



Olympus Australia

Web Design Magic

OM-D

E-M10 Mark III

CAMERAS
ELECTRONICS

Background

Since Olympus was founded in Japan in 1919, it has become a leading manufacturer of innovative optical and digital equipment for the healthcare and consumer electronics sectors. For more than 90 years they have led the way in designing endoscopy and microscopy products, medical and industrial equipment, as well as cameras and voice recorders.

Olympus Imaging Australia Pty Ltd is a subsidiary of Olympus Corporation, headquartered in Japan. It is responsible for the marketing and distribution of Olympus consumer products in Australia and New Zealand, and through appointed agent and dealers in Papua New Guinea, Tahiti, and the South Pacific region. Olympus knew that by upgrading and implementing Kentico EMS they could benefit from the new EMS features and produce an ROI for them.

"We have been working with Web Design Magic for some time now and they took over from another partner who didn't quite get our needs. Now we are finding Kentico more easy to use and flexible, now having a design tab!"

*Tony
IT Manager
Olympus*

Goals

There were multiple goals for this project. Initially, the project was to upgrade the existing Kentico website to the latest version and at the same time to move away from ASPX page templates (meaning Web Design Magic had little design control in a WYSIWYG environment, like a browser) and into using Portal pages with a design tab.

The second part of the project was to replicate a look and feel similar to the parent company and to easily manage the content.

Challenges

All projects have challenges and this project was no different. The original website had a lot of existing content that had to be retained regardless of any development work performed on the website.

The complex structure of pages and taxonomy proved to be a major challenge in determining the optimal balance between editable content areas and structured content. A simple editing experience for content editors had to be compatible with a flexible template solution.

Solution

A lot of work from both Olympus and Web Design Magic was required to maintain content and the Kentico Staging module was used. This module proved itself as a fantastic tool for moving content between UAT and Production as well as Production to UAT.

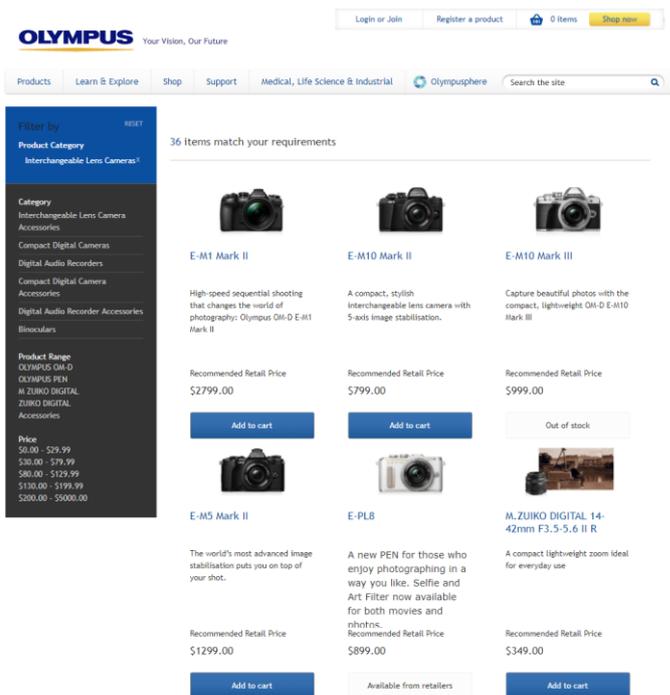
Page templates were recreated using portal engine templates which sped up development and allowed Olympus to easily perform page template updates and changes.

Using multiple page types and page layouts, in conjunction with hierarchical content rendering web parts, allowed for complex page structures and product display pages that are easily edited by content editors.

Segmentation has been identified as a great methodology to deliver a personalised experience based on what the customer wants. By recording all activities, they can dynamically adjust content based on personalisation rules set in the web parts and widgets.

The Kentico Newsletter module has been used as the EDM. This tool allows Olympus to send a consistent message to their customers drawn from content within the website. Personalisation can be achieved based on if the user opens or reacts to a link in the email. This feature alone is a powerful tool in increasing the chance of a user converting.

Olympus now has plans to utilise the Campaign Management tool to start recording analytics to provide the marketing department with information on their campaigns.



Results

It became evident at the beginning of this project that over time the site was no longer being managed by the IT department and now was under the control of the marketing team. This changed the way the site needed to be managed due to the different skillset of an IT developer and a marketer.

It was decided that Web Design Magic would need to convert the current ASPX page template methodology, using Visual Studio to make edits, to Portal pages using Web parts and Widgets. This new methodology gave



the marketing team the power to make not only content changes but also design and layout changes, as well as giving them access to the Out-Of-The-Box (OOB) features like Personalisation and Web Part/Widget configuration using the browser, opposed to Visual Studio.

Key Criteria for Choosing Kentico

- Commercial grade CMS with support and ASP.NET
- Large base of partners to work with
- Ability to integrate into existing ERP systems
- OOB Shopping Cart system and the ability to write your own web parts
- OOB web parts and configuration

Web Design Magic

Web Design Magic provides professional, powerful, reliable and robust website design solutions to enable medium and large enterprises achieve their online business objectives. We use tried and tested technology, comply with e-legislative requirements and underpin our delivery with great customer service and support.



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