

Empowering teams to do their best work in the cloud



Service Portfolio Good Consulting

goodconsulting.com

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About Good Consulting

Good Consulting combines **technical excellence** with **human-centered design** to deliver end-to-end cloud and IT solutions.

We help businesses:

- Modernize their infrastructure
- Migrate confidently to the cloud
- Simplify collaboration and communication
- Maintain secure, efficient, and scalable environments

We believe that **technology should empower people, not slow them down** — and our mission is to enable every team to work smarter, faster, and more securely.

Key Facts:

- **Founded:** 2018
- **Headquarters:** Seattle, WA
- **Service Regions:** North America, Europe, Asia-Pacific
- **Core Expertise:** Cloud transformation, IT modernization, digital collaboration

Vision & Mission

Vision

To enable every team to do their best work — anywhere, anytime, in the cloud.

Good Consulting envisions a world where cloud technology seamlessly supports productivity, creativity, and innovation. We strive to simplify the complex and make the cloud accessible, secure, and empowering for every organization.

Mission

To help teams work smarter and faster through cloud-driven technology that empowers people and accelerates business outcomes.



Our Approach

Good Consulting follows a people-first, results-driven methodology that ensures technology transformation aligns with your organization's goals, culture, and operational realities.

We combine strategic foresight, technical excellence, and human-centered design to deliver **cloud and IT solutions that drive measurable outcomes** — not just technical change.

Guiding Principles

Our work is anchored in three guiding principles that shape every engagement:

Human-Centered Design

Technology succeeds when people embrace it. We design cloud and IT environments that empower users and enable seamless collaboration across teams.

Our focus areas include:

- Mapping technology to user workflows and behaviors
- Ensuring minimal disruption during change
- Prioritizing accessibility, usability, and inclusivity
- Encouraging adoption through training and communication

Agile Implementation

We adopt an agile delivery model — iterative, transparent, and outcome-focused.

By working in short sprints with clear deliverables, we help clients realize value quickly while maintaining flexibility for change.

Our agile pillars:

- **Incremental Delivery:** Continuous progress with visible outcomes
- **Collaboration:** Active client involvement throughout each phase
- **Adaptability:** Ability to pivot as needs evolve
- **Transparency:** Clear milestones, reporting, and accountability

End-to-End Partnership

Good Consulting is more than an implementation provider — we are your long-term technology ally. We partner closely with clients to ensure lasting success well beyond go-live.

Our partnership model emphasizes:

- Shared ownership of goals and KPIs
- Continuous improvement and optimization
- Regular strategic reviews to align IT with business growth
- Dedicated account and technical teams for continuity

Our Delivery Framework

Our proven **Good Consulting Delivery Framework (GCDF)** ensures structured, repeatable, and high-quality results across all client engagements. The framework is flexible — applicable to cloud migration, managed services, collaboration rollouts, or IT strategy projects.

Discover

We begin by understanding your organization's unique landscape — business drivers, user needs, existing technologies, and long-term objectives. This phase ensures alignment between stakeholder expectations and technological capabilities to create a solid foundation for the project.

Activities:

- Stakeholder interviews and workshops
- Security, compliance, and risk analysis
- Definition of success criteria and KPIs

Deliverables:

- Discovery Report
- Current State Assessment
- High-Level Project Charter

Design

We translate insights into actionable architectures, blueprints, and process designs that align technology with business strategy. Collaborative workshops ensure that the proposed solutions address both functional and non-functional requirements. Our design approach emphasizes scalability and adaptability to accommodate future growth and changes.

Activities:

- Solution architecture and design documentation
- Cloud architecture planning (AWS, Azure, or GCP)
- Process redesign and workflow mapping
- Change management planning

Deliverables:

- Target Architecture Blueprint
- Implementation Plan
- User Experience and Change Strategy

Deploy

We implement, test, and transition the designed solutions into live environments with precision and minimal downtime. Rigorous validation and pilot testing ensure that deployments meet quality standards and business goals. We also provide comprehensive user training and documentation to facilitate smooth adoption and minimize disruption.

