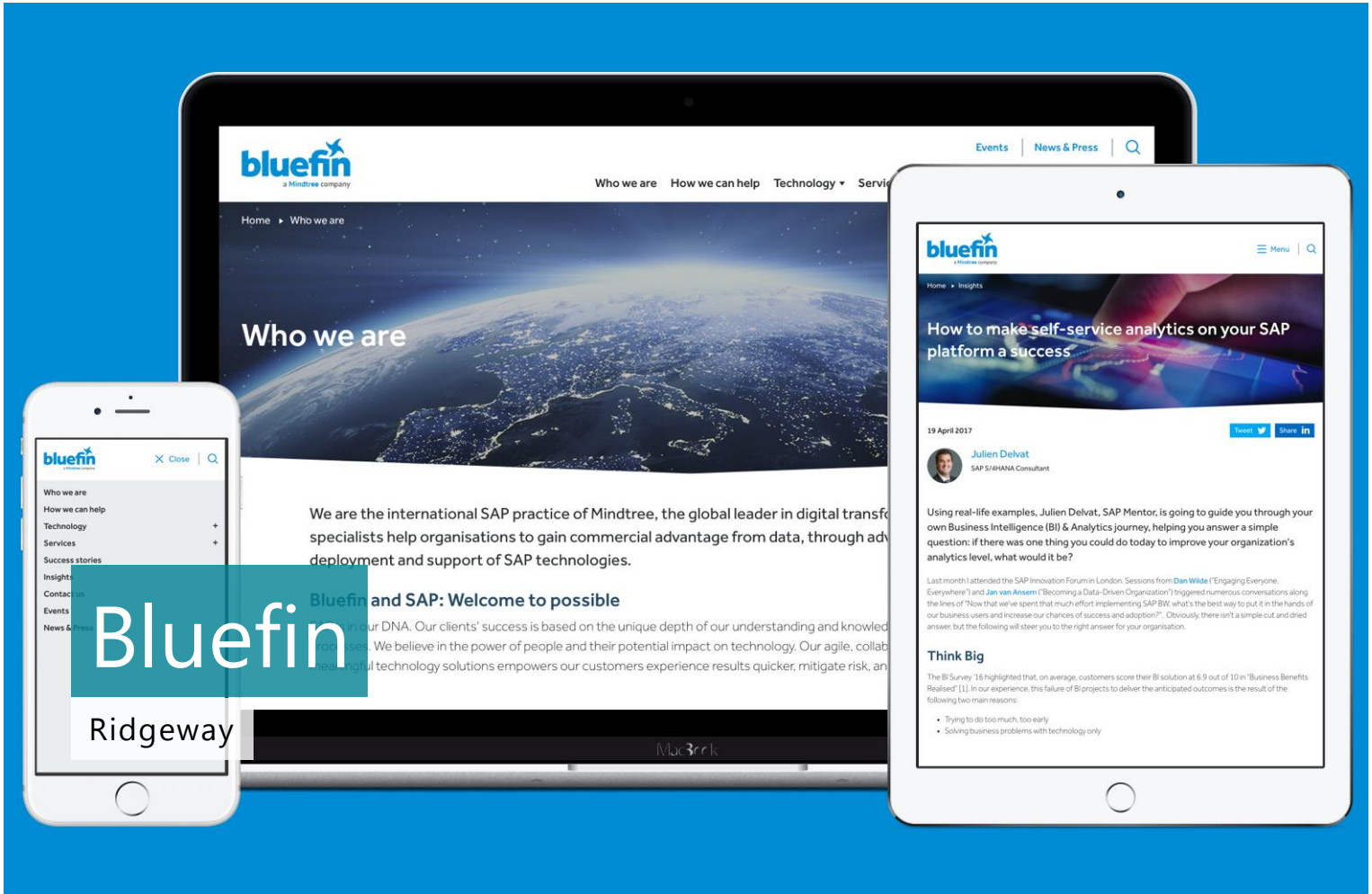




[www.bluefinsolutions.com](http://www.bluefinsolutions.com)



## SERVICES

### IT

In just eight weeks, Bluefin has a new website with a cleaner, sleeker look that seamlessly navigates users through the content and deeper into the site. This means Bluefin are able to serve more relevant communications and content to their customers.

## Background

Bluefin Solutions is the global SAP practice of Mindtree. They deliver business consulting, technology strategy and implementation.

Bluefin needed a new website that would take their users on a journey, engaging with more content and thus becoming more invested in the brand.

Their old website was gaining a lot of traffic through their blog which was positioning them as knowledgeable thought leaders in the world of SAP. Their content was well read and respected in the industry but their website was not maximising this following and not taking the users further into their website to find out about the services and consultancy that Bluefin offers.

