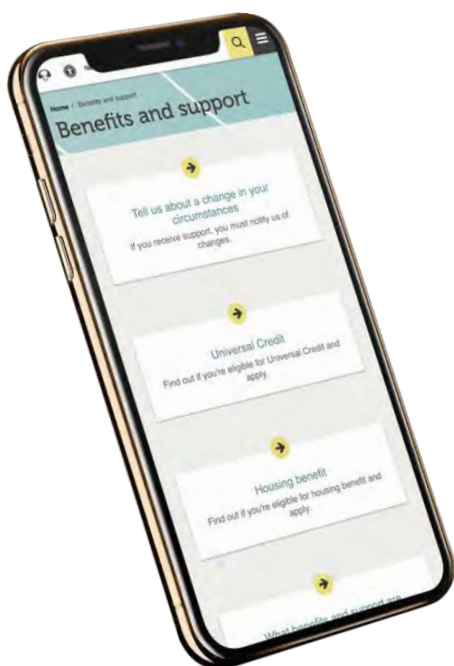
Platform Services, Identity Management and Access Control

Digital Place gives organisations the ability to manage and connect backend systems through powerful administration interface tools along with a flexible, modular architecture that enables agile growth with user needs. Key functionality includes site administration, identity management & search.

Features • Security • Identity Management • Service Access Policies • User Management • Data Protection • Multi-tenancy & Virtual Hosting • High Availability & Scalability • Search Administration • Simplified UI • Quick Configuration • Product Menu • Site Administration • Auditing & Optimisation • Gogo Shell • Clustering & Performance Monitoring • Single Page Applications • Development Standards & Technologies

User Experience and Content Design

Digital Place is designed to support personalised experiences across digital touchpoints including web, mobile and connected devices. Organisations can create solutions that improve user experience for staff and partners, making the platform a solid foundation for almost any project. Create consistent, personalised experiences quickly and easily.



Content Management: Create and manage structured web content and digital assets for developers and business users, including a modern UI, content authoring, geolocation, staging tools and others.

Features • Web CMS • Web Content Display • Modern UI • Enterprise DAM • Auto-Tagging • Search • Taxonomies • Content Analytics

Experience Management: Empower any member of your team to build and customise web pages in order to deliver enhanced digital experiences that are tailored to your users' needs. Additionally, leverage analytics for insights on how to improve these experiences.

Features • Content Fragments • Fragment Editor • Fragments Toolkit • Widgets (Portlets) • Widget Library • Pages • Display Page Templates • Page Templates • SEO • Page Analytics • Page Customisation

Segmentation and Personalisation: In order to facilitate deeper personalisation of digital experiences, Digital Place provides features for role-based content delivery, audience targeting and segmentation.

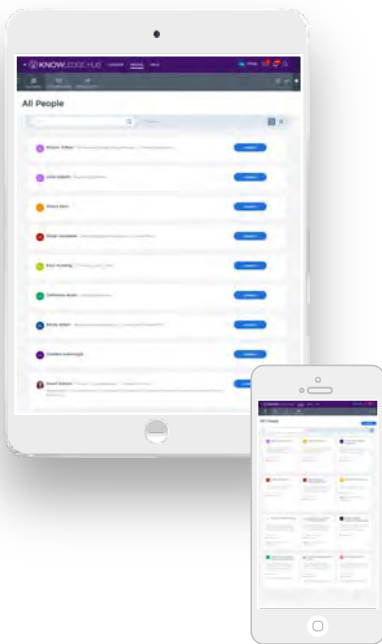
Features • Experiences • Segmentation • Optimisation • Role-Based Content Delivery • Page Customisation • Content Recommendations • Content Sets

Multichannel Support: Digital Place provides multichannel delivery and support for the ability to offer great experiences across various channels, devices and touchpoints. REST APIs provide further ability to integrate other methods of delivery and support a range of applications and other systems. Build front-end apps in popular JavaScript frameworks like React, Angular or Vue, then bundle them into Digital Place as native widgets.

Features • [Headless CMS](#) • [Mobile](#) • [Mobile Device Rules](#) • [Responsive Design](#) • [Mobile Device Preview](#) • [Adaptive Media](#) • [Liferay JS Bundle Toolkit](#) • [Native App Development with Liferay Screens](#) • [Hybrid App Development with Liferay Screens](#) • [Liferay Push](#) • [Liferay Mobile SDK](#) • [Mobile Sync App](#)

Create Digital Services

Streamline common business processes and gather information from your users with out-of-the-box features for creating forms and workflows.