Activities:

- Environment setup and configuration
- Data migration and validation
- Security and performance testing
- Knowledge transfer and user onboarding

Deliverables:

- Go-Live Checklist
- User Acceptance Testing (UAT) results
- Deployment Summary Report

Optimize

After deployment, Good Consulting remains engaged to ensure continuous improvement, scalability, and cost efficiency. We use data-driven insights to fine-tune system performance and adapt to evolving business needs. Ongoing security reviews and feedback loops help maintain resilience and drive innovation.

Activities:

- Performance monitoring and analytics
- Cost optimization and resource right-sizing
- Security posture management
- Feedback loops and roadmap adjustments

Deliverables:

- Optimization Report
- SLA & Performance Metrics Dashboard
- Future-State Recommendations

Methodologies and Best Practices

Good Consulting leverages **industry-leading frameworks** and **vendor best practices** to ensure every solution is secure, compliant, and future-ready.

Frameworks and Standards

- ITIL v4 for service management
- ISO 27001 for information security
- NIST Cybersecurity Framework for risk management
- Agile and DevOps for rapid, collaborative delivery

Vendor Best Practices

- AWS Well-Architected Framework
- Microsoft Cloud Adoption Framework
- Google Cloud Architecture Framework

Security and Compliance

- Zero Trust principles
- Data privacy and compliance alignment (GDPR, SOC 2, HIPAA)
- Continuous vulnerability scanning and patch management

Client Collaboration

Our collaborative model ensures transparency, trust, and alignment throughout the project lifecycle.

Collaboration Tools

- **Confluence:** Documentation and knowledge base
- **Jira:** Project management and issue tracking
- **Teams/Slack:** Daily communication and updates
- **ServiceNow:** Incident and service request management

Engagement Style

- Weekly progress meetings
- Transparent dashboards and KPIs
- Open feedback loops for agile refinement

Continuous Improvement

Good Consulting believes cloud transformation is a journey — not a one-time project. We embed continuous learning and optimization into every engagement to keep clients ahead of the curve.

How We Evolve Together

- Quarterly business reviews (QBRs)
- Technology roadmaps aligned to emerging trends
- Upskilling workshops for client teams
- Innovation sessions to identify automation and AI opportunities

Outcome-Driven Results

Every Good Consulting project is measured by the business outcomes it enables — not just the technology delivered.

Our success metrics include:

- Reduced IT operational costs
- Increased system reliability and uptime
- Enhanced user adoption and satisfaction
- Accelerated time-to-market for innovation
- Improved security and compliance posture

KPIs & Metrics

Good Consulting defines clear, measurable performance indicators to ensure accountability, transparency, and business impact across all engagements. These metrics guide delivery, inform decision-making, and demonstrate the value our services create over time. By establishing KPIs early in the engagement, we ensure alignment between project activities, user expectations, and strategic business outcomes.

Our KPI framework evaluates performance from multiple perspectives, covering service reliability, delivery effectiveness, user experience, and overall business value. Each KPI is tailored to the client's objectives while following industry standards for measurement and reporting.

Key KPI Categories

- **Operational Performance:** Uptime and availability targets, incident response and resolution times, change success rate, deployment frequency.
- **Delivery Effectiveness:** Milestone achievement, sprint velocity, release predictability, defect rates before and after go-live.
- **Business Value:** Time-to-value improvements, cost optimization outcomes, efficiency gains from automation, ROI of cloud and IT initiatives.
- **Security & Compliance:** Vulnerability remediation speed, adherence to compliance frameworks, audit performance, policy alignment.

KPI Measurement Approach

Good Consulting leverages automated monitoring tools, clear definitions, and structured reporting to ensure KPIs are tracked consistently. Metrics are reviewed in regular governance meetings, supplemented by dashboards that provide real-time visibility into project performance. Baselines are defined during Discovery, tracked during Design and Deploy, and optimized during ongoing operations.

This KPI structure ensures that every Good Consulting engagement is outcome-driven, continuously monitored, and aligned with long-term business goals.

