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## Service Description:

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Over the last 5 years Affinity has become expert in the delivery of Drupal based projects. We build custom modules or customise existing modules to deliver cost effective, efficient, secure and future-proofed websites for our clients, ranging in scale from small projects up to enterprise solutions.

The CMS solution that we will deliver will have a simple intuitive interface, and each user will only see the controls that are relevant to their role in adding content to the website. This means that users' whose responsibility it is to manage just for example a news section of the site are not overwhelmed by controls that manage office locations.

We will configure the CMS to allow for a hierarchical content structure; this will mean that some content will be 'global' and, some content will be at subject/category level, and some will be specific to individual product or service. A user's permissions will dictate what type of content they can create, and therefore, how and where the content is displayed on the website. Drupal has a robust security and permissions layer that is flexible enough to cope with the most complex requirements.

Drupal is a free, open-source web development platform for online content and user communities. Drupal powers some of the busiest sites on the web, and can be adapted to virtually any visual design for any device. Drupal runs over a million sites, including WhiteHouse.gov, World Economic Forum, Stanford University and Examiner.com.

The nature of open-source software means that you will ultimately have the ability to change anything on the website. The day-to-day tasks of adding/editing/deleting content will not require any technical knowledge, and users will become comfortable with using the CMS, with minimal training.

Drupal is inherently scalable and adept at handling significantly large volumes of traffic. To this end, it is possible to balance the load evenly across multiple web servers, and if necessary across disparate locations. The flexibility that Affinity will build in will ensure that as site traffic increases the solution that we provide will do the same.

One of the beauties of Drupal is that you can automatically store a revision history with details of who made changes and when; previous revisions can be restored at any time, which is useful in the event of accidentally saving unneeded changes.

Control workflow and the publishing approval process; specify which user(s), or group member(s), must approve content before it can be published, and how these users are notified that there is content awaiting approval.

Drupal is open-source and is therefore issued under a GNU General Public License (the terms of which can be viewed at <http://www.gnu.org/copyleft/gpl.html>). The software is freely available for anyone to use as they see fit, and this includes any contributed modules that have been written by the wider Drupal community, as well as any custom modules that we may have to write specifically for your project. Furthermore, if we do create custom modules for your project that may have an application to a wider audience it will be your decision whether to release the new module back into the community for others to use.

In addition, Affinity often uses Apache Solr to improve the native Drupal search facility- is also open-source - and issued under the Apache license (view terms here: <http://www.apache.org/licenses/LICENSE-2.0>).

A Key benefit of using Affinity is our experience in the specification and development of customized modules and/or bespoke development. Our dedicated team of experienced Drupal developers have specifically created unique modules that we have implemented a number of times across a large section of our Drupal based solutions. Indeed our Drupal Consultants have never come across a requirement that cannot be met by existing module customization or bespoke Drupal module development.

**Affinity:**

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**Affinity has been successfully operating since it was founded in January 2004 (winning best new business of the year at the 2005 CBAs and numerous awards since). It has recently achieved significant organic growth (despite the current global market difficulties) with sales revenue increasing year-on-year and into the current financial year - cementing its strong financial standing. The company remains independently-owned with a strong balance sheet and order book.**

Putting the customer first is at the core of what we do. Only if the customer is satisfied will we have achieved the right result. And it is only through creativity and innovation that customer satisfaction can be ensured. Meeting the needs and demands of the customer always, in our experience, involves going the extra mile – finding often unexpected solutions to emerging requirements and challenges

## Affinity's Processes:

### Affinity Project Management

Affinity is in an excellent position with its multiple methodology offerings. We recognise that there is not a “one shoe fits all” approach to delivering successful projects and have developed and matured our own processes to match the differing needs of our diverse client base.

Our mainstay method utilises a core iterative development team following tried and tested Scrum agile principles. We have tailored the entry points to this core competency to enable us to support everything from formal “waterfall” engagements to “full agile” projects and most things in-between.

Ultimately we have modelled our approach to suit the needs of our clients rather than dictating one specific engagement process; we can fit in where you need us and deliver in a way that gives you the most benefit. As a key to this, early in any engagement we help our customers understand their own strengths and competencies in project processes and produce an offering that dovetails into a customers’ organisation rather than being at odds with it.



