

# Case study Arrow ECS

## CLIENT

Arrow ECS is an information technology distributor specialising in providing end-to-end IT infrastructure solutions including data storage, servers, enterprise software, network security, unified communications and virtualisation.

## TASK

At the end of 2010, Oculus Digital rebuilt the corporate Arrow ECS website into our favoured CMS platform, Kentico. We then suggested going a step further and highlighted the benefits of a mobile-ready (or mobile-optimised) version. This resulted in a further commission to design and build this innovative solution to enhance brand presence.

## ACTION

The solution was based on the same CMS platform as the corporate website, but containing a subset of edited content that is pulled automatically from the database and presented in style sheets optimised for mobile devices.

We carefully considered the desktop website design, in order to create a mobile-ready solution sympathetic to the Arrow ECS brand. We were mindful of graphics and image sizes, in order to optimise download speeds, and we tested page viewing across

multiple devices. For example, there are several BlackBerry devices, many with different browser versions, screen sizes and resolutions, so the design had to cater for all.

We also developed an interface using a third-party service that continually updates a global database with new smartphone products and upgrades as they are launched into the market. This ensures the Arrow ECS mobile-ready website is always available to 99.9% of smartphones.

## RESULT

Smartphone users still go to [www.arrowecs.co.uk](http://www.arrowecs.co.uk), but our code detects the device and seamlessly reroutes the user.

Now, users can search easily and quickly for products, services, news or events in a mobile-ready format. Every page is easily navigable and it is an elevator pitch in its own right.

All activity on the website is recorded into analytics software – in the first month alone, over 30 types of smartphone accessed and viewed content. We are now working closely with Arrow ECS to ensure the mobile-ready website is consistently enhanced and updated.

## FIND OUT MORE

If you'd like to find out what we can do for you, call us on **0118 958 9815** or visit our website at [www.oculus.co.uk](http://www.oculus.co.uk)





*“Arrow ECS understands how important social media and digital marketing is changing the way organisations communicate, build business connections, share information and collaborate on projects. The mobile-ready website is a key part of our marketing strategy and Oculus is our trusted design agency that was able to provide an easy-to-use web platform that looks fantastic.”*

Arrow ECS