



CORPORATE DATABASES

Redesigning and rebuilding a website to reflect the professionalism of Bureau van Dijk as a brand and improve the user experience with a better navigation architecture.

Background

Bureau van Dijk (BvD) is an international organisation specialising in private company information, which allows its customers to use data to get an insight of their clients and make smart business decisions. BvD has a range of products and had a plethora of material on its old site, yet website visitors were not behaving how BvD wanted them to and were struggling to find this essential information.

Goals

The main aim of the project was to improve the user experience on the BvD website. This would be achieved in the following ways:

- Improving the homepage to give a better overview of the services that BvD provide
- Using the new site as a platform to promote BvD's products and create landing pages so that each section of the site has a clear purpose
- Similarly, use the site to make BvD's areas of expertise and specialisms clear
- Improve the customer journey and encourage visitors to complete a call-to-action in order to generate leads
- Improve the navigation and internal linking structure of the site
- Implement further visitor tracking so that BvD could get to know their site visitors better
- Improve the design of the site to make it more aesthetically appealing

Challenges

This was an exciting project because it covered so many aspects of web design and build. This did mean, however, that many areas had to be rethought—for example, the site architecture had to be changed hugely. This caused some areas to be a completely blank canvas, meaning that it was imperative for all teams on the project to work together closely at all times to achieve the perfect result. Additionally, due to BvD's global status, the website had to work for almost 20 different cultures.

Solution

The modernisation of BvD's website meant that Distinction had to design brand new page templates. The UK site was chosen as the first to migrate over to these new templates, before releasing the changes to the other 10+ cultures over a gradual four-week period to ensure that the process went smoothly.



database of individuals associated with companies.

Financial strength risk metrics

Provided by 6 independent companies, all experts in their fields, we have models that have been designed to work with our data to help you assess companies' financial strength and probability of default.

Our software - helping you search and analyse

Our software helps users create sophisticated searches and analysis whilst being easy to use. All our software is proprietary and created by our team of developers working to specifications designed by our analysts. All our analysts are experts in their fields and have a thorough knowledge of data content and user-requirements. The result is products that are robust and that demonstrate a thorough and practical understanding of information.

Customisation and integration

We offer a number of options to help you integrate your systems and data with our products, and customise how you use them. These range from simple Add-Ins to help with customised analysis, to accessing our Web Services architecture for customisation. We offer advice and support at all stages and can help with all kinds of [data management](#) projects.

Catalysts

[Our Catalysts](#) speed up the use of our products for specific applications. They're tailored to your business challenges and help you get to the right data for your projects - in the format you need it.

BvD Custom

We have a dedicated team of experts ready to create a customised solution for your business.

How our customers use our products

Our information is used across a wide range of business challenges including the following:

- [Compliance, due diligence and client on-boarding](#)
- [Sales and marketing](#)
- [Transfer pricing](#)
- [Academic research](#)
- [Supplier risk management and procurement](#)
- [Credit risk](#)
- [Corporate finance and M&A research](#)
- [Professional services including accountancy, law firms and consultants](#)
- [Government](#)
- [Data management](#)

E-publishing division

We also provide state-of-the-art e-publishing solutions. These are based on open and flexible platforms and offer features such as search, secure delivery, e-commerce, rendering systems and hosting. Our clients include publishers of books, STM journals, news, directories and reference guides. We deliver tailored solutions via our Service Oriented Architecture.

Our latest project is  **publizard** - a white-label cloud distribution platform for eBooks and documents for building digital libraries. It offers search, browse, read, note and share capabilities, as well as intellectual property management and DRM protection by securely streaming EPUB3 and PDF contents to subscribers via browser and mobile applications. It also offers analytics, web services and back offices.

PUBLizard is already powering major products for publishers, distributors, universities, libraries, book associations and information providers already serving over 3 million users. More information and references on www.publizard.com



The new website features a simple design using BvD's corporate colours, therefore reflecting the professionalism of the brand and positioning them as a trusted company. In addition, the navigation is clear, with defined sections for Home, Products, About and clear calls-to-action appear on relevant pages.

Results

Client feedback on the site has been fantastic, and customers, in turn, have been pleased with the new website. Content is now far more efficient to manage with the Kentico CMS, especially across cultures. Additionally, the site is now far more user-friendly with its improved navigation.

Key Criteria for Choosing Kentico

Cultures was a key feature of Kentico that Distinction was certain would make a huge difference to BvD's management of the website. Other reasons for choosing Kentico include:

- Customisable nature of CMS
- Solid and robust CMS platform
- Video and media library capabilities
- Easy to administer and take control in-house upon delivery
- Extensive reporting
- The fantastic 24/7 support that is offered by Kentico

Distinction

Distinction helps forward-thinking brands to transform their businesses using digital platforms and technologies.

They're experienced throughout the B2B and B2C customer lifecycle, across many industry verticals.

For many of their clients they provide the full suite of digital services, and for others, they provide just a few to complement their existing expertise. Whatever they do, they create outcomes... not outputs.

distinction

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