

About Priocept

2017

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Priocept helps businesses to create digital products and services.

We design, build and run web technology platforms for market leading companies and specialise in Software Engineering, Cloud Infrastructure, E-Commerce, Content Management and Web Operations.

We combine this expertise with structured but agile project management services to ensure successful project delivery. On budget, on schedule and to the highest quality standards.

- Founded in 2004
- Central London office
- 16 full-time staff
- Independent
- Technically focused

Clients

Clients



Finance

Insurance

Travel

E-Commerce
& Retail

Government
& Non-Profit

Technology

CAPABILITIES

Software Engineering | Cloud Infrastructure | E-Commerce

Content Management | Web Operations

Software Engineering

- We approach “digital” projects as software development projects
- Software engineering is at the heart of our organisation
- Specific types of software engineering that we specialise in:
 - Web development
 - Systems integration and web services
 - Mobile development
 - UI development
- Applying engineering disciplines to our projects ensures the quality of the end result and allows for predictable project timelines and costs
- Our approach also minimises the “technical debt” that can cause excessive future development and maintenance costs

Cloud Infrastructure

- We help clients deploy and migrate solutions to modern cloud infrastructure
- We have deep expertise in Amazon Web Services, Google Cloud Platform and Microsoft Azure
- Cloud-based infrastructure, if implemented correctly, is 100% software-defined and 100% automated
- IT infrastructure projects “in the cloud” are now just another form of software engineering, allowing us to deliver effective infrastructure with high levels of automation
- We also specialise in development process automation, tooling and “DevOps”, allowing delivery of the most efficient, cost-effective, predictable and reliable IT platforms

E-Commerce

- We have 10+ years experience building large scale e-commerce platforms
- Our experience includes:
 - Both off-the-shelf e-commerce products and bespoke development
 - Finance, travel, retail, luxury goods and B2B e-commerce
- We combine e-commerce with content management technologies to provide a complete web platform
- We have a track record of building high availability, business critical e-commerce infrastructure including extensive Amazon Web Services experience
- Our e-commerce clients include Argos, Avis, Virgin Mobile, Eurooffice, Vitec Videocom and the London Stock Exchange

Content Management

- 12+ years experience of content management implementation across a range of CMS platforms
- Experts in designing complex multi-lingual, multi-geography content management architectures, to maximise content reuse and consistency within large organisations
- Leading UK implementation partner for Magnolia, Sitecore and Sitefinity CMS platforms
- Experience of many other CMS platforms including Episerver, Jahia, AEM, Drupal, Umbraco, SharePoint and Wordpress

Web Operations

- Expert technical support for business critical web applications
- Application and infrastructure support
- Agile, incremental product development
- Managed services for cloud infrastructure (Amazon Web Services and Google Cloud Platform)
- DevOps, release management, continuous delivery
- Up to 365/24/7 support cover available
- SLA response time of 15 minutes for priority issues

Agency Partnering

- We also provide technical support and sub-contracted implementation services to digital agencies and creative organisations
- Agencies typically excel in brand communications and creative execution, but have limited software and technology expertise
- So they look to Priocept to deliver technical projects on their behalf, in a controlled, predictable, low-risk and cost-effective manner

Positioning

Since we focus solely on providing technical consultancy services for software development and digital projects, we often work as part of broader project delivery team, alongside creative agencies, internal client teams, or our clients' other suppliers.

Creative Agencies

- UI/UX Design
- Digital Strategy
- Creative Execution
- Online Campaigns
- Content Creation

Priocept

- Software Engineering
- Cloud Infrastructure
- E-Commerce
- Content Management
- Web Operations

Systems Integrators

- Change Management
- IT Strategy
- Managed Services
- Offshore Development
- Legacy Systems Integration

Our Values

We are:

- Delivery focused
- Free thinking – challenging conventional wisdom, confronting the real issues, always searching for the right solutions for our clients
- Technology and vendor agnostic

We never:

- Use technology for technology's sake
- Receive commission on software sales
- Shy away from telling clients how things are, and what needs to be done
- Blind with science – we use plain English rather than buzzwords