### Affinity Waterfall

Many of our clients are seeking a traditional waterfall engagement and we equally welcome that approach. If there are no significant uncertainties in your own requirements, we will work with you in an elaboration phase to formally detail them together. Once defined, we will happily deliver against a set budget and specification. We add some further value to this approach by vertically or functionally dividing up your requirement in-house and iteratively developing it within our Core team. This means that change control can be managed better (and minimised) should your documented vision change or something unexpected happens.

## *Affinity Agile Hybrid*

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We are realists – we know that a full Agile engagement across company boundaries is hard to achieve and also in an uncertain world that Waterfall requirements can and do change. Unless an organisation has reached a reasonable level of Agile ‘maturity’ it may actually be culturally or organisationally impossible for them to work in a fully Agile way. We can solve this and we will do this in two ways:

### *1. An ‘out of the box’ approach to technology.*

We will select and propose suitable open source packages, modules and templates that we believe can cleanly offer the solution that you are seeking ‘out of the box’ without the need for fundamental code writes at a low level. We promote taking this more straightforward approach to technology choice so that we can deliver you business value as soon as possible rather than building something from scratch.

Any package solution will require levels of configuration and customisation, however if the underlying business processes that they offer do indeed deliver your needs, then there is no need to re-specify those processes in agile story cards, and carry out a detailed business process mapping before we can start delivery.

### *2. A lightweight Agile backlog*

Tied neatly to the above, we will embed our own agile expertise into your project and guide some of the Analyst and Product Owner activities particularly in the early iterations. Most importantly as we will have proposed technologies that minimise the need for the detailed requirements work that consumes a lot of time, you will be able to step back a little from the daily refinement and story breakdown work that would be present in a typical Full Agile engagement and predominantly focus on acceptance of the project deliverables at the end of each iteration.

