

Case Study Diabetes Australia

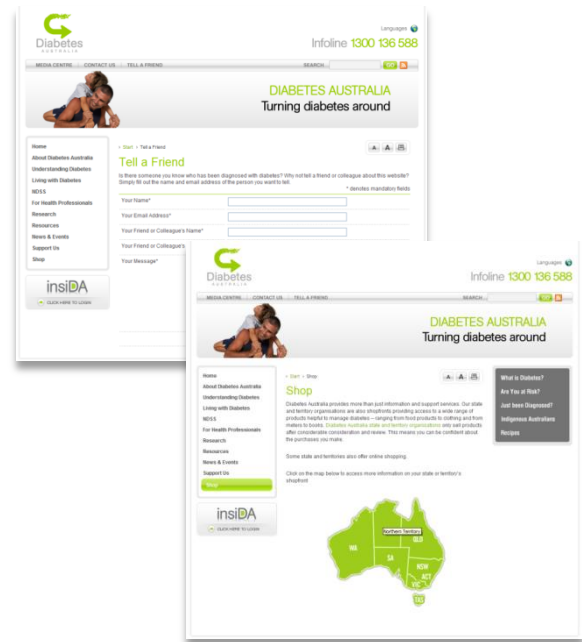


Industry

Not for Profit • Charity

ARES Services

Web Development • Content Management Systems • eCommerce



Challenge

Diabetes Australia is the Canberra based peak not-for-profit organisation coordinating the fight against diabetes. Their Australia wide focus on education and research had recently been overhauled under a new brand and communication strategy overseen by their advertising agency.

The new website would need to comply with the strictest useability standards, feature a flexible content publishing environment and enable Diabetes Australia to confidently advertise their website as the primary source of diabetes information.

Functionality such as online donations and image galleries would need to be supported across multiple domains. Dedicated hosting would need to support a fast loading website to be accessed via dial-up modems through to corporate web systems.

Multiple content publishers would be compiling and updating a website which Diabetes Australia viewed as being at the forefront of their primary assault on this debilitating and sometimes fatal affliction.

ARES' Solution

The EPiServer content management system was selected as the primary website platform. EPiServer supported all of the stipulated content publishing needs out-of-the-box. Furthermore it was designed to support rapid custom development to ensure specific functionality could be more easily tailored.

ARES worked with the incumbent advertising agency to develop a website that would appeal to a diverse visitor base. Subtle use of Flash animation, contemporary design, intuitive navigation and clean layout are all notable characteristics of the Diabetes Australia new website.

Through a support agreement ARES continues to update and revise the website to accommodate emerging Diabetes Australia initiatives. Due to the increasing prevalence of diabetes the website will play a critical role in making Australia a healthier place to live into the future.

For further information about our services or to arrange a meeting to discuss your online needs, call ARES on 1300 762 912 or visit us at www.ares.com.au