KPI Category	Typical Measures
Operational	Uptime %, MTTR, incident response times
Delivery	Sprint velocity, milestone adherence, defect leakage
Adoption	User satisfaction, adoption rate, training completion
Business Value	Time-to-value, cost savings, automation impact
Security	Remediation times, audit scores, compliance adherence

Example KPI Overview

Core Services

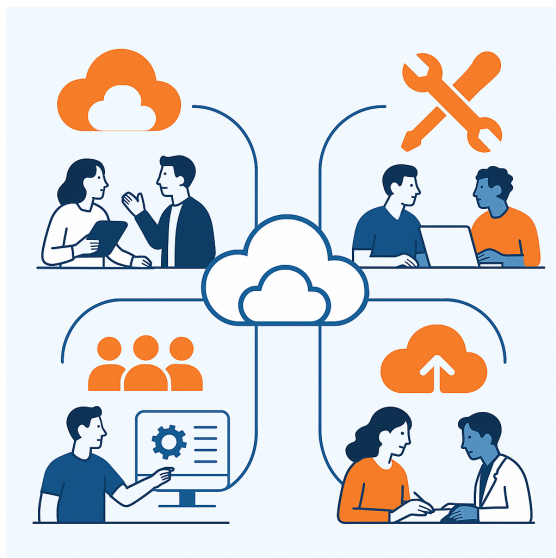
Good Consulting delivers a complete portfolio of services that enable organizations to thrive in the cloud era.

Our expertise spans across cloud transformation, IT management, digital collaboration, and strategic consulting – all designed to empower teams and modernize operations.

Each of our core service areas combines **strategic consulting**, **hands-on implementation**, and **ongoing optimization**, ensuring every client achieves measurable and lasting results.

Our Service Ecosystem

Good Consulting operates at the intersection of **technology**, **strategy**, and **human experience**. Our services are organized into four interconnected pillars:



- **Cloud Enablement & Migration** – Seamless cloud transitions built for performance and scalability
- **Managed Cloud & IT Services** – 24/7 management that keeps your systems secure and optimized
- **Collaboration & Productivity Solutions** – Tools and automation that elevate how teams work together
- **Cloud Strategy & Consulting** – Visionary roadmaps to guide your IT and business transformation

Our Methodology

Across all service lines, Good Consulting applies its **Nimbus Delivery Framework (NDF)** – a repeatable, outcome-driven approach ensuring consistent quality and measurable impact.

Framework Phases:

1. Discover
2. Design
3. Deploy
4. Optimize

Our Promise

Every Good Consulting service is designed to:

- Accelerate innovation and time-to-market
- Strengthen security and compliance posture
- Enhance productivity and collaboration
- Deliver sustainable, scalable cloud infrastructure

Cloud Enablement & Migration

Good Consulting helps organizations plan, execute, and optimize their journey to the cloud — minimizing disruption and maximizing business agility.

Overview

Our **Cloud Enablement & Migration** services ensure that businesses transition to the cloud securely, efficiently, and strategically. From initial readiness assessments to full-scale multi-cloud migrations, we deliver the foundations for long-term success.

Service Offerings



Cloud Readiness Assessments

Evaluate your existing infrastructure, workloads, and business needs to build a clear, risk-free migration roadmap.

Cloud Migration

End-to-end migration planning and execution to **AWS, Azure, or Google Cloud**, ensuring data integrity and uptime.

Hybrid & Multi-Cloud Infrastructure

Design and implement flexible environments that leverage multiple cloud providers for resilience and cost control.

Security & Compliance Audits

Ensure every stage of your cloud journey meets enterprise-grade security and compliance requirements.

Key Benefits

- Reduced infrastructure costs and improved scalability
- Enhanced agility and performance
- Minimized downtime through tested migration plans
- Strengthened data protection and compliance

Tools & Frameworks

- AWS Migration Hub
- Azure Migrate
- Google Cloud Migration Center
- Terraform / Ansible automation
- ISO 27001 / SOC 2 alignment

Manage Cloud & IT Services

Good Consulting provides proactive, around-the-clock management for cloud and IT environments – ensuring maximum uptime, performance, and security.

Overview

Our **Managed Cloud & IT Services** free your team from operational burdens so you can focus on innovation. With continuous monitoring, intelligent automation, and expert support, Good Consulting ensures your environment runs smoothly 24/7.

Service Offerings

24/7 Monitoring & Support

Comprehensive monitoring of cloud and IT infrastructure to detect, prevent, and resolve issues in real time.