Partnerships

Partners



Content Management

E-Commerce & Software Platforms

Cloud Infrastructure & Hosting

The leading Magnolia partner in the UK since 2011

- We have worked on numerous high profile Magnolia CMS implementations including:
 - Argos.co.uk
 - Avis Europe
 - Photobox.com
 - Virgin Holidays
 - Vitec Videocom
- Deep expertise in technical design, development and content architecture for Magnolia
- Working with underlying Java/JCR technologies since 2008 (for TUI Travel)
- Specialists in implementing high-availability, high-scalability Magnolia solutions on AWS and GCP cloud infrastructure

Sitecore partner since 2010

- Responsible for developing and supporting large scale Sitecore implementations for clients including:
 - Virgin Mobile
 - Association of British Insurers
 - HiFX
 - eTyres.co.uk
- Sitecore certified consultants and developers
- Sitecore upgrade assistance and content author training
- Specialists in DevOps and infrastructure automation for Sitecore

Working with Amazon Web Services (AWS) since 2013, we achieved official AWS Consultancy Partner status in 2017

- We have architected and delivered high-availability AWS infrastructure for:
 - Argos.co.uk
 - Huawei
 - Avis
- Priocept consultants have Professional level AWS certifications in Cloud Architecture and DevOps Engineering
- Specialists in building software-defined, high-availability, high-scalability web platforms using "infrastructure-as-code" tooling, establishing DevOps practices and tooling on AWS
- Expertise in EC2, ELB/ASG, RDS, DynamoDB, CloudFormation, IAM, Lambda, Elastic Beanstalk, S3, CloudFront, Route 53, SNS/SQS, CodeDeploy and Ansible

Working with Google Cloud Platform (GCP) since 2011, confirmed as one of the first official Google partners for GCP in the UK in 2017

- Have built GCP solutions for:
 - World Wildlife Fund
 - Barclays
 - LiftedIndex (Android app vendor)
- Priocept consultants have GCP certifications in Cloud Architecture and Data Engineering
- Specialists in building software-defined, high-availability, high-scalability web platforms using "infrastructure-as-code" tooling, establishing DevOps practices and tooling on GCP
- Compute Engine, App Engine, Container Engine, Cloud Datastore, Cloud Storage, BigQuery, Deployment Manager, Pub/Sub, Cloud Endpoints, Cloud SQL, Cloud Datalab