## Goals

Bluefin turned to Ridgeway to help them build a new Kentico website that would position Bluefin correctly and take visitors on a journey further into the site. The main objectives included:

- Increasing user's session times
- Increasing pages per session

Bluefin also needed a flexible CMS that would allow them to publish a variety of different types of content to engage their visitors and set up event promotion and registration.

## Challenges

In order to achieve the objectives, Ridgeway needed to identify and understand the user personas and create user journeys for each of them. This enabled Ridgeway to understand how to engage these users with content and actions relevant to their purpose.

Ridgeway held a workshop that involved understanding individual persona routes from discovery, to the research they are doing, to the engagement/contact Bluefin wished them to make, and what would happen post contact. Ridgeway then mapped these four points against what the users were thinking, what Bluefin wanted them to do, and how the user would be feeling at each point. From the outcomes, Ridgeway were able to shape specific journeys through the site.

## Solution

### **Content, Content, Content**

Changes were made to the blog to encourage users to explore the site more and engage with the brand further. These include related content and articles, signposting to case studies, and social media sharing icons. Ridgeway implemented a flexible widget that allows Bluefin to publish content on the blog in a variety of different formats with different page

*"Ridgeway were an obvious choice for us. From the outset they were open and honest and worked in a transparent way which we valued. Their approach is very scientific, they measure and analyse and then make recommendations based on facts, not assumptions. It is because of this approach we are 100% confident that our new site will deliver exactly what we wanted and more. I would recommend Ridgeway to any business who wants an agency that will add value, deliver and get results."*



**Alex McCracken**  
Global Director - Marketing  
and Alliances  
Bluefin

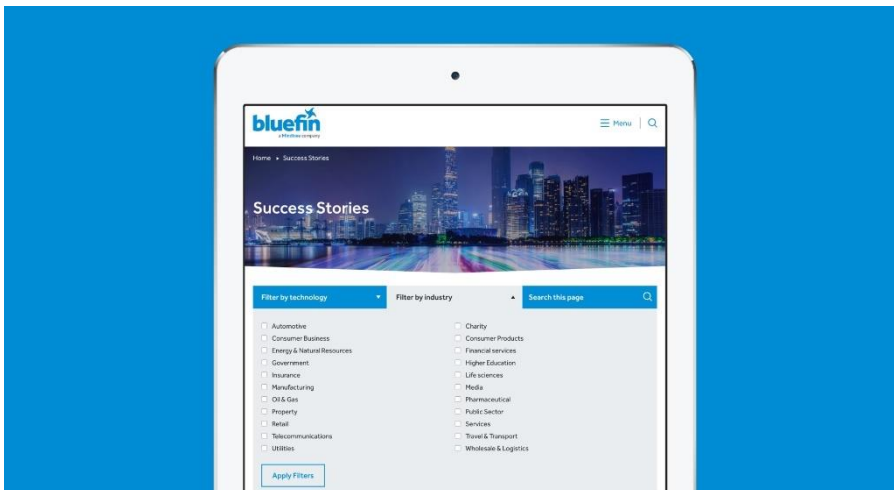
layouts and mediums. This variety helps to keep visitors engaged and encourages further exploration of the website.

### Events Made Easy

Bluefin host a number of events, including webinars and conferences, so they needed the functionality and flexibility to be able to promote these events as well as register attendees. The new website allows them to do just this with added functionality such as agenda builders, which saves them time.

### Speed Optimisation

One of the problems with the old site was its slow performance, which was frustrating for users and often resulted in them leaving more quickly. The new site is fast with content and pages loading quickly. Ridgeway was able to improve the speed by using Kentico out-of-the-box functionality, for example, the comments feature on the blog, rather than an add-on tool which was slowing the site down.



## Results

In just eight weeks, Bluefin has a new website with a cleaner, sleeker look that seamlessly navigates users through the content. The homepage positions Bluefin clearly and demonstrates how it can help businesses.

The content throughout the website has been simplified and brings out the benefits for the end user rather than being very technical and product focused.

Users can easily navigate through the blog to find articles and insights that are of interest to them and are encouraged to discover customer success stories and more about Bluefin.

The events are clearly signposted on the homepage and the functionality allows users to easily find events that are of interest to them, through filters.



Throughout the site, there are opportunities for visitors to become more invested in the brand and engaged, for example, newsletter sign ups and social icons for sharing and following.

The client is extremely happy with the website as it meets all their needs and positions their brand correctly. Planning has begun for phase two, which will involve video content to further engage their users.

## Key Criteria for Choosing Kentico

Bluefin have used Kentico as a platform for a number of years and it has proven to be the perfect platform for the following reasons:

- Flexibility and scalability of the platform for the business
- Simple Content Management via a central management interface
- One integrated solution

## 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

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