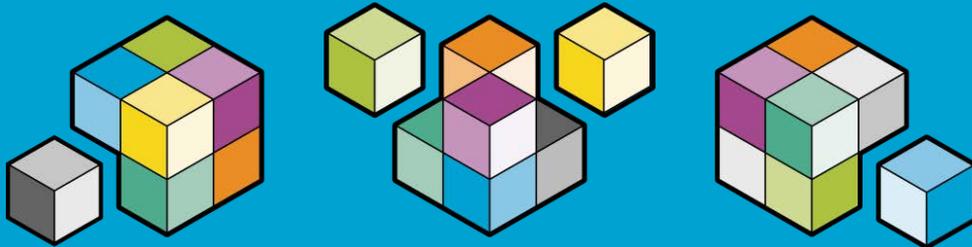
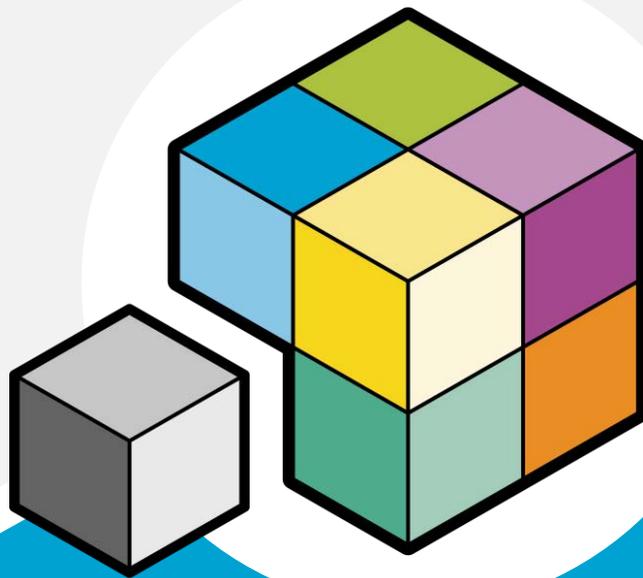


Open Place Directory SAAS

Product Guide
June 2020



Product Guide

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At a Glance

Overview

Open Place Directory facilitates crowd-sourcing & quality assurance of 'Open Referral UK' data standard for local services, available through Open API's for service directory, social prescribing, local offer, SEND etc. Can use any taxonomy. Service Provider, Volunteers and Link Workers collaborate to capture community assets & services. Meta-data provides data quality assurance provenance.

Features

- Fully responsive open directory solution, co-developed with local authorities
- Roles include Place Administrator, Service Assurer, Service Provider and Volunteer
- Easily search existing services and submit new service data
- Easily create and submit services by uploading leaflet images
- Assurers validate services submitted by volunteers prior to publication
- Workflow and dashboards support workload management for Assurers and Providers
- Easily tag services, to make searching and filtering more effective
- Meets LGA Data Standards for assurance and consistency across boundaries
- Rest APIs and Open APIs integrate easily with other open-data applications
- Assurers and Providers can exchange messages to support quality assurance

Benefits

- Improve data quality by focusing resources on data assurance
- Reduce costs by collecting, tagging and assuring data once
- Open data removes the need for public sector to develop new apps
- LGA standards remove AQ issues with data quality and duplication
- Capture management information of supply, demand and effectiveness
- A cost-effective, scalable solution for all local places
- Frontline benefits and efficiencies, reliable data available to many applications
- Improve citizen outcomes by stimulating the market for digital signposting
- Target help and personalise self-service with higher quality service data
- Reduce statutory services demand, encouraging earlier access to support services

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 Open Place Directory

Functionality and workflow are built around three core 'Roles', with the objective of collecting and assuring comprehensive, accurate and properly assured service information, which is then made available to data consumers through Open Data Platforms or Webservices (APIs).

- The **Volunteer Data Collector** role, once self-registered can provide service details through structured input or through uploading images of flyers / posters. This functionality has been designed to make the data capture process as simple as possible. Volunteers can save unsubmitted drafts and return to them at a later stage to complete the process. Volunteers commence their service submission process with a dynamic search (based on post code or key word) to identify whether the service already exists, either in the assured database or as one of their unsubmitted records.
- The **Service Provider** role has full visibility of all of their services and is able to add to and amend those services as required. Service Providers are able to exchange tasks and messages with Service Assurers, in order to facilitate quality control, through enhanced workflow functionality. Service Providers can also create and amend Venues, which sit in a separate data table, in order to maintain data integrity.
- The **Service Assurer** role is able to create, edit and delete Service Providers, Venues and Volunteer Data Collectors, as well as having control over which services are published to the directory. Data Assurers are able to add tags to services, which relate for example to Needs, or Circumstances (aligned with LGA Standards) in order that data consumers are able to filter their requirements.

