



## ICS reduce website costs by over 60% and increase traffic by 15% with new SharePoint 2010 Optimised Website

ICS Solutions have migrated their existing 5 websites into a new family of SharePoint 2010 sites. They wanted a way to represent the depth of capability in each technology focus area, and to also showcase their capabilities in SharePoint 2010.

### Requirements for the new SharePoint Sites

Martin Neale, Managing Director at ICS Solutions says, "We had a number of requirements to upgrade our websites and migrate them to SharePoint 2010 from all aspects of the business, as well as providing a best practice template for our customers. I am delighted to say we have achieved all our goals"

### Business Requirements:

- Provide new corporate branding to support new Microsoft product and service lines
- Reduce the cost and increase the agility of website updates
- Provide customers with a rich, context sensitive, immersive experience
- Reduce the time and cost of adding further sub-sites
- Make it look visually fantastic
- Consolidate current sites to a single code base
- Integrate a standard design across multiple sites
- Provide a best practice SharePoint 2010 case study to strengthen ICS Solutions position as the UK's leading SharePoint partner

### Marketing Requirements:

- Automate events management to dramatically reduce costs and improve delegate experience
- Improve search engine 'organic' positioning.
- Improve lead throughput through optimised SEO
- Make best use of visual and web technologies
- Social Networking integration
- Integration with internal systems (CRM and SharePoint Intranet)
- Reduce training costs
- Save time updating the site
- Reduce reliance on web developers
- Increase visitors to site and reduce site 'bounce rate' through visually and functionally rich content and design.

### New design of SharePoint 2010 family sites



Fiona Bridle, Marketing Manager at ICS Solutions says; *"Migrating our sites to SharePoint 2010 has allowed us to set up processes that save us time and money, and increase productivity, not only within the marketing team, but across the business."*

### Benefits of the new SharePoint sites

- Successful rebrand and alignment with new services and Microsoft products
- Time to edit content on site reduced by 80%\*
- Cost of creating a new sub-site reduced by 63%\* per site
- Hosting costs reduced by over 60%\* a month
- Site provides users with an immersive experience
- Search engine traffic increased by 15%\*
- Cost saving of over £20,000\* per year on events management
- 18\* event management days per month saved, and 16\* hours per event
- Training costs reduced to a 1/4\* of the time
- Improved SEO and reduction in level of spend on paid search engine advertising, through improved SharePoint 2010 social features
- New functionally rich and visually impressive Silverlight clients page
- Social networking integration—YouTube, Twitter and SharePoint blogs

*\*estimations based on average time taken to complete tasks*

Samantha Feerick, a content author at ICS Solutions said *"The new SharePoint site has given me a greater sense of responsibility and empowerment, I am able to update page content without having to rely on training and help from others."*

### How ICS Solutions did it

The design process went through a number of iterations, with colours, layout and design all changing dramatically, ICS Solutions decided on a common style and brand which utilised accent colours to distinguish each site.

Using the SharePoint 2010 toolset for Visual Studio, ICS Solutions were able to create a common base SharePoint Solution, allowing subsequent child solutions to be used to control branding across the sites. The solution can now be centrally controlled, and upgrades can be managed in a more effective way.

Common areas of each site include seminars, clients, homepage 'sliders', partners and news, and these were all created through SharePoint lists on the parent site. Over 20 web-parts were developed with built in caching to increase performance and productivity.

Christopher Pettigrew, Website Developer at ICS Solutions says *"All seminar administration is now controlled centrally, content, email confirmations and reminders are automatically sent out via SharePoint Timerjob."*

The new automated events booking process has reduced ICS Solutions events management costs by over £20,000 per year, and freed up 18 working days per month for the marketing team to focus on other areas of the business.

### Reduced Hosting Costs

Consolidating the five original sites from a 3 server farm architecture to a 1 server farm has dramatically decreased ICS Solutions hosting costs by over £2,000 per month.



## Features of the sites

### Silverlight Clients page:

Using the Microsoft Pivot control for Silverlight, ICS Solutions have created a compelling interactive and visually rich display for their clients and partners, showcasing logos, project descriptions and case studies. A filter function allows users to select clients by technology type, sector, scenario or case study.

### Social networking integration:

ICS Solutions have integrated social networking across all sites, with their twitter feed in the footer of each page, and a videos page which embeds their videos from YouTube. Social networking buttons have also been embedded into the sites footers to allow quick and easy access to ICS Solutions social networking channels. ICS Solutions blog built on SharePoint 2010 will also be coming soon.

### Shopping cart system for event booking process:

Utilising the power of JQuery JavaScript library ICS Solutions have also been able to create a shopping cart system for their event booking process, enabling delegates to book onto multiple seminars with ease and providing them with a rich immersive experience.

### Mega menus:

ICS Solutions also ensured they took advantage of common navigation across all the sites and leveraged CSS to create beautiful mega menus to ensure maximum end user productivity.

## ICS Solutions is one of Microsoft's key SharePoint partners

Peta Clohosey, Partner Account Manager at Microsoft says "ICS Solutions is one of Microsoft's key SharePoint partners, and its great to see them embracing SharePoint in this way."



SharePoint 2010 has provided ICS Solutions with a robust platform to manage their digital marketing strategy and has helped ICS Solutions expand their reach, increase customer retention, drive revenue, manage and maintain content with ease and most importantly make huge cost savings. This joined with ICS Solutions heritage in delivering SharePoint projects means that ICS Solutions are well-placed to provide a best practice, fully integrated SharePoint 2010 for internet sites offering to the clients.

### The Optimised Website

The SharePoint 2010 Optimised Website service uses SharePoint 2010 for Internet sites, and ICS Solutions best practice experience to help you create rich and visually compelling sites whilst substantially reducing site maintenance costs.

ICS Solutions accelerated engagement model takes you through the process of building site requirements and evolving user experience from concept, through prototype and into production. With the Optimised Website you can centrally manage single or multiple sites, have a fully integrated mobile, multi-lingual and accessible site with creative and interactive media technologies and social networking integration. The service also aid Search Engine Optimisation to ensure your site receives maximum visibility.

Martin Neale, Managing Director at ICS Solutions says, *"In our experience, websites built with SharePoint 2010 generate increased leads that go on to convert into business opportunities. Attract, engage and optimise with SharePoint 2010."*

### ICS Solutions and SharePoint 2010

ICS Solutions are a UK based, managed, 'pure-play' Microsoft Gold Partner. With access to over 500 SharePoint experts, over 9 years' experience, delivery of over 270 SharePoint projects, ICS Solutions are the UK's leading Microsoft SharePoint Partner.

## SUMMARY OF SOLUTION

### REQUIREMENTS

- Migrate 5 existing websites to centralised SharePoint 2010 platform

### SOLUTION

- 1 parent website with further sub-sites all managed from central SharePoint lists

### TECHNOLOGY USED

- SharePoint 2010
- Visual Studio
- Silverlight
- C sharp
- Adobe Photoshop
- Javascript (jQuery library)

## ICS SOLUTIONS SEMINAR—SHAREPOINT 2010 AND 'THE OPTIMISED WEBSITE'

ICS Solutions have a new series of SharePoint 2010 seminars. Including the new business focused SharePoint 2010 for Internet sites seminar.

The seminar is free to attend and is presented by the ICS Solutions team involved in building our SharePoint 2010 Optimised websites, with a business audience in mind.

Register on this event here—  
<http://www.ics.net/seminars/sharepoint2010seminars/Pages/default.aspx>