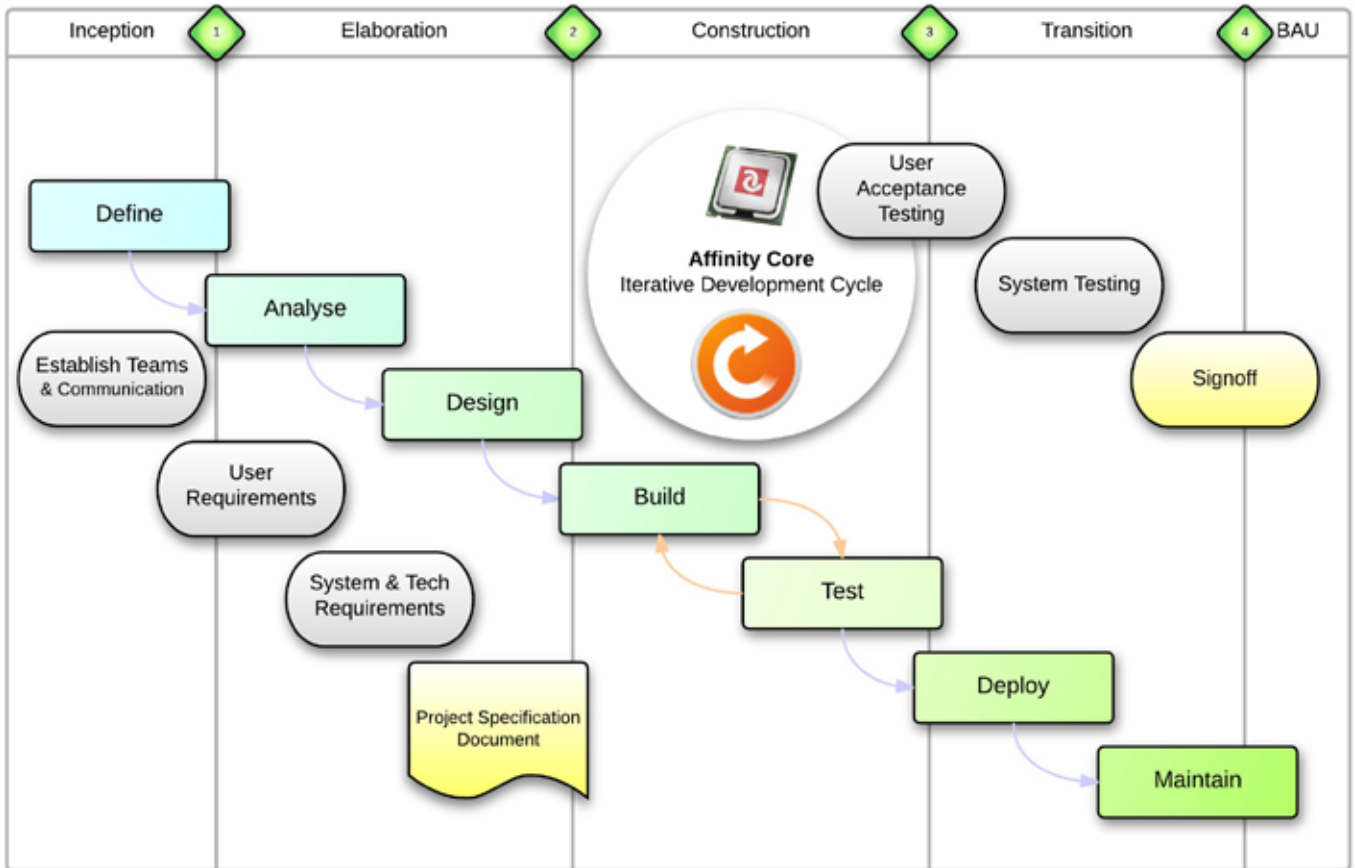
## *Affinity Agile*

Our full Agile project process works on an iterative backlog definition and refinement cycle that feeds into our core development scrum process. This is an industry standard approach and as well as operating perfectly on its own, can also plug into large-scale Agile programme methods such as the Scaled Agile Framework (SAFe).

This highly collaborative approach puts your project at the heart of our company and delivers a cohesive end to end process from your Project Roadmap, Product Owners and Analysts downwards. We will justifiably have high expectations of your consistent daily engagement with us in stand-ups, refinement sessions and story-card workshops to make your project a success.