Data consumption can be achieved via Bulk Data Extraction or through an API which provides filters to extract required elements (e.g. Age Bands). Services can also be uploaded through bulk input, from existing directories.

- A fourth role, **Place Admin**, enables local administration of your Open Place Directory, including such functions as managing user accounts.

Why Open Place Directory?

Open Place Directory facilitates the empowerment of 'prevention' through knowledge of support services, enabling 'places' to work together to create local directories of micro services.

Maintain a single reliable open, place-based directory of hyper-local services which can feed the service data to many frontline applications seeking to help people and frontline professionals find appropriate support services.

Through collaborative data collection and preparation, collect the service information, tag services consistently across the place based on personal situation e.g. needs and circumstances, and aggregate the services into a place directory.

Data can then be fed to those that have a frontline purpose and target audience for it. This will stimulate the market for more and better applications to use the reliable place data. The end result should be better support for citizens and reduced costs for the public sector.

Support, Migration & Integration Services

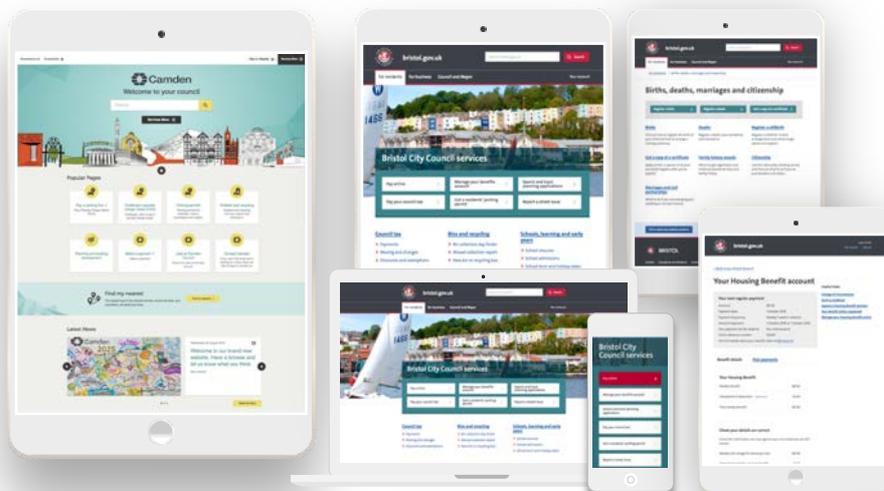
Designed for Digital Place platform integration or as a stand-alone service, customers can buy services to assist them in design, migration and integration of Open Place Directory through Placecube's services in the Cloud Support Lot. These services operate across all modules, so that customers wanting support in design, configuration, integration with back-office systems, digital services and contextual data can define and buy the right combination of cloud software and support.

About Digital Place

Digital Place is your 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 digital progress, as we have done at Bristol City Council.

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. Optional integrations are available for Active Directory, Google Drive, Documentum, SharePoint, Alfresco, Tableau, JasperReports, Shibboleth 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 has been designed to support our clients in becoming as self-sufficient as possible. Initially your account manager will walk through the platform features with you, including demonstrating the various administrative and end-user interfaces. This would usually take place at a face-to-face meeting but could be done via a series of webinars if preferred. You will have opportunities to practice, test and ask questions.

We are able to enhance initial on-site training with regular scheduled refresher sessions, either on-site, or via webinar.

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. An online knowledge base is also provided to help staff with day-to-day tasks and processes.

A half-day specialist community management training session is also available within the first 3 months, to help upskill those running networks and communities within your platform. Training can be tailored to individual organisational needs but would usually include an introduction to building and managing successful online communities delivered by our highly experienced community managers. The interactive session encourages participants to consider their community's purpose, core team, target audience and helps them develop an initial action plan.

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 as described above.

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 service can be made available at extra cost. Our support team consists of highly skilled, experienced professionals, who can help troubleshoot any problems.

We also 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. Additional community management training beyond the half-day described above is available 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. We also hold Cyber Essentials accreditation.

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 are an ICO-registered data controller and 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.