

Wheels in Motion: Ricardo website goes global with EPiServer CMS

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Ricardo plc (<http://www.ricardo.com/>) has launched its brand new website, www.ricardo.com, using EPiServer CMS (<http://www.episerver.com>) to deliver its digital marketing objectives to the global market. The leading independent technology provider and strategic consultant to the world's transportation sector industries, commissioned digital agency Netcel (<http://www.netcel.com>) to build a new website that would offer robust yet flexible content management functionality to help Ricardo deliver its core messages to the global market, such as their investment in greener technologies and continued growth despite the economic downturn. Netcel advised Ricardo on technology platform selection, concluding that EPiServer CMS would provide Ricardo with the required level of control over site structure and content in the most efficient manner.

Ricardo wanted the site to radically improve its effectiveness in reaching their customer base. The site needed to inform and market the brand, and promote Ricardo globally. "To help to achieve these goals, Netcel (<http://www.netcel.com>) developed a completely new information architecture for the Ricardo site, which has enabled content to be accessed quickly and easily. The content is now far less technical and more user-focused" commented Clive Flatau, the Project Manager for Netcel. Ricardo provided the new design concepts, as they wished to maintain the established look and feel of the website. Netcel were responsible for converting these designs into HTML, before implementing the solution in EPiServer CMS.

Netcel also provided a number of interesting additions to the site including a dynamic content function for the addition of Flash to the website, thus giving Ricardo greater flexibility in their content choice; light box effects for images, providing additional dynamic content functionality; and drop down menus incorporating fly out capability. Listing pages also include sophisticated filtering for categories, thus providing further accessibility to all key data. A level of personalisation has also been included within the new site; for example, registered users can download a library of information of their own selection.

Flavien Berard, Ricardo Group Marketing Coordinator commented, 'We are pleased with the quality of service, support and assistance provided by Netcel. The new Ricardo website offers new functionality and features which will be of significant benefit to our customers and stakeholders and will help us to develop the on-line presentation of the Ricardo brand.'

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About Netcel

Netcel is a leading digital agency, designing and developing websites, intranets and digital solutions for companies, associations and educational organisations.

Specialising in content management systems using EPiServer, Netcel delivers flexible, future-proof solutions, within agreed budgets and timescales. The agency creates visually engaging, accessible websites that deliver ROI by providing solutions to achieve clients' business objectives.

Formed in 1995, and based in St Albans, Netcel employs a team of 20 web professionals, dedicated to delivering outstanding solutions to clients.

Netcel is accredited as a Microsoft Gold Certified Partner, EPiServer CMS Premium Partner, Nominet member and holds the Investors In People standard for investing and supporting staff development.

About Ricardo

With technical centres and offices in the UK, USA, Germany, the Czech Republic, China, Japan and Korea, Ricardo is a leading independent technology provider and strategic consultant to the world's transportation sector industries. Its customers include the world's major vehicle, engine and transmission manufacturers, tier 1 suppliers and leading motorsport teams.

A public company, Ricardo plc posted sales of £197.7 million in financial year 2008 and is a constituent of the FTSE techMark 100 index - a group of innovative technology companies listed on the London Stock Exchange.