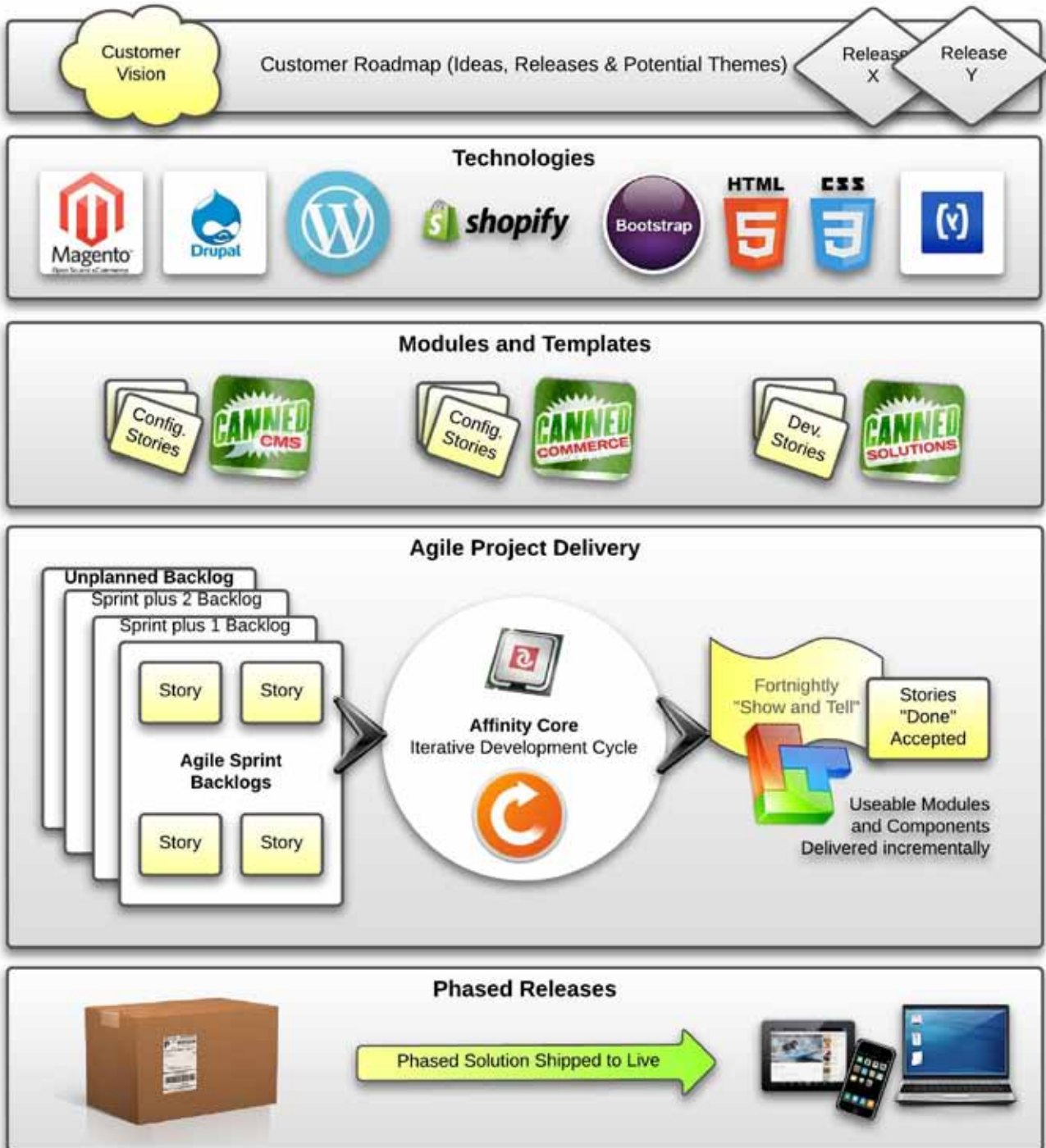
Affinity Agile

For a full definition of Affinity's Waterfall approach go to: [www.affinity-digital.com/waterfall](http://www.affinity-digital.com/waterfall)