Our Work

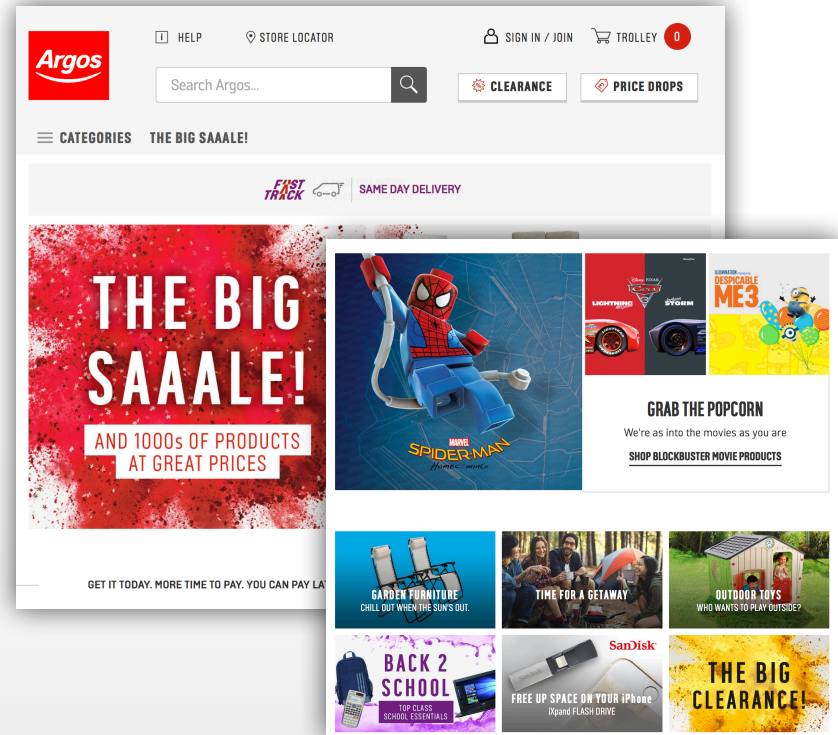


Argos.co.uk



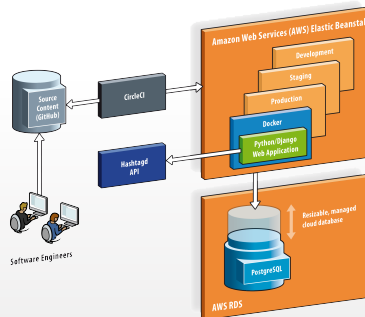
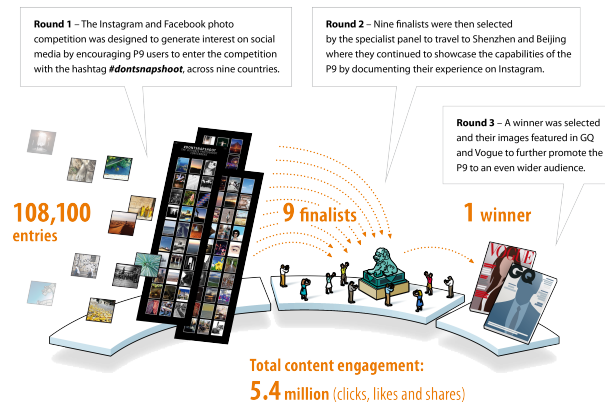
Retail e-commerce platform on Magnolia and AWS

- High availability, auto-scaling Magnolia CMS implementation on Amazon Web Services
- Continuous integration / continuous delivery and infrastructure-as-code implementation (AWS CloudFormation, Ansible)
- Development of Magnolia based "headless" content API implementation
- Integration with ReactJS
- Priocept development team on client site, integrated into internal Argos team
- argos.co.uk



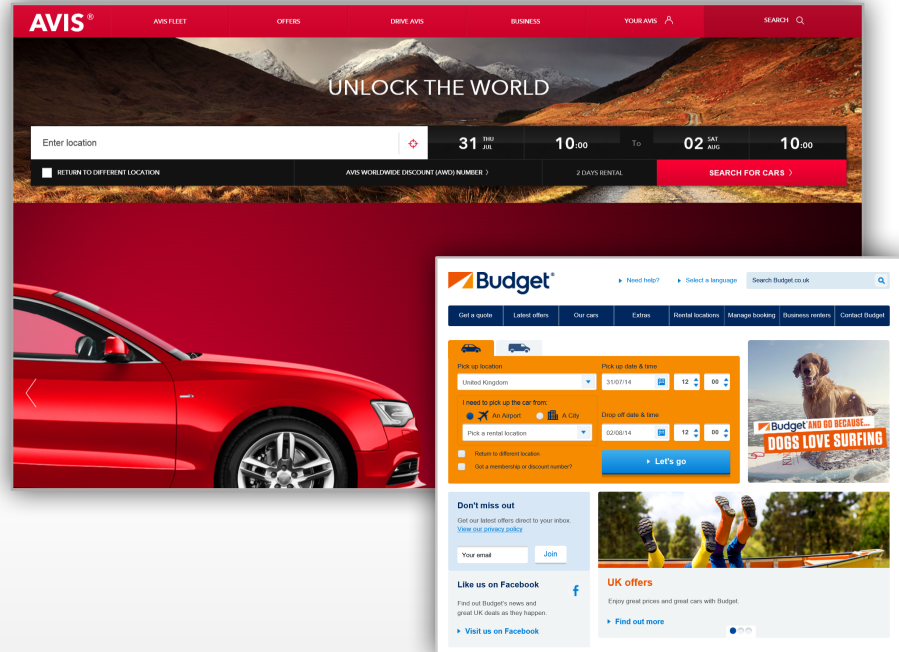
P9 global product launch

- Application development using AWS, Elastic Beanstalk, Lambda and CloudFront
- Instagram and Facebook image competition using Hashtag'd API integration
- Web application development using ReactJS and Python/Django
- Advanced Google Analytics integration (tag and event tracking)
- Continuous integration using CircleCI (automated builds, testing and deployments)



