



ClearPeople

Case Study:

Charity Sector - Campaign site

ClearPeople meet the challenging requirements and deadlines for the NAS 'Think Differently' Microsite.

Summary:

In October 2007, The National Autistic Society (NAS) launched their 'Think Differently' campaign managed by their appointed agency. Its objective was to raise awareness and encourage the public to see the world from the point of view of people affected by autism. A large part of the campaign relied on building online communities and ClearPeople was selected as the technical solution partner to build and implement the "Think Differently" campaign site.

The campaign was very well received and ClearPeople has since been responsible for the ongoing development of the campaign. As a result of their work on this, ClearPeople has been selected as NAS's web development partner for the redevelopment of its main site, additional campaign sites and other future projects. The latest site to be launched in January 2009 was a microsite for the Train Walk campaign.

"ClearPeople allowed us to meet our critical launch deadlines even though the changes were introduced the last week of the project's delivery!"

Technical Lead
NAS Train Walk

Challenge:

The 'Think Differently' campaign required a campaign site which was flexible and could withstand several campaign waves. It also needed to include Web 2.0 elements such as video streaming. Furthermore, the system needed to support multiple versions of the campaign site, additional future campaign sites and the ability to de-centralise management and outsource certain areas to third party agencies.

The campaign site was developed under challenging timescales due to the deadline when the 'Think Differently' campaign was launched to the national press. ClearPeople worked alongside the appointed campaign agency and NAS through-out the project.

Company Profile:

The National Autistic Society is the UK's leading charity for people affected by autism. They were founded in 1962, by a group of parents who were passionate about ensuring a better future for their children. They currently have 18,000 members and 80 branches.

Technology:

The system was built using:

- Sitecore CMS
- ASP.NET framework
- Microsoft SQL 2005 Database
- Video streaming service

Solution:

ClearPeople implemented the campaign site using Sitecore CMS and included some of the following features:

- Integration with video streaming services
- Campaign archive functionality
- New campaign creation capability
- Ability to delegate certain content management to third parties
- Preview and Publishing control
- Workflow control

Results:

The campaign site was successfully launched in 2007 and the ongoing campaign has required continuous development of new features. The site continues to generate traffic and create awareness using Web 2.0 type technology and integrating to its own facebook application. It is now split into three micro site areas, each serving specific purposes of the campaign. The campaign was well documented by the press including coverage on the BBC News Website and the 5 live Breakfast Show.

Technical description:

The site was implemented using the Sitecore CMS platform. This provided the NAS team with a CMS that has strong capabilities and the developers with the APIs of both ASP.NET and Sitecore. The site was built to be capable of running with one-to-many web front end servers, in addition to a master staging server. The extensibility and flexibility of ASP.NET and Sitecore CMS has meant that many requirements have since the initial launch been possible to deliver within short time-frames and limited budget. MS SQL Server 2005 is used for the backend databases, and the site is served through an IIS 6 web application server on Windows 2003 servers.

If you would like further information on any of our products or services, or require a free consultation, then please do get in touch with us! You can call us on +44(0)8701 999 910 to arrange a meeting or visit our website www.clearpeople.com for more information.