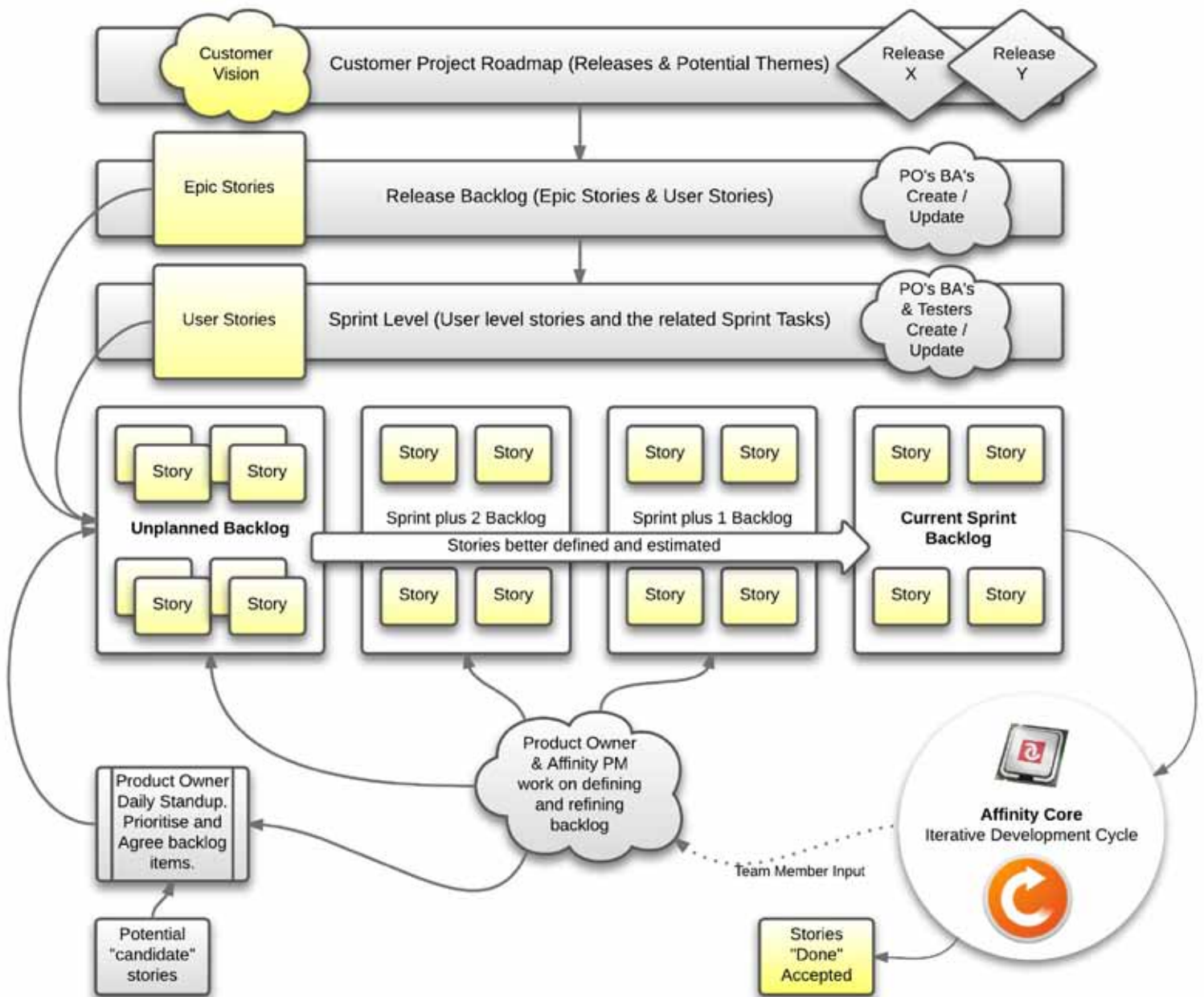
## Affinity Hybrid Agile

For a full definition of The Affinity Hybrid Agile approach go to: [www.affinity-digital.com/Hybridagile](http://www.affinity-digital.com/Hybridagile)



## Affinity Full Agile

For a full definition of The Full Agile Requirements Backlog go to: [www.affinity-digital.com/agile](http://www.affinity-digital.com/agile)



"Affinity does, from time to time, use freelance (contract) staff on our projects if the scale demands it. These freelance staff are well known to us and are well versed in our processes and procedures."

## Who we do it for: Affinity's Drupal client base

We work with a range of clients using the Drupal platform ranging from Large Central Government and Blue Chip Contracts to Sales and Marketing websites for SME's. This is one of the key benefits of the Drupal Platform and CMS – its scalability.

### *Clients and solutions of note include:*

**Client: Group Lotus Plc**

Profile: UK based Car Manufacturer with Global presence  
Projects: Corporate global Website - [www.lotuscars.com](http://www.lotuscars.com)  
Media Center - [media.lotuscars.com](http://media.lotuscars.com)  
Driving academy - [www.lotusdrivingacademy.com](http://www.lotusdrivingacademy.com)  
VSIC portal – [vsic.lotuscars.com](http://vsic.lotuscars.com)  
(Vehicle Service Information Centre)  
Platform: Drupal  
Sector: Automotive, manufacturing  
Applications: Websites, Intranet/Extranet, Collaboration and Asset Management

**Client: DECC**

Profile: Department of the Environment and Climate Control  
Central Government body  
Projects: <https://electricitysettlementscompany.uk>  
<https://lowcarboncontracts.uk/>  
Platform: Drupal with Drupal Atrium integration  
Sector: Environmental  
Applications: Websites, Internet/Extranet, Collaborative tools and Document Management

**Client: Cornwall Area of Outstanding Natural Beauty**

Profile: Charity  
Project: [www.cornwallaonb.org.uk](http://www.cornwallaonb.org.uk)  
Platform: Drupal  
Sector: Environmental  
Applications: Website, Private members area