Backup & Disaster Recovery

Automated and policy-driven data protection to ensure business continuity under any scenario.

Performance Optimization & Cost Management

Continuous tuning of compute, storage, and network resources to achieve optimal performance at minimal cost.

Endpoint & Network Management

Centralized management for all connected devices, networks, and systems to maintain security and compliance.

Key Benefits

- Predictive issue resolution before downtime occurs
- Transparent reporting with real-time dashboards
- Reduced total cost of ownership (TCO)
- Fully managed operations with certified cloud experts

Service Tiers

Tier	Coverage	SLA	Support Window
Standard	Core monitoring & monthly reports	99.5%	8x5
Premium	Proactive optimization & fast response	99.9%	24x7
Enterprise	Custom coverage, dedicated engineer	99.99%	24x7

Collaboration & Productivity Solutions

Good Consulting helps teams work smarter by modernizing how they communicate, collaborate, and share information through cloud-based tools.

Overview

We design and implement collaboration ecosystems built on trusted platforms like **Microsoft 365**, **Google Workspace**, and **Slack**. Our goal is to simplify teamwork and improve productivity while maintaining security and governance.

Service Offerings

Microsoft 365 & Google Workspace Deployment

End-to-end configuration, migration, and governance setup tailored to your business workflows.

Workflow Automation & Integrations

Connect apps like Teams, Slack, Notion, and Jira to automate processes and enhance cross-department collaboration.

Change Management & Adoption

Comprehensive communication, training, and enablement plans to ensure users embrace new tools effectively.

Key Benefits

- Simplified collaboration across distributed teams
- Streamlined workflows with automation
- Increased user satisfaction and adoption rates
- Strong governance and data security

Enablement Programs

We provide **user adoption toolkits**, including:

- On-demand training modules
- “Day 1” user onboarding experiences
- Interactive help desks and chatbots
- Ongoing usage analytics and feedback loops



Featured Integrations

- Microsoft Teams ↔ Jira integration
- Slack ↔ ServiceNow automation
- Google Workspace ↔ Confluence document sync
- Notion ↔ Microsoft 365 task pipelines

Cybersecurity & Compliance Services

Good Consulting delivers strategic cloud advisory services that align IT transformation with your business vision and operational goals.

Overview

Our **Cloud Strategy & Consulting** practice helps organizations design forward-looking IT strategies that balance innovation, cost efficiency, and sustainability. We guide leaders through every step — from discovery to execution — to ensure cloud investments deliver measurable business value.

Service Offerings

IT Modernization Roadmaps

Develop phased strategies to modernize infrastructure, applications, and operations with minimal disruption.

Cost & Efficiency Optimization

Leverage analytics and automation to reduce cloud spending while maintaining peak performance.

AI & Automation Enablement

Integrate AI-driven workflows, machine learning, and intelligent automation within cloud ecosystems.

Sustainable IT & ESG Alignment

Design eco-conscious cloud architectures that align with Environmental, Social, and Governance (ESG) objectives.

Key Benefits

- Business-aligned cloud strategy
- Reduced waste and cost inefficiencies
- Accelerated innovation through AI and automation
- Stronger sustainability and compliance posture

Consulting Framework

Our advisory engagements follow a **four-phase framework**:

1. **Assessment:** Review current IT and cloud posture
2. **Strategy Development:** Define roadmap and success metrics
3. **Execution Planning:** Prioritize and align initiatives
4. **Governance & Review:** Track progress and adjust strategy

Advisory Tools & Insights

- Total Cost of Ownership (TCO) analysis
- FinOps cost optimization modeling
- Cloud Maturity Assessments
- Risk & Compliance Heatmaps

Outcome

Our strategic consulting doesn't end with a report — it empowers your organization with a **sustainable, actionable roadmap** to cloud excellence.

Why Good Consulting

Good Consulting is more than a cloud technology provider — we're a long-term partner in your organization's digital success. We combine deep technical expertise with a human-centered approach to create cloud and IT solutions that actually empower people.

Our Core Strengths

Human-Centered Approach

We design cloud solutions around the way people work, not just the systems they use. By aligning technology with workflows, we ensure seamless adoption and tangible productivity improvements.