E-Commerce platform on Magnolia

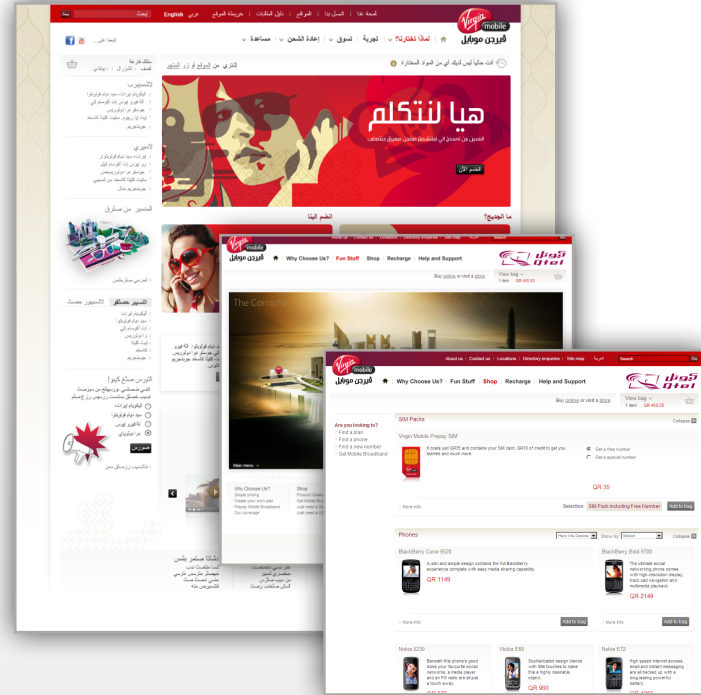
- Redevelopment of the web platform to support over 60 European sites
- Integration with pan-European booking systems
- Centralised content creation with local market translation and customization
- Upgrade to Magnolia v5.5
- Consolidation of Avis and Budget brands under a central CMS
- DevOps setup (Continuous Integration, Ansible) and Amazon Web Services consultancy
- avis.co.uk | budget.co.uk





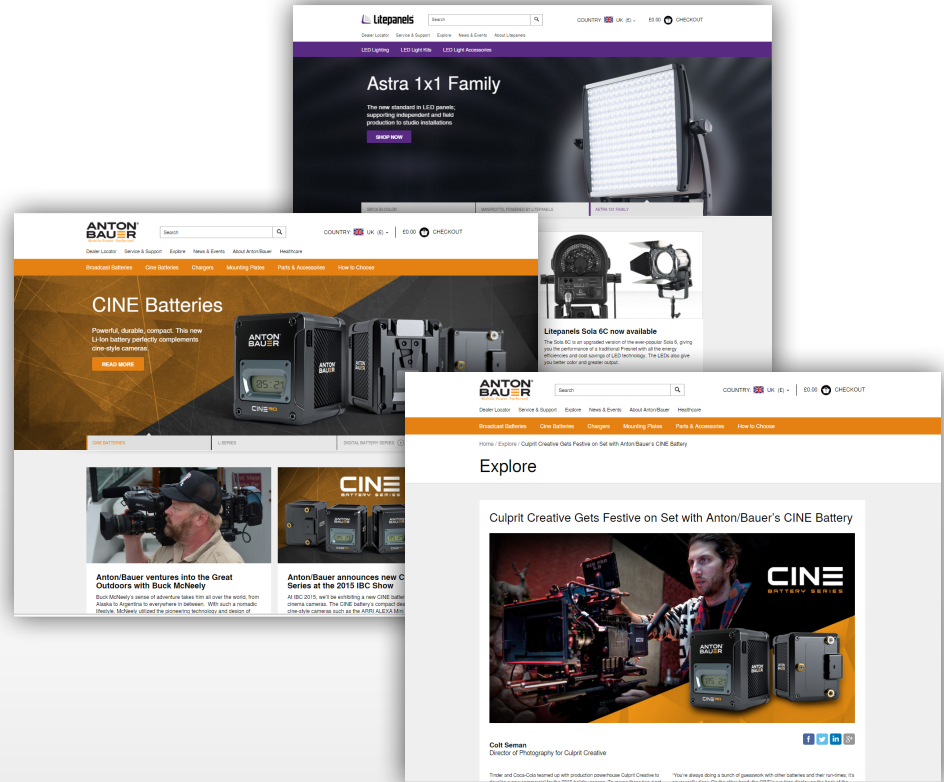
E-Commerce platform development on Sitecore

- Design, build and support for Virgin Mobile's multi-lingual e-commerce offering in Qatar
- Implementation of Sitecore to enable the business to maintain the website and products
- PIM integration to enable the sale of handsets, SIM packs, special numbers and accessories
- Integration with Microsoft Dynamics CRM and TIBCO middleware
- Project management to rapidly release the site in under 6 months
- Ongoing application support and maintenance