Forms: Design and build personalised forms to replace complex paper applications and downloadable PDFs.

Features • [Forms](#) • [Form Rules](#) • [Multi-Language Support for Forms](#) • [Fields & Properties](#) • [Forms Structure](#) • [Validation](#) • [Field Library](#) • [Data Provider Integration](#) • [Entries Management](#) • [Forms Entries Data Storage](#) • [Forms API](#) • [Forms Reports with Analytics Cloud](#)

Workflow and Business Productivity: Workflow and reporting features give users more ways to simplify processes and provide access to information.

Features • [Workflow Framework](#) • [Reports](#) • [Workflow](#) • [Dynamic Data Lists](#) • [User-Driven Workflow & Approval](#) • [Workflow Process Analytics](#)

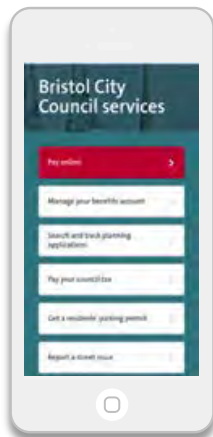
Digital Asset Management: Manage and publish any asset on one central system to not only enable your employees or customers to easily collaborate and share documents and media, but also reduce the amount of time spent searching for those assets.

Features • [Documents](#) • [Documents & Media](#) • [Bulk Management](#) • [Google Drive Plugin](#) • [CMIS Integration](#) • [Document Types & Metadata Sets](#) • [Online Document Editing](#) • [Document Previews & Preview Generation](#) • [P2P Document Sharing/Asset Sharing](#) • [Search \(Documents & Media\)](#) • [Document Types & File types](#) • [Versioning & Automatic Versioning Policies](#) • [Media Selector](#) • [Inline Image Editor](#) • [Enterprise File Sync & Sharing](#) • [Single Sign On Support](#)

Collaboration: Collaboration in Digital Place is supported with applications for blogs and social networking, as well as a solid set of tools for forums, message boards and other functionalities. Connect people and systems together on a modern interface focused on getting work done.

Features • [Collaboration](#) • [Knowledge Base \(& associated apps: Display, Article, Search, Section\)](#) • [Search & Tagging](#) • [Invitations](#) • [Page Comments](#) • [Page Ratings](#) • [Page Flags](#) • [Blog](#) • [Blogs Aggregator](#) • [Recent Bloggers](#) • [Forums/Message Boards](#) • [Wiki \(& associated apps\)](#) • [Calendar](#) • [RSS](#) • [Alerts & Announcements](#) • [Microblogs](#) • [Polls](#)

Local Services and Support



Our support, tools and services help clients to accelerate the development of a new generation of local digital services that make it simple to connect citizens and communities at the front-end and integrate complex systems at the back-end, reducing the administrative burden, removing unnecessary procedural waste and creating great digital experiences that users prefer.

This includes a growing catalogue of digital services and forms in many of the primary service areas required by local authority clients.

Local services include information, forms and workflows in the following areas: • Bins & Recycling • Births, Deaths, Marriages & Citizenship • Business Rates • Council Tax • Crime & Emergencies • Customer Services • Data Protection & FOI • Elections • Housing • Licences & Permits • Parking • Parks & Open Spaces • Pests, Pollution, Noise & Food • Planning & Building Regulations • Schools, Learning & Early Years • Social Care & Health • Streets & Travel

Creating “digital services people prefer to use” is a highly collaborative process, starting with user needs, discovered through research and then prototyped in a service design process that pulls in stakeholders from multiple roles, such as developers, designers, site administrators, content managers, digital leaders, executive sponsors and a wide range of place-based local collaborators.

To address their needs, it is crucial that digital platforms provide broad, robust applications that contributors in any role can quickly learn to access and use. Additionally, local teams should be empowered to open up and customise their platforms, giving them the freedom to create new services and experiences that make use of the available data and match the needs and expectations of their users.

With the confidence of using a globally respected technology and our highly skilled team of Liferay specialists providing expert local support, often operating in mixed teams, councils and business partners will be able to ramp up new projects or teams in less time with intuitive, business user friendly interfaces that make onboarding and training easy.

