The Evolution of the CMS

Client Profile

Mott MacDonald are a global management consultancy organisation, operating in 60 countries and employing 16,000+ staff.

The business undertakes major infrastructure construction projects for power, transport, water, stadia, cultural buildings, hospital and education.

About the Project

Mott MacDonald were operating 76 websites and looking to not only replace these sites, but to bring them under the management of a single-point of access CMS solution.

Having spent 12 months in research of existing CMS packages, Mott Macdonald concluded that none of these solutions met their requirements.

iCentric Agency were invited to tender and were successful, ahead of lower bids, due to having demonstrated a better understanding of the project and greater levels of technical expertise with a proven track record.

"iCentric Agency's technical understanding and translation of our requirements, together with their commitment and professionalism, has been everything we wanted and needed from an external development team. We now see them as an extension to own In-House team"

– John Rothwell, Mott Macdonald

For more information please call 01234 292 200 or email us@icentric.co.uk

What We Did

• Project Management
• CMS Design
• CMS Development
• Website Development (Multiple)
• SEO

Visit the Website

www.mottmac.com

Return on Investment ROI

Increase in Site Traffic	**100%**
Increase in User Engagement	**200%**
Increase in Google Organic Listings	**500%**

CMS Key Features

CMS / Website Builder / Multi-site capability / Multi-lingual / Unlimited users / Right to Left capability / Multi-platform (mobile / tablet / PC) / Granular user levels / Permissions / Complex related content tagging with automated displaying and manual override / Customizable user interface / Contextual help with help text editor / Responsive template In-Page editing / Fully featured editing suite / Slideshow builder, Video, Image editor, spell checker, accordion builder etc / Form builder with data export / Comprehensive digital asset management system / Notification and alert system / Page audit trail with version comparison and version restore / Scheduling for all activation / deactivation events / Javascript editor / Redirect Editor / Meta tag editor / Ecommerce facility / Integrated analytics / Integrated Careers and Recruitment through IBM talent gateway / Integrated Email Campaign Management / Integrated Social Media Management.

iCENTRIC Digital Agency