E-Commerce platform on Magnolia

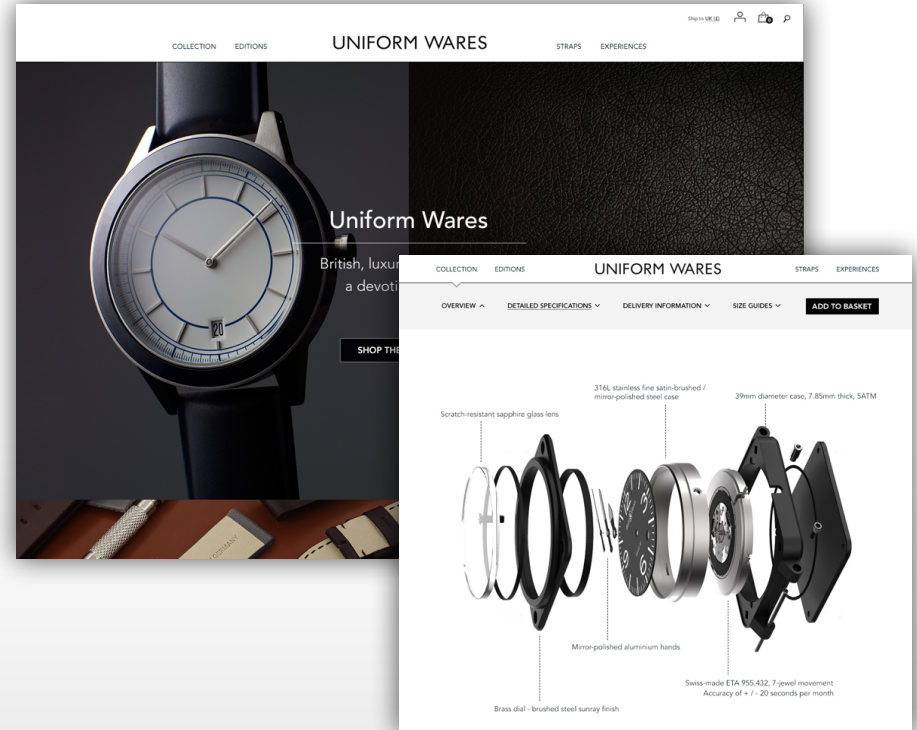
- Design and build of combined e-commerce and CMS platform to support 15+ brand websites
- Magnolia CMS combined with bespoke e-commerce platform
- Hosting provider selection (Rackspace)
- Integration with CRM and ERP systems
- Integration with e-commerce checkout solution
- litepanels.com | antonbauer.com



UNIFORM WARES

E-Commerce platform and ERP integration

- Platform selection – Demandware and NetSuite
- E-Commerce store development in Demandware including integration with NetSuite
- All based on Platform as a Service (PaaS) technologies
- uniformwares.com





