

case study > **Website redesign and Content Management Tool****Business Challenge**

This leading global legal player, were the first law firm to do over a \$1 trillion worth of business worldwide. Because of their ongoing success they were keen to develop a consistent global brand and consolidate their different websites across the world.

Their original website had been based upon hand crafted HTML, making it difficult to maintain and update for end users, who continually had to engage their internal IT support department to get any changes implemented on the website.

The client's marketing department who had responsibility for the website decided that they needed a cleaner, fresher design for the site, and were keen to use a tool that would allow them to manage the uploading of content, while also being sufficiently flexible to add new sections to the navigation.

**Product/Solution**

After going out to a tender process, **cognite** were brought in to help manage the design process for the website. This involved running a series of design workshops with partners, marketing executives, human resource executives and other members of staff to identify the core themes and values the client wanted expressed in their site design.

Following an extensive consultation process, **cognite** developed a final series of designs which were presented to a panel of senior partners for final approval.

The final design was then rendered to **cognite's** Site Administration Tool (SAT). This enabled the client to be self sufficient in the creation, administration, editing and publishing of communications and articles to the public.

By using the **cognite's** powerful SAT, the client has the capability to easily add and change the navigation and menu structure of the site. With the content for the site stored in a single repository, content can be published to appear in different areas of the site.

Because the site has been developed using the latest technology, the client has a site which can be modified and developed without the need for expensive IT resources.

**Client Reaction**

The launch of the website has been hugely successful, both internally and externally. The leading journal "Legal Research Group" in its research on how law firms in the United Kingdom were making use of the internet, reviewed over 400 websites. Their conclusions were that ranked the client's website was voted number 1 in terms of design, and number 2 in terms of content, structure, usability and aesthetics.

