



ENGINEERING, RESEARCH, AND TEST SERVICES

HORIBA MIRA's online brand has been completely refreshed, with a modern design and flexible content for the team to manage on the Kentico solution. Improved search rankings, user experience, and calls to action now encourage greater organic traffic through to the website and better user journeys.

Page-views increased by

13%

Background

HORIBA MIRA has been working with the world's leading manufacturers to deliver innovative vehicle engineering solutions since 1946. With world-class facilities and a workforce of engineering experts, it's a complete vehicle development partner and global provider of pioneering engineering, research, and test services to the automotive, defence, aerospace, and rail sectors. HORIBA MIRA approached Ridgeway to translate the company's rebrand online through all of their digital marketing work and to provide an ambitious website redesign and development. As well as presenting the brand's redevelopment, the global business also wanted Ridgeway to reflect the many services it provides to multiple markets, and offer a solution that is scalable and flexible.

Goals

HORIBA MIRA needed their brand to be translated digitally onto a new solution. They also required digital marketing activity and the redesign and development of this new platform. The primary objectives for Horiba MIRA include:

- To translate the Horiba MIRA brand online to bring their brand forward digitally
- To support a future business expansion and to provide the most appropriate information architecture for users
- To provide a context-sensitive page presentation and website structure
- To offer full content management capabilities for staff so that the Horiba MIRA team can simply update, amend, and add content

Challenges

There were a number of challenges Ridgeway and Horiba MIRA faced in trying to achieve the ideal final solution:

- Appropriately translating the company's rebrand online through digital marketing work and an ambitious redesign and development
- Reflecting the many services it provides to multiple markets
- Providing a scalable and flexible solution to support future business expansion
- Providing a context-sensitive page presentation and website structure

Solution

Translating the Brand Online

Ridgeway's team worked closely with HORIBA MIRA's branding agency to bring their brand forward on a digital scale. With HORIBA MIRA offering more than a hundred services to various industries, it was essential that the new website would provide the most appropriate information

"The new presentation publication solution has truly revolutionised the information we're able to present to customers and exhibitions and how effectively we can then follow up with them afterwards, through our extranet"



George Hartwell
Marketing Communications
Coordinator

architecture for users, and support future business expansion.

For this reason, Ridgeway's UX and design teams worked with key stakeholders at HORIBA MIRA to draw up an innovative plan for the new solution that would allow an intelligent and dynamic information architecture that provides context-sensitive page presentation and website structure.

This also enables each page to have its own location and sector specific calls to action for a more personalised user experience. The new website designs were received with such success that the project was a finalist in the Kentico Site of the Year awards.

A Flexible Digital Solution

Built on Kentico, the platform offers full Content Management capabilities for staff, meaning the HORIBA MIRA team can simply update, amend, and add content as and when required following training from the Ridgeway team. Now, they can maintain the platform effectively and restructure it in a way that it reflects the key industry areas in which the brand operates. A password-protected press area has been added for privacy and simplicity for HORIBA MIRA's PR and marketing team. Further websites and supporting email marketing collateral have been created to support business activities, including a sister website to promote HORIBA MIRA's Technology Park project as part of the brand relaunch. The website now also benefits from an improved search rank to attract greater organic traffic.

The HORIBA MIRA Touchscreen Project

HORIBA MIRA's marketing department required a branded, reusable solution that would provide a cost-effective method of showing tailored presentations at exhibitions. The solution needed to offer exhibition visitors an interactive experience that conveys the depth and breadth of the services HORIBA MIRA offers, and had to support the exportation of presentations for offline use. A dynamic, touch screen solution was developed that enables presentations to be created, published to devices, and managed by HORIBA MIRA's marketing department via the simple-to-use Kentico CMS. The template-driven solution enables clear, media-rich content and ensures an intuitive user experience whilst being adaptive to HORIBA MIRA's needs. The marketing team now has a compelling presentation solution and a powerful sales tool that promotes the brand's services, interactively, to its clients, with extremely positive feedback.



Results

HORIBA MIRA's online brand has been completely refreshed, with a new design and flexible content for the team to manage. Improved search rankings, user experience, and calls to action now encourage greater organic traffic through to the website and better user journeys.

The success can be seen below
(a comparison between (Jan 2017–Mar 2017):

- 9% increase in sessions compared to the previous period
- 9% increase in users compared to the previous period
- 13% increase in page views compared to the previous period
- 3% increase in pages per session compared to the previous period
- 7% increase in session duration compared to the previous period
- 1% increase in new sessions compared to the previous period

Key Criteria for Choosing Kentico

Kentico has proven to be the perfect platform for this solution, thanks to the following features:

- Flexibility and scalability of the platform for future business expansion
- Flexibility to accommodate for the stylish design and photography, with templates and in-page CMS components
- Capacity to support an intelligent and dynamic information architecture
- Simple Content Management via a central management interface
- The ability to support the exportation of presentations for offline use



Ridgeway

Ridgeway is a digital partner that loves asking questions, rising to challenges, and working with like-minded people who trust us to deliver great websites.

Their services include strategic consultancy, creative website design, user experience, development, and first class support. They work with an impressive portfolio of clients that includes the De Beers Group, Twinings, HMV, and Pure.

Ridgeway won a number of prestigious awards over the years, including Ecommerce, RAR, Wirehive, and Kentico Site of the Year. We're also trusted as a leading Kentico Gold Partner.

Ridgeway

Ridgeway
Riverside House
Two Rivers
Witney
Oxfordshire
OX28 4BH
www.ridgeway.net

Adele Button
Marketing Manager