Association of British Insurers

Web platform development on Sitecore

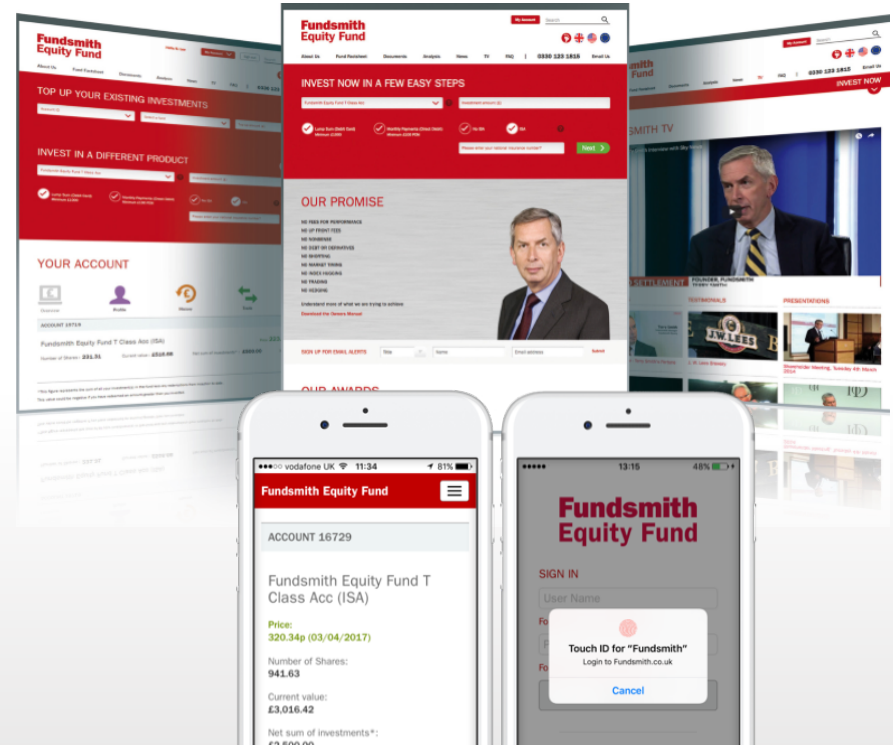


- Design, build, and ongoing application support for the ABI website
- CMS vendor selection, implementation of Sitecore, and subsequent upgrades
- Infrastructure setup and configuration on Rackspace Cloud
- Integration with Microsoft Dynamics CRM
- Payment gateway integration and e-commerce functionality for the sale of event bookings and industry data subscriptions
- Forms integration (using WFFM module) for online applications, used for data collection and member directories



Application development and support

- Design, build and support of Fundsmith's digital platform
- Business critical website processing investments of £10m/month, peaking at £24m/month at end of tax year
- Integrated directly into investment management platform (IFDS) as used by Virgin Money
- Includes iPhone (iOS) mobile application, Android version in development



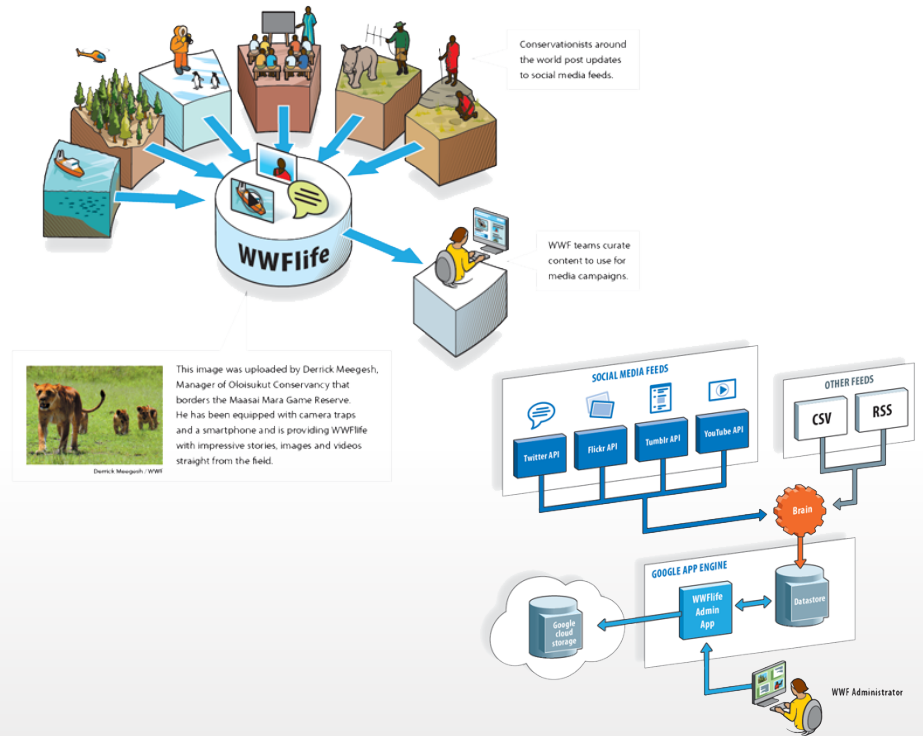


World Wildlife Fund

Social media curation on Google Cloud Platform



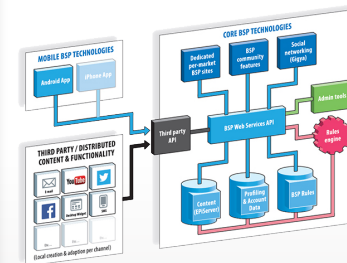
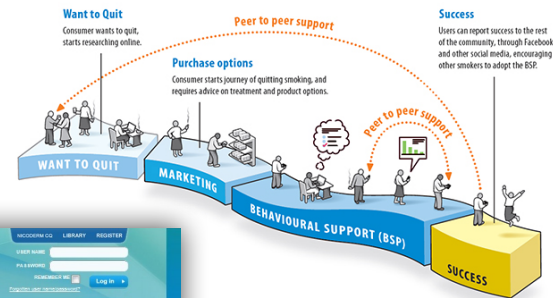
- Content Management System that ingests social media content from field projects around the globe
- Content curators can build and export arbitrary collections of content, picking from different social media feeds
- System ingests tags from social media feeds and allows administrators to add additional metadata and perform tag management with functions for deleting, renaming and merging tags
- Unlimited scalability solution on Google Cloud Platform (App Engine and Cloud Datastore)





