NCB FINANCIAL GROUP

www.myncb.com

NCB Financial Group

NCB Financial Group Limited ("NCB Group") was incorporated in April 2016 to become the financial holding company for National Commercial Bank Jamaica Limited ("NCB").

NCB
Discover IT

OUR VISION

Our vision is to be the premier Caribbean financial institution delivering superior products and services to satisfy the needs of our customers while developing our employees and building the communities we serve.

Hon. Michael Lee Chin, O.J - Chairman

NCB FINANCIAL GROUP
FINANCIAL

A website for NCB Financial Group Limited presenting their diversified portfolio of companies throughout the Caribbean.

Background

NCB Financial Group Limited ("NCB Group") was incorporated in April 2016 to become the financial holding company for National Commercial Bank Jamaica Limited ("NCB"). Discover IT was tasked with creating a website presenting their diversified portfolio of companies throughout the Caribbean.

Goals

Mobile Friendly – The entire site was required to be mobile friendly which meant lots of additional time and effort went into this aspect of the project, to make it run smoothly.

Specific Content – The site needed to include some specific content. This included Quarterly Financial Reports, Board of Directors, History, News, and Corporate Social Responsibility.

Challenges

Menu Structure – Discover IT created two different menus for the website. One was to be used for the desktop site, and the other for the mobile site.

Fast Loading – Some pages on the site had a lot of content and images, so Discover IT had to reduce page load times and prevent high server load.

Solution

As a solution to making the site mobile friendly, Discover IT decided to use the Bootstrap framework to aid site development. Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web. It helps make front-end web development faster and easier. It's made for devices of all shapes, and projects of all sizes.

As a solution to the menu structure, Discover IT decided to use inbuilt Kentico features. The Kentico feature Discover IT used is called 'Hierarchical Viewer', which enables a user to control all the code for the menu.

As a solution to fast loading, Discover IT decided to use what is known as 'Lazy Loading'. Lazy Loading is a design technique of delaying when images will be shown on a site. Images outside of the user's viewpoint are not loaded until the user scrolls to them.

"Working with a vendor like Discover IT has been vital to the success of this project; they are nimble and highly responsive. Great care is taken to ensure that the solutions delivered are tailored to the specific needs of the client.

The Kentico platform has been shown to be highly customizable to implement designs provided. There are many value added features available including mobile responsiveness, geo-location mapping and the ability to integrate with other systems. There is a great suite of workflow and analytics features available which allows quick response to business needs."

Matthew Stewart
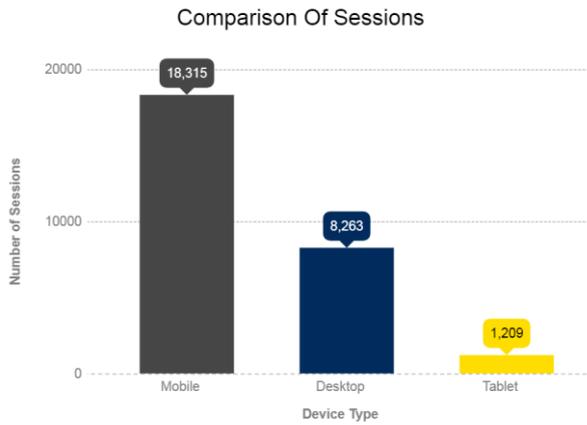*Business Analyst*
NCB Financial Group

Results

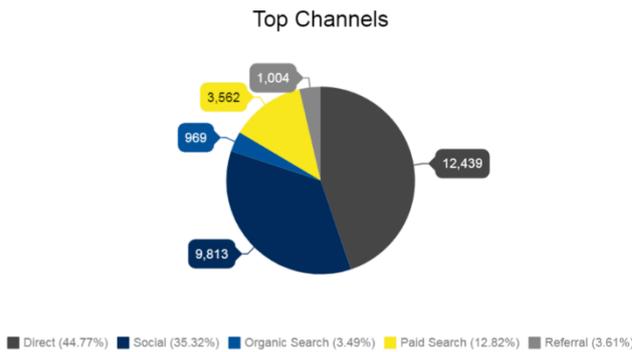Figure 1: Comparison of the number of sessions for each device.

Figure 2: Channel breakdown – where users have come from
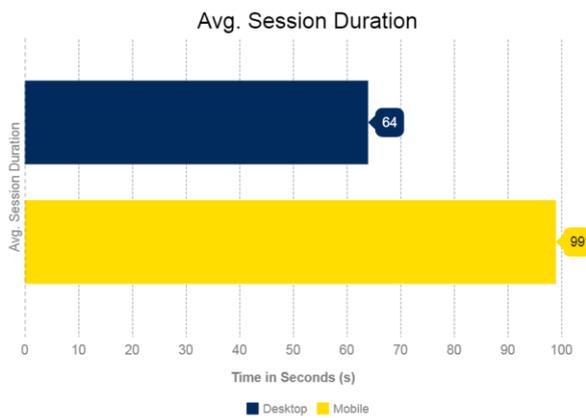

Figure 3: Average Sessions Duration on Desktop and Mobile

Key Criteria for Choosing Kentico

- All-in-one solution – Kentico is a unified solution and it is highly flexible and customisable. Kentico is full of possibilities.
- Core Functionality and additional applications – Easy-to-use Content Management, E-commerce, Newsletters, Forums, and other marketing functionality.
- Reusability – There are various Kentico components and functionalities that are reusable.
- Cloud Computing – It supports cloud computing as well as traditional hosting, which is an added benefit.
- Kentico support – Kentico provides exceptional support and documentation.
- Security – Kentico is secure and stable.

All in all, Kentico is an outstanding platform to develop rapid applications that are easy to manage and customise.

Discover IT

Discover IT is a Web application development company which specialises in designing and building Web business applications including e-commerce solutions integrated in real-time with Sage 50 Accounts. We also have many years' experience working for the insurance industry, developing Internet-based insurance applications such as full-cycle online quote engines, monthly renewable policies and temporary policies with online payment and automatic generation of policy documentation.

Discover IT was an early adopter of Kentico, having used it since 2005. We are a Kentico Gold Development and Integration Partner and we use Kentico CMS exclusively for our content management solutions. We have developed Sage 50 Connect for Kentico—a Kentico Web store integration solution that is connected directly, in real-time with a remotely located Sage 50 Accounts system. In addition, we offer a Sage Pay Payment Gateway for the Kentico CMS E-commerce module.

DISCOVER IT

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