# Case Study

## Kingspan Insulated Panels

**www.kingspanpanels.co.uk**

**Net _Construct.**®

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Manufacturing

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## Goals and Challenges

Kingspan is a leading international manufacturer of building and construction products. Kingspan Insulated Panels is the largest division within the Kingspan Group – contributing approximately 40% of Group turnover.

Engaging and easy to navigate were cornerstones of Kingspan Insulated Panels original brief to deliver a suite of websites that would appeal to their main client base of architects, contractors and specifiers. The sites principle objectives were to generate business leads, demonstrate expertise and use the sites to help build targeted relationships.

Kingspan wanted the site to enable registered users to receive a personalised online experience.

Each divisional website needed to have a consistent look and feel and run through the same content management system, plus the sites needed to integrate with a range of internal corporate systems.

Due to the way it had grown, Kingspan Panels existing site had become less easy to use than the company wanted, resulting in a diminished user experience, under exploited functionality and under-utilised areas on the site. As Kingspan Panels expanded into more international markets, new sites had been added with varying age and design and managed by different people.

These country sites were hosted in different places and had been built on different content management systems. Each international market provides their own unique challenges depending on market maturity, technology, building practice in that particular country and brand awareness.

## Solution

NetConstruct has worked with Kingspan Panels global marketing team based in the UK to develop a suite of websites which are easy to use, with clear, intuitive navigation throughout the site and clear links to other online media channels.

Eight international websites are included in the initial development project, each following the same corporate template, but enabling individual country marketing teams to update their own site with relevant news and information. NetConstruct is delivering these sites on a phased approach.

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*Geolocation* functionality has been incorporated so that users are provided with the correct version of the site based on their country of residence. Should users require information from another country site they will also be able to manually select their preferred site.

*Content personalisation* is key in ensuring that site users are able to access the information that they need quickly and easily. The content personalisation functionality is powered by the categorisation functionality built in to Kentico and will allow the website administrator to mark items as relevant to multiple disciplines

Content personalisation is used on the homepage allowing the site to provide targeted messages and calls to action based on job role, i.e. architect or contractor.

Throughout the site registered users will have the ability to add, store and retrieve items to their My Project list. Users will be able to create their own folder system within this feature based on their own requirements.

Other features of the site include:
- Product pages feature downloadable CAD files and NBS specifications
- Case study search facility enables users to view example projects based on region, product type and sector

NetConstruct has developed two mobile applications which provide users with vital specification details whilst on the move; one focuses on structural specification and the other provides an innovative U-value product selector.

## Key criteria for selecting Kentico CMS

Kingspan Panels has made the most out of Kentico's useful features:

- Using Kentico CMS, Kingspan Panels can easily update their latest news, product pages and technical specifications both from a central point and delegate content management to each country
- Future scalability and extensibility of Kentico CMS
- Reliability of the content management system
- Flexibility of Kentico CMS enabled the design to reflect the brand strength and association with the Parent company
- Kentico EMS enables improved monitoring of Kingspan Panels online marketing
- Measurement and visible return on investment
- Ability to manage large media libraries
- Ease of producing mobile versions of the site
- Integration with social media applications
- Consolidation of e-newsletter functionality into one place and a move away from separate third party software, allowing existing content to generate news articles etc.