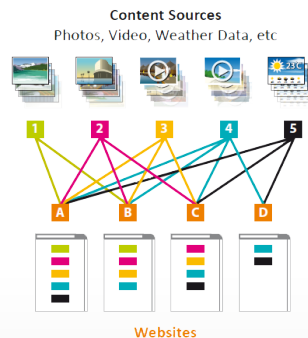
Behavioural Support Programme (BSP)

- Episerver based content management
- User profiling system
- Bespoke content delivery rules engine
- Pre-packaged social media integration and gamification
- Native mobile app for Android and iPhone
- Web services API to allow integration of an unlimited range of third party systems
- committedquitters.com



Group-wide content platform design and build

- Implementation of JCR based platform to provide a centralised content aggregation and management platform to be used by 300+ TUI websites
- Provides a single source for destination, resort and hotel data
- Takes content feeds from major data vendors (GIATA, TripAdvisor, weather providers) and internal TUI data sources
- Exposes the aggregated data via secured web services API
- Apache Jackrabbit and Java Content Repository



Redevelopment of e-commerce platform

- Leading UK based online office supplies business (£40m revenues via online channel)
- Redeveloped existing .NET e-commerce codebase to provide white-labelled services to SME office supplies businesses
- Priocept team led the development work on client site, and was integrated into the existing Eurooffice technical team
- Delivered in 9 months
- 10 new dealers live on the platform
- euoffice.co.uk | officepower.net

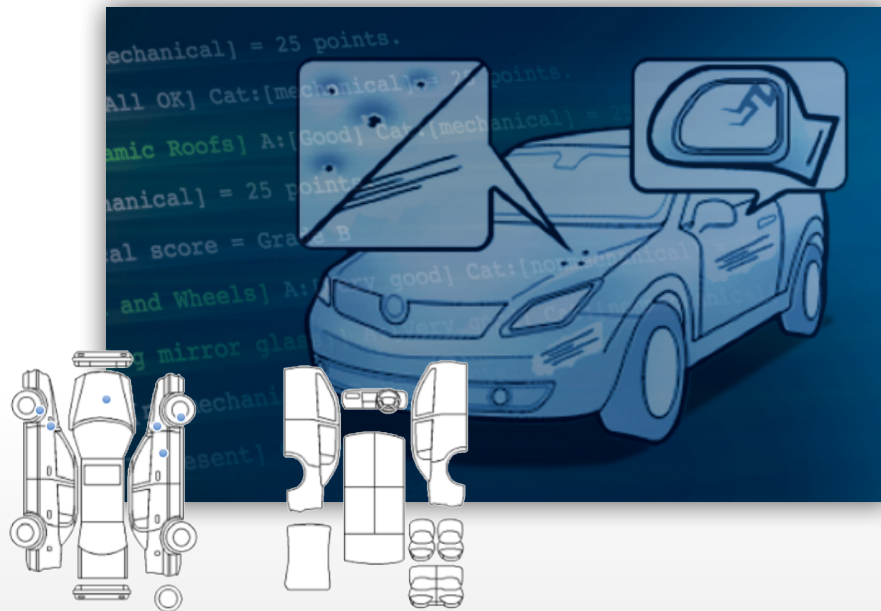
The screenshot displays the euoffice.co.uk website interface. At the top, there's a navigation bar with categories like 'Ink Cartridges & Toner', 'Furniture', 'Office Furniture', 'Office Supplies', 'Paper Products', 'Office Machines', 'Computing', and 'My Account'. A prominent banner advertises an 'OFFICE FURNITURE DISCOUNT' with a '10% DISCOUNT' badge. Below this, there are sections for 'Ink & Toner Finder', 'My Account', and 'Best Seller' products. The 'Best Seller' section features items like 'Stearns A22 Fluorescent Lamp', '3x Filing Folders', '3M 1.120 Ear Plugs', and '3M 1.220 Ear Plugs'. A 'Messages' section provides search and notification options. The 'Sales Performance' dashboard includes a table for monthly sales and a bar chart for usage statistics. At the bottom, a 'Countries' table lists various regions and their associated dealers.

