

# Case Study

## Run to the Beat

[www.runtothebeat.co.uk](http://www.runtothebeat.co.uk)



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## About the Project

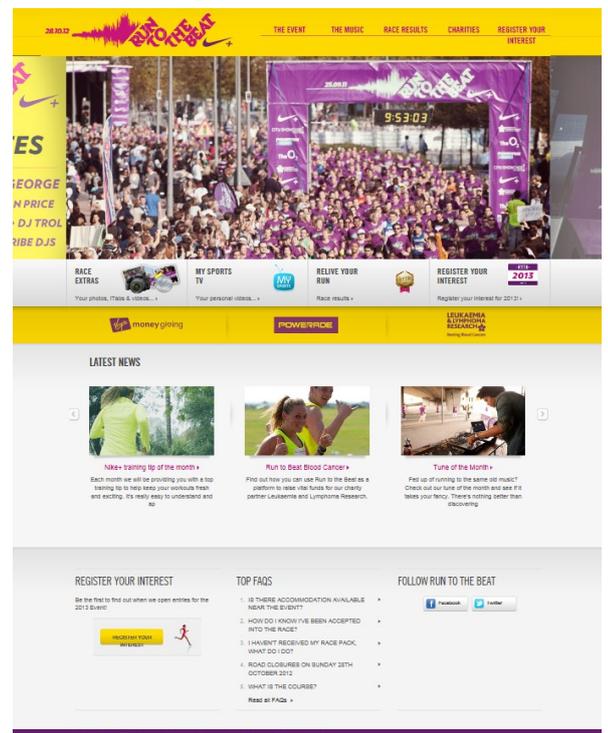
The Run to the Beat Half Marathon (powered by Nike+) is an event that took place on 28th October 2012, with additional marathons planned for future dates. The event is sponsored by Nike, which also owns the Run to the Beat website ([www.runtothebeat.co.uk](http://www.runtothebeat.co.uk)).

The event website contains information for past and future participants in the marathon. It is intended to be an online platform where information is made publicly available so that photographers, DJs, organizers of charity events, etc. can all come to the same place to access the information.

The site is designed in responsive HTML to make it easier for visitors to consume content on the varied mobile devices available today. In combination with HTML5, this design choice also makes the site futureproof, to a large extent.

The website features the following sections:

- The Event:** The event page has an informative description of the marathon and a route map showing music stages, water stations, power stations, and toilets. It also shows information about getting to the event, advice for participants, and a gallery of images from last year's event.
- Nike+ Training:** This page has information about Nike+ and the training provided by the Nike+ program.
- Charities:** The site has a Charities page where the logos and descriptions of all the charities associated with the marathon are listed.
- FAQ:** This page has questions and answers about the marathon, divided into 3 categories: Participants, Volunteers, and Residents.
- News Section:** The website has a carousel-based news section with an image, title, and description for each news item.
- Image Gallery:** This page displays thumbnails of images of the marathon.



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## Challenges

- The client wanted to manage the content of the website for Run to the Beat, which was to be held on 28th October 2012.
- After the event, the client wanted to showcase the results of the race, news items from the event, and a past event gallery.
- The client's requirements for this project included the following features:
  - ◆ Flexibility to change anything on the site, including text, images, and events, from the backend of the CMS, without the help of a technically-skilled individual.
  - ◆ SEO-friendly features.
  - ◆ Reusability in the form of CMS Widgets that can be reused at various positions in the website.
  - ◆ On-the-fly creation of new pages by reusing the widgets.
  - ◆ The implementation on image gallery. This challenge was unique in that the client provided us with a pre-coded gallery to be integrated into the CMS, but the code they gave us was XML-based. We were faced with the challenge of updating the XML file whenever a new image was added to the CMS Desk.

## Solution

- The solution proposed to the client was our fixed-cost engagement model.
- We assembled a four-member team (a team lead, developer, coordinator, and QC tester) for this project.
- The team met the client's deadlines.
- KENTICO proved to be the best fit for the client's requirements. The key criteria that led us to select KENTICO were its .NET framework compatibility, its potential for rapid application development, and its content management system.
- To solve the challenge presented by the image gallery, we converted the original static XML file to a dynamic XML file easily, thanks to the document events functionality. This functionality triggered an event whenever an image was added, changed, or deleted, so we had full control over when to update the image gallery XML file.

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## Benefits

- We designed and built a CMS-based website that gives the client full control over every piece of content in the website, from changing the navigation menus to changing the images, text, headings, and links on various pages.
- The website also has a CMS-managed image gallery.
- Responsive web design has been integrated into the site through the use of Kentico technologies.
- Data is kept separate from the design by using Kentico document types, so that changes to data are easily accomplished without disturbing the design.

## Highlights

- We gave training to a non-technical person from the client's end so that he could perform the content management tasks easily.
- Continuous support was given at the time of handover to make the transition smooth.
- A non-technical person could also use the website's functionality easily within a few hours of the training provided to him.

