

Case Study

ASICS Australia

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Industry

Sporting Goods

Partner

IdeaWorks

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Goals

Right from the get go we wanted to create a website that met 100% of the client's needs without the hindrance of CMS restrictions. This meant incorporating huge amounts of content including an entire product catalogue. We also had to ensure that the client would never need to go into "source" view to update any aspect of the site.

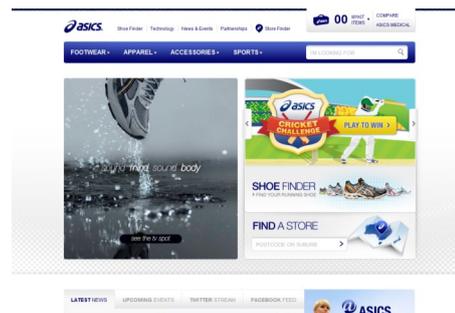
Functional goals for the site included 360 views, zoom functionality, AJAX searching functionality within the catalogue, product comparisons, email product to a friend, send product to your phone, wishlists, store locators, product locator, shoe finder, event maps and more.

Our long term goals are to implement a localized version of the site for the New Zealand market as well as implementing e-commerce further down the track.

Challenges

The biggest challenge we had in this project was getting this site done in the 3-4 month timeframe, including planning, design, development and testing. Thanks to the Kentico platform we were able to concentrate on bespoke functionality and have the core platform already in place.

Loading in huge amounts of content (over 1000 pages in total) was also a breeze with the Kentico interface.



Case Study

“After several meetings with the client and working out the scope of the website we did a lot of research in choosing the right CMS that had powerful features and that could also be customized to suit ASICS’ needs.

I could’t be happier with Kentico, it provided a robust and stable platform that allowed us to implemeent a fully functional website in a short timeframe.

We are proceeding with using Kentico on all major projects moving forward.”

Craig Morris
Tech Lead
IdeaWorks

Solutions

We scoped out all the content requirements and setup Kentico to match. We had a number of problems to solve; including how to structure and receive content from ASICS. With the plan in place we took approved designs, a functional scope and went to work. Continually getting updates from the front end development team to be implemented inside Kentico.

Key criteria for selecting Kentico CMS

- Features of the platform
- Existing sites using the platform with the same amount of content / quality
- Ability to customize features of the system
- Ability to add features to the system
- SEO functionality
- Related items and custom fields functionality