Country	Dealer	Status
Compagny	65,800.00	1%
Furniture	42,550.00	4%
Desk Product	43,500.00	7%
Total	151,850.00	100%

Country	Dealer	Phone	Web/Email	Country	Dealer	Phone	Web/Email
Italy	00200001	00200001	00200001	Japan	00000001	00000001	00000001
Italy	00200002	00200002	00200002	China	00000002	00000002	00000002
Italy	00200003	00200003	00200003	China	00000003	00000003	00000003
Italy	00200004	00200004	00200004	China	00000004	00000004	00000004
Italy	00200005	00200005	00200005	China	00000005	00000005	00000005
Italy	00200006	00200006	00200006	China	00000006	00000006	00000006
Italy	00200007	00200007	00200007	China	00000007	00000007	00000007
Italy	00200008	00200008	00200008	China	00000008	00000008	00000008
Italy	00200009	00200009	00200009	China	00000009	00000009	00000009
Italy	00200010	00200010	00200010	China	00000010	00000010	00000010

Vehicle Pricing and Adjustment Service (VPAS)

- Development of a complex algorithm that uses linear and logarithmic regression to automatically price cars
- REST and SOAP web service development
- Automated process for importing historical pricing data
- Microsoft .NET, C#, TeamCity continuous integration
- Ongoing application support and development



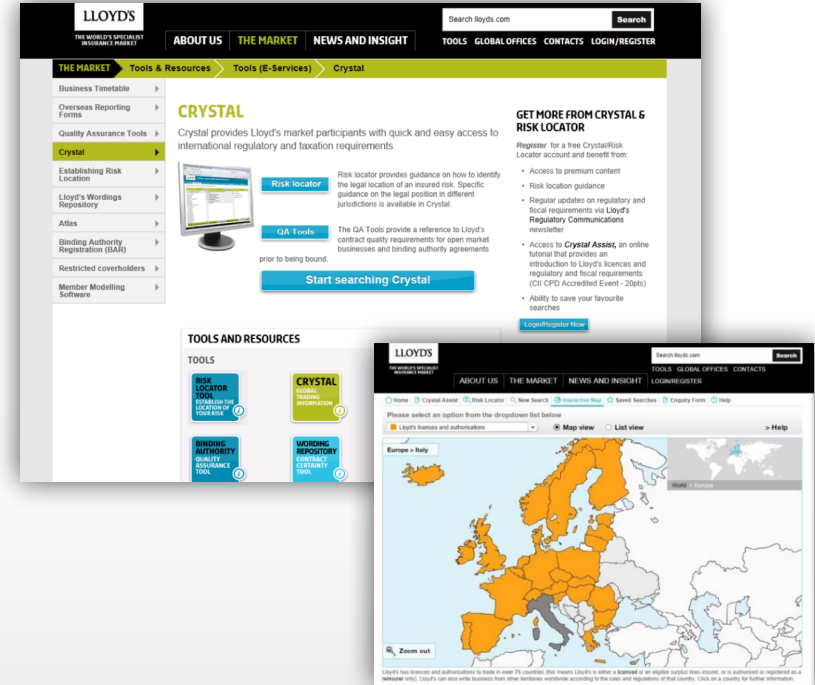
Regulatory News Service – RNS Submit

- Redevelopment of the London Stock Exchange Regulatory News Service
- Market facing web based application enabling contributors to process and manage regulatory news
- Highly available, scalable document conversion and queuing architecture
- Integration with various market news distributors (PA, Marketwire, Edgar)
- 70% of the UK's listed companies use RNS Submit for their regulatory communications to the market



Insurance risk, regulatory and taxation information system

- Web-based application providing global insurance trading and taxation information to Lloyd's market participants
- Replaces the previous library of pages and PDF documents allowing real-time query and comparison of specific legislation and Lloyd's trading information for more than 280 countries worldwide
- Integrated into Lloyd's core CMS platform
- Security model restricts access at content item level ensuring the most sensitive content is only accessible by authorised users



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