Proven Expertise

Our team includes certified professionals across AWS, Azure, and Google Cloud, as well as ITIL-certified service managers and cybersecurity specialists.

Scalable Frameworks

Good Consulting' methodologies grow with your business — whether you're scaling from 50 users to 5,000 or expanding across multiple cloud platforms.

Continuous Partnership

Our engagements don't end at delivery. We stay involved through ongoing optimization, training, and advisory sessions that ensure your systems evolve with your needs.

Client Outcomes

We measure success not by project completion but by business transformation. Clients across industries have achieved measurable gains through Good Consulting.

Sector	Outcome	Improvement
Manufacturing	Cloud migration and automation	40% faster product development cycles

Sector	Outcome	Improvement
Financial Services	Compliance modernization	30% reduction in audit preparation time
Education	Collaboration tools deployment	50% increase in cross-campus communication efficiency

Our Value Promise

- **Partnership over projects:** We build relationships, not transactions.
- **Transparency:** Clear communication, reporting, and metrics at every stage.
- **Innovation with integrity:** Security and sustainability are built into everything we do.
- **Results that scale:** Every solution is designed for longevity and flexibility.

Client Engagement Model

Our engagement model ensures clarity, accountability, and value delivery from day one. Each engagement follows a structured lifecycle — built for agility, collaboration, and measurable outcomes.

Engagement Lifecycle

Good Consulting's Client Engagement Lifecycle consists of five interconnected phases that guide every project, from planning to continuous improvement.

1. Discovery

We begin by understanding your organization's challenges, systems, and business objectives. Workshops and assessments define your cloud readiness and project scope, enabling a tailored approach aligned with your goals.

2. Design

Solution architects and consultants translate insights from discovery into actionable designs focused on scalability, security, and usability. This phase includes architecture planning, technology selection, and prototyping to validate concepts.

3. Implementation

Our engineers deploy and configure solutions using agile sprints and industry best-practice frameworks. Continuous integration and testing ensure quality delivery, while regular communication keeps stakeholders aligned throughout the process.

4. Transition

We provide comprehensive documentation, training, and user enablement to facilitate a smooth handover to your internal teams. Support structures and knowledge transfer sessions are designed to empower your staff for effective solution management.

5. Optimization

Post-go-live reviews and performance analysis are conducted to ensure solutions continue to evolve alongside your organization's changing needs. Continuous improvement initiatives focus on enhancing efficiency, reducing costs, and maximizing business value.

Engagement Types

Good Consulting offers flexible engagement models tailored to your business maturity and needs.

Project-Based Engagement

Defined scope, timeline, and deliverables — ideal for migrations, deployments, or specific solution rollouts.

Managed Services Agreement (MSA)

Ongoing operational management with SLAs, proactive optimization, and continuous improvement.

Strategic Advisory Engagement

Long-term partnership focused on digital strategy, governance, and innovation acceleration.

Collaboration & Communication

We maintain transparency and real-time visibility throughout every project.

Tools & Channels

- **Jira:** Agile task tracking and sprint visibility
- **Confluence:** Centralized documentation and reporting
- **Teams/Slack:** Real-time communication and updates
- **ServiceNow:** Service request and incident management

Governance & Quality Assurance

Every engagement is governed by a Quality Management Framework (QMF) ensuring consistency, compliance, and excellence.

Governance Components

- Project steering committees
- Risk and issue management logs
- KPI tracking dashboards
- Change control processes

Service Delivery & Support

Good Consulting provides comprehensive support and proactive service delivery across all engagements — ensuring reliability, uptime, and peace of mind.

Support Philosophy

Our support model combines **proactive monitoring**, **rapid response**, and **continuous improvement**. We don't just react to incidents — we anticipate and prevent them.



Service Delivery Framework

Good Consulting's Service Delivery Framework is designed to provide reliable, efficient, and transparent IT operations that support business goals. It combines proactive technologies, structured processes, and continuous improvement practices to deliver exceptional service quality and minimize disruptions.