**Client: HMRC – Heritage Finder**

Profile: Central Government  
Project: <http://www.hmrc.gov.uk/heritage/visit.htm> (restricted access)  
Platform: Drupal  
Sector: Service  
Applications: Website, Private members area, Document Management

**CASE STUDY: Please go to [www.affinity-digital.com/casestudy/lotus](http://www.affinity-digital.com/casestudy/lotus)**



## Affinity's Associated Services:

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### *Business Analysis*

One of the most critical components of the affinity team are the web business analysts. Without this crucial role, our Developers and Project managers will be unable to effectively complete their tasks. A web business analyst identifies the needs within an organization that correspond to the sphere of the online world. They are also charged with determining an appropriate course of action or solution depending on needs of the company. "Web Business Analysts are essential to linking the business objectives and the technical capabilities," Our clients want to achieve their goals, but they may not understand the technical limitations in what can be done, in terms of resources, technology, and the time available. Our web business analysts are the link that gives better understanding to both sides.

### *Creative Design Services*

We believe that good design is fundamental to any successful project. Making good use of graphic design principles allows us to:

- Create attractive and engaging solutions for our clients;
- Maximise ease of use and facilitate the users' journey through any website or application;
- Enhance and drive forward the client's digital brand in support of their wider marketing strategies.

We focus on the usability of your website, making sure that your customers' interactions with it is enjoyable and without confusing or superfluous obstacles that may cause them to disengage or abandon their journey. By applying these principles to your website, we will be able to deliver against your requirements in a way which will not just enhance your visitors' experience but will also strengthen your brand in support of your wider marketing strategies.

Our design team are fully conversant with the implications of developing a truly fully responsive in design, meaning that whatever platform (screen size and resolution) the website is viewed on. the web page is optimized to deliver the best and most appropriate view of that page. The beauty of 'open source' software and Drupal in particular is that we can demonstrate this technological approach and many of its other features on a 'play before you pay' basis).

### *Use Cases*

Well-written use case narratives (or simply "use cases") offer affinity's analysis, development, and testing teams an invaluable guidebook. A use case is a formalized story that describes how someone procedurally interacts with an existing or proposed system and they should be part of every project managers' permanent tool set. Well-written use case narratives (or simply "use cases") offer the analysis, development, and testing teams an invaluable guidebook. A use case is a formalized story that describes how someone procedurally interacts with an existing or proposed system and they should be part of every project managers' permanent tool set.

### *User Journeys*

At affinity we ensure we understand the underlying problem before attempting to solve it and then make things simple and intuitive. Acknowledging that the user is not like you and having empathy is the key to a great User Journey. When we really get what makes people tick and why they do what they do, we'll have a much easier time making their visit better.

### *User Experience Design*

When someone is trying to get something done, they're on a mission. Don't interrupt them unnecessarily, don't set up obstacles for them to overcome, just pave the road for an easy ride. Affinity's UX team will create designs that have intentional and obvious paths that will allow people to complete tasks quickly and freely. We will create a visual hierarchy that matches the user's needs, Provide signposts and cues

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## Affinity's Associated Services:

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and of course make actions reversible. Our mantra is - Less is more. It is important to make sure that everything in the design has a purpose. Some things are purely functional; other things are purely aesthetic. But if they aren't adding to the overall positivity of the experience, then we'll take it out. Finally be consistent Navigational mechanisms, organizational structure and metaphors used throughout the design must be predictable and reliable. When things don't match up between multiple areas, the experience can feel disjointed, confusing and uncomfortable. People will start to question whether they're misunderstanding the intended meaning or if they missed a key cue. Consistency implies stability, and people always want to feel like they're in good hands.

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## Further Affinity Service Definitions:

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*Open Source Website Consultancy*

*Open Source Website Development*

*Wordpress Development*

*Magento Development*

*CRM Implementation*

*Open ERP odoo Implementation*

*Open Source software Development*

*SugarCRM (Customer Relationship Management) Implementation*

*Software Integration Specialists*

*Open Source Flexible Assessment Systems (FAS)*

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## Making Contact:

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