

CASE STUDY

Kirby International Building Systems relaunched on base of AxCMS.net®



Kirby International Building Systems new websites meet customer needs for value added services on base of AxCMS.net®.

Keyfacts

Company

- Kirby International Building systems
- World's 7th largest manufacturer PEB systems

Requirements

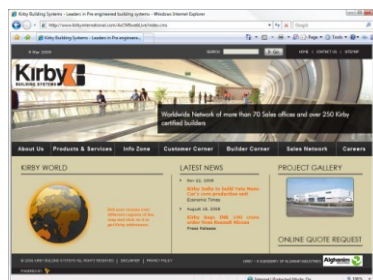
- Scalable and secure site architecture
- Intuitive and user friendly design to keep existing and attract new customers
- Solid user-based Content Management System

Solution

- AxCMS.net® as base for building up the new sites
- Redesigned templates to fit Kirby's goals
- AxCMS.net® modules like newsletter system, FAQ knowledgebase and e-marketing tools for analytics and search promotion

Company

Kirby International Building systems, a 100% owned subsidiary of Alghanim Industries, is the 7th largest manufacturer of PEB systems in the world. Kirby's discerning customers worldwide need value added services through the website that can serve as a fitting starting point for conducting their business with Kirby.



Challenge

There were several requirements Kirby Building Systems had on a new system for their websites. The four main challenges were to build a site architecture that was scalable, multi-site driven, and secure in administration. The request on design was a user-interface that is intuitive, user-friendly, and attractive to new and existing customers. As well it was important to provide significant value on the website through the provision of unique content, interactive forms and applications that engage the visitor. Last but not least the system should provide Kirby's management staff with a solid, user-

based content management system that would easily scale with their worldwide operations.

Solution

Once sufficient analysis and information gathering was conducted, Mawaqaa could move into a stage of active design.

The usual process was to use personas (user profiles), scenarios and specified requirements to conduct one or more participatory design workshops. This was the opportunity to get buy-in from various business stakeholders, to elicit specific user input, and to get initial design ideas.



Reviewing the requirements enabled to identify the total amount of content required. The Content Cards Extract' document showed some of the content needed to engage with Kirby's customers. This was pinto on cards and the information was sorted into groups in order to come up with a structure for the new site.

“AxCMS.net provides our discerning middle eastern customers with a solid web content management platform that is flexible and secure. From Arabic content, to easy integration with third party applications, AxCMS.net delivers on every front.” says **Caesar Fernandes, Operations Manager, National Web Solutions Co. (Mawaqaa)**

For the navigation it was decided to maintain, where practical, the same simple navigational structure, but to break it down into smaller and more modular elements - this would improve the user experience and make the site easier to maintain.



Once clearly defined templates and content areas were in place, Mawaqaa's team of highly experienced developers and testers integrated the design elements into the content management system AxCMS.net® based on business rules and analysis from the first phase of evaluation.

Integration of all content was done through a content implementation and approval schedule with Kirby, that lasted around one month. Once the content implementation phase was complete, thanks to the flexibility of AxCMS.net® Mawaqaa was able to integrate its business modules such as the newsletter system, FAQ knowledgebase and e-marketing tools for analytics and search promotion in short time.

Conclusion

Using AxCMS.net® Mawaqaa was able to retain the original vision for the site on one hand, while on the other hand they managed to improve its operation and appearance, and meet Kirby's original goals. Further usability testing and contingency design mechanisms are constantly being put in place to validate the changes made.

Links

www.kirbyinternational.com



Founded in 2002 under the name Iridium Plus Technologies, Mawaqaa, which means "website" in arabic, is a national web solutions company providing Kuwait and the middle east with enterprise, publishing workflow-based, content management.

Mawaqaa - National Web Solutions Co. | www.mawaqaa.com