Proactive Monitoring

We utilize AI-driven analytics and automation tools to continuously monitor systems, applications, and infrastructure in real time. This proactive approach enables early detection of performance

anomalies, security threats, and potential failures before they escalate into critical incidents. Our monitoring platform integrates predictive algorithms that analyze historical data trends and usage patterns to forecast risks. Alerts are automatically prioritized and routed to the appropriate response teams, ensuring rapid action and reducing mean time to detect (MTTD). This proactive vigilance minimizes downtime and improves overall system reliability.

Incident Management

All incidents are logged in a centralized tracking system where they are classified, prioritized, and assigned based on impact and urgency. Our incident management process follows ITIL best practices and SLA commitments, ensuring timely resolution aligned with agreed service levels. Incidents are managed through a well-defined lifecycle that includes initial diagnosis, escalation if necessary, communication with stakeholders, resolution, and closure. Post-incident reviews are conducted to identify improvements and prevent recurrence. Transparent incident reporting provides clients with real-time visibility into incident status and response effectiveness.

Problem Management

Problem management focuses on identifying and eliminating the root causes of recurring incidents to enhance system stability and reduce downtime. Using data from incident records, system logs, and monitoring tools, our team performs thorough root cause analyses (RCA) to uncover underlying issues. Long-term corrective actions and workarounds are developed and tracked until fully implemented. This structured approach prevents repeated disruptions and reduces the volume of incidents over time, improving service quality and user satisfaction.

Change & Release Management

All changes and releases follow a formalized process designed to minimize risks while enabling agility. Change requests are reviewed, assessed for impact and risk, and approved by a Change Advisory Board (CAB) where necessary. Our framework ensures that all deployments are thoroughly tested in staging environments, documented, and scheduled to avoid peak usage times. Release management includes version control, rollback plans, and communication protocols to keep stakeholders informed. This disciplined approach safeguards service continuity, supports compliance requirements, and accelerates delivery of new features and updates.

Support Channels

Clients can reach Good Consulting through multiple channels for maximum convenience:

- **Client Portal:** Ticket submission, knowledge base, and live chat
- **Email Support:** Direct escalation for critical issues
- **Phone Support:** 24/7 availability for priority incidents
- **Service Reviews:** Regular meetings to review performance and optimization opportunities

Service Level Agreements (SLAs)

Tier	Response Time	Resolution Time	Availability
Standard	< 2 hours	< 1 business day	8x5
Premium	< 30 minutes	< 4 hours	24x7
Enterprise	Custom	Custom	24x7 with dedicated engineer

Performance Metrics

Good Consulting continuously tracks key indicators to maintain excellence.

- Uptime: **99.95%+ availability**
- Average response time: **<15 minutes** (Priority 1 incidents)
- Customer satisfaction (CSAT): **4.9/5**
- First contact resolution rate: **92%**

Continuous Improvement

Through regular reviews and client feedback, we evolve our services to align with your growth and technology roadmap.

- **Quarterly Business Reviews (QBRs)**
- **Post-Incident Reviews (PIRs)**
- **Innovation Workshops** for process automation and AI integration


Contact & Next Steps

Good Consulting is ready to help you unlock the full potential of your cloud and IT landscape. Whether you’re planning a migration, modernizing infrastructure, or seeking strategic cloud guidance — our experts are here to partner with you every step of the way.

Get in Touch

We believe in collaboration that begins with a conversation. Our consultants are available for introductory calls, solution demos, and tailored workshops.

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Regional Presence

Good Consulting serves clients across multiple geographies through a distributed team of consultants and engineers.

Region	Location	Capabilities
North America	Seattle, WA	Cloud Strategy, Managed Services
Europe	Dublin, Ireland	Collaboration, Compliance, ESG
Asia-Pacific	Singapore	Cloud Migration, Security Engineering

How to Engage With Us

Step 1 – Schedule a Discovery Call

Meet with a Good Consulting advisor to discuss your goals, challenges, and cloud readiness.

Step 2 – Receive a Tailored Assessment

We'll deliver a complimentary roadmap or solution outline that aligns with your business objectives.

Step 3 – Begin Your Cloud Transformation

Start your engagement with a dedicated Good Consulting team — focused on rapid value realization and long-term partnership.

Request a Consultation

Use our online form to request a consultation or demo: [Book a Consultation →](#)

Our team will respond within **one business day** to schedule your session.

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