



## Sitecore Case Study:



# Manchester City – Building a media-rich website with Sitecore

## Summary

Manchester City had humble ambitions to be the best football club website on the web. The site needed to be content and media rich, up to date, informative for fans and enable transactions for both ticket purchases and an e-commerce shop. Sitecore's CMS was integrated, and the result was overwhelming success.

## Challenge

MCFC is one of the UK's highest profile Premier League club. The pressure to excel in delivery was not just down to PR - the site needed to support traffic volume surges, take high volumes of transactions, and be delivered to unchanging club-wide milestones. To add to the challenge, Aqueduct needed to work with creative agency Poke to ensure their envelope-pushing designs could be implemented flawlessly. This was the biggest single development job we have undertaken, and we had only 2.5 months from initial scoping to launch.

Goals for the new site included:

1. Ensure editors are able to maintain the website in near-real time during games and key events.
2. Cope with huge bursts of traffic during transfer windows, high profile games and announcements.
3. Develop a website that allows the club to be agile with the website and continue to evolve the website quickly.
4. Deliver an award-winning website which looks great, functions great, delivers revenues for the club and is a pleasure for the club editors to work with.
5. Move away from what is considered a traditional CMS-driven website and deliver a media and content rich site that defies traditional expectations for templated websites.

Manchester City  
Site  
[www.mfc.co.uk](http://www.mfc.co.uk)



## Sitecore Case Study:



*"This was the biggest single development job we have undertaken and we had only 2 1/2 months from initial scoping to launch."*

**—Guillaume Buat-Ménard,  
technical director  
of Aqueduct**

*"We are very pleased with the look and feel of the site which makes extensive use of a number of disparate content technologies that are integrated through Sitecore CMS."*

**—Victoria Stansfield,  
digital delivery manager  
at Manchester City FC**

### Solution

Sitecore CMS was chosen for the new website platform. Its complete separation of content from presentation meant that the creative designs could be met without compromise, and the content could be surfaced throughout the site (such as Flash) and via third party systems (such as ecommerce).

Aqueduct took advantage of Sitecore's flexibility to extend it in many ways:

- Aqueduct built a real time solution module which integrates into Sitecore CMS which allows journalists to provide real time commentary and upload imagery to the site, which is in turn published in realtime via a Flash & AJAX interface.
- Aqueduct built content feed modules for feeding live game data into the site.
- Aqueduct integrated Brightcove to allow for seamless integration between their video streaming and distribution platform and Sitecore.
- Aqueduct integrated IRIS for the ticketing systems, Metagy for the shop management and logistics, and YesPay for all transactions.
- Aqueduct integrated LimeLight CDN to offload the bandