

## Case Study:



# ClearPeople

### Project

NAS website relaunch

### Key Features

Flexible page designs

Personalisation

Controlled content

e-Commerce

### 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. Today they have over 19,000 Members and 105 Branches.

### Summary

The National Autistic Society moves towards its goal of becoming an international first port-of-call for information and services relating to autism by relaunching its website on a robust, flexible Sitecore CMS platform integrated by charity sector expert, ClearPeople. The project called for the creative use of technology to provide a highly personalised web marketing experience.

### Challenge

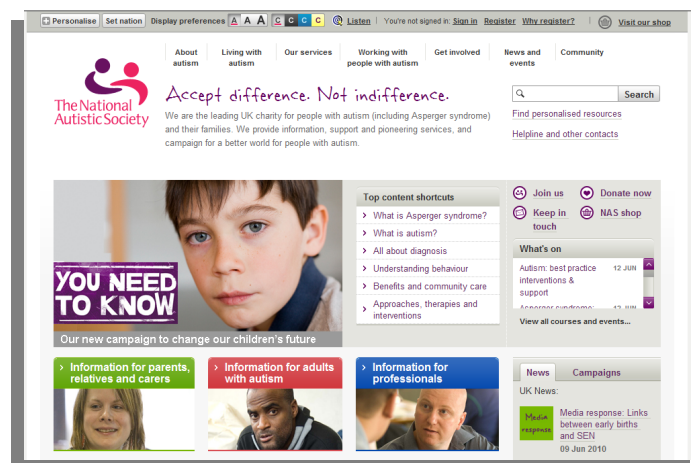
The NAS recognised that their existing website was severely stretched and unable to support the huge range of content and functionality they desired. A new site was prioritised and after a rigorous research process, the NAS decided that Sitecore CMS offered the flexibility and scalability it required. The range of Sitecore partners in the UK allowed the NAS to select a development company that best suited their needs. ClearPeople was chosen and worked with the NAS to find solutions to the key challenges of the website.

Some of the key demands of the project were:

- Migration - the core site had over 5,000 pages of content that needed to be migrated
- Personalisation - NAS wanted to provide personalisation by interest, by location and by accessibility needs.
- User Interaction - NAS wished to engage more with website users (web 2.0), including the ability to rate and comment on content.
- Classification and taxonomy - the new platform needed to provide for a comprehensive information architecture that would support the tagging of content in order to make data more searchable and useable.
- Flexible integration - ClearPeople needed to build in a system that would consume the published online services such as directory and sign-post, in addition to being able to support and build upon various existing NAS microsites.
- e-Commerce - integrating an e-Commerce module for the online shop and donation centre to accommodate the expanding range of products, events and services.
- Reduce the duplication - ability to use and re-use of content in different contexts around the main site as well as microsites, which may be of differing design and layout.

The National Autistic Society

[www.autism.org.uk](http://www.autism.org.uk)



## Case Study:



# ClearPeople

*"We selected ClearPeople because of their pragmatic and forthcoming approach. Throughout the project they have been flexible, optimistic and dedicated."*

-Magnus Huntley

Business Analyst, NAS

*"The NAS has benefited throughout the project from ClearPeople's open and responsive approach. They have demonstrated a high level of dedication to the project and we can move forward with confidence now that we have a quality product and partner in place."*

-Phil Dimmocks

Systems Development  
Manager, NAS

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

### Solution and Technical Description

ClearPeople implemented the NAS website using the Sitecore CMS platform. This provided huge flexibility in the development of an integrated website and allowed the NAS to plug in disparate data driven websites without the need to fully re-engineer them. The platform is capable of being co-developed by ClearPeople and the NAS using Sitecore API's, custom .NET code and interfaces, as well as an extensive use of custom web services.

The site is capable of running with one-to-many web front-end servers, in addition to a master staging server. MS SQL Server 2008 is used for the backend databases and the site is served through an IIS 7 web application server on Windows 2008 servers.

### Application Use

The main website has been built to provide editors with the maximum flexibility to manage content. For example, editors are able to alter the design of the site by adding or removing blocks to change the look and feel of each page. ClearPeople worked with the NAS to help develop processes and services to integrate key information between the website and NAS internal systems. This was a capability that was not practical before the implementation of Sitecore CMS.

Using a unique taxonomy, created by the NAS and ClearPeople's development of metadata features, has provided the NAS team with the ability to cross reference content across the site. This supports a personalised experience to site visitors by delivering content that is relevant to them based on the information provided.

The NAS has a busy online shop and required an e-Commerce facility that can provide a very simple, usable interface for their users, from browsing through to purchase, many of whom are new to computers or who have learning difficulties/disabilities. ClearPeople implemented an e-commerce module together with custom development to allow for the purchase of memberships as well as top-up donations on purchases.

### Result

The site was successfully launched at the end of May 2010 and the NAS received feedback from the charity sector and internal community that has been extremely positive. A questionnaire indicated that 89.5% of visitors found the new website more helpful and would recommend it to other people. The online shop now enables the NAS to sell memberships, take donations and sell merchandise – exceeding the projected expectations.

The content team report that they are much better equipped to respond to the varied demands of different teams across the organisation. From the marketing of specialist professional conferences to the promotion of varied styles and types of fundraising events and campaigns, requirements vary greatly and they can now respond much more readily without requiring constant custom development work. The flexibility of the templates makes it so much easier to play with different layouts to meet those differing needs without compromising accessibility or brand, or breaking consistency of user experience.

### About ClearPeople

*Established in January 2003, ClearPeople is a leading London-based technology services and solutions company. Our team of talented professionals are focused on developing and implementing solutions based on Microsoft SharePoint Server and Sitecore CMS.*