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# Rising Stars

MMT Digital



November 22, 2016 by Helen Nelson

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MMT Digital seamlessly migrated the existing Rising Stars' platform onto Kentico, in order to bring the website in line with the rest of the Hodder Education sites. The new site delivers a much-improved user experience, provides seamless integrations, and enables Rising Stars to utilise sophisticated Online Marketing tools.

## Background

Rising Stars is a primary education publisher. They have an award-winning range of books, teaching resources, and software that support both teachers and students in the UK and across the world. On January 1, 2015, Rising Stars joined Hodder Education and therefore needed to bring their existing website onto the same online platform used by the group.

## Goals

MMT Digital needed to perform content migration to move the existing Drupal website onto a new Kentico platform. A UX review was required in order to ensure that the best possible user experience was being delivered through the website. Complex integrations also needed to be carried out with third party software products for e-commerce elements such as purchasing, order fulfilment, and user management.

## Challenges

After the company was bought by Hodder Education, Rising Stars needed to bring their current website onto the same Kentico installation so that it could be part of the same CMS. Therefore, The main challenge on this project was to ensure that any development work carried out had minimal impact on the existing sites. This included both the Hodder Education site and also Galore Park which is another section of the business that is also on a Kentico platform.

Rising Stars needed the transition to the new website to be completely seamless for their customers so that they were able to continue to use the site as before, with no disruption.

MMT Digital needed to integrate the website with new third party systems that Rising Stars were using, which included software for purchasing, order fulfilment, and user management.

In terms of the UX and design, significant improvements needed to be made so that Rising Stars could deliver to deliver a better experience for their users.

## Solution

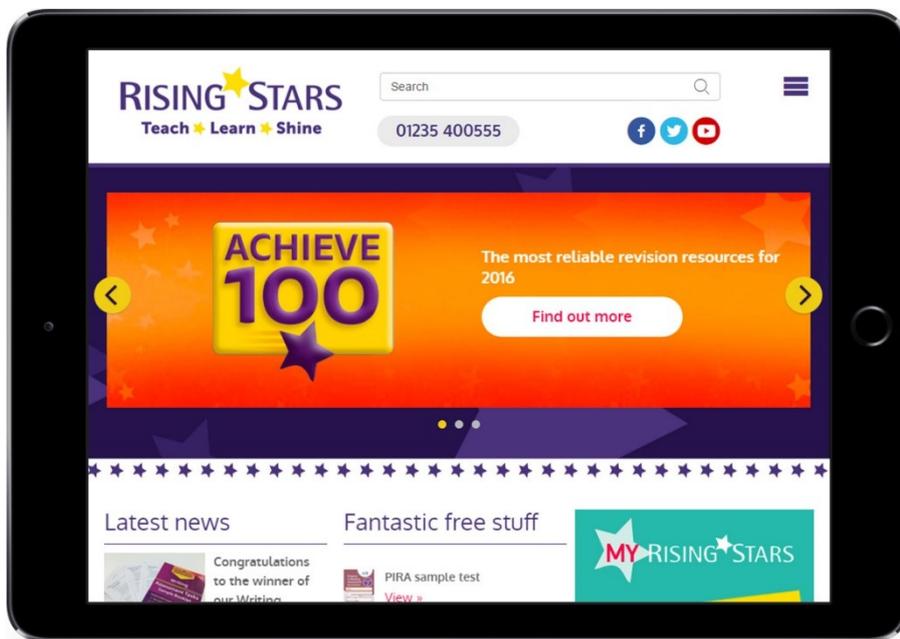
MMT Digital carried out a UX review of the existing website as well as an audit and following this, they planned the designs and created the information architecture. The audit enabled MMT Digital to uncover bugs in the existing site that were then ironed out before the release of the new website.

MMT Digital successfully performed Content Migration from the previous Drupal site to the new Kentico site and ensured that the transition was as smooth as possible so that there was no impact to site users.

Custom Document Types, custom Templates, and custom Web Parts were used to ensure the project was completed within the timescale of 24 weeks of development. MMT Digital also utilised the out-of-the-box features within Kentico where they were suited to the project, for example, blogs.

Widgets were used across the website which allows the Rising Stars team to manage all content without any support. Kentico EMS has also been implemented to enable Rising Stars to utilise sophisticated Online Marketing tools to better engage with their audience.

The website uses a bespoke E-commerce platform to sell its resources and both physical and digital products needed to be incorporated into this complex system. The products were held in a system called Biblio which has been integrated with Kentico so that information such as stock availability, purchasing, and updates are now passed between the two systems successfully. Mass User Migration was also achieved on this project using SAMS to transfer all information from the Drupal site into Kentico.



## Results

Rising Stars now has a dynamic new website which is on the same CMS platform as the other sites within the organisation. It has a significantly improved user experience and sophisticated integrations that have enabled payment processes to be streamlined.

## Key criteria for choosing Kentico

- Enterprise standard performance
- Suitable out-of-the-box features
- Flexibility in integrating with third-party systems
- Actively supported by Kentico and a strong developer community
- Built-in asset management
- Sophisticated online market
- EMS functionality
- E-commerce functionality

## MMT Digital

MMT Digital have been providing UX, web design and build services for nearly 20 years. In that time they have become the world's leading Kentico Gold Partner, creating Kentico solutions for organisations operating in a multitude of industry sectors.

MMT Digital have built over 150 Kentico websites and have 28 certified Kentico developers and 9 certified Marketers. They have 9+ years of working with Kentico and have the only Kentico MVP in the UK, this is the highest possible Kentico award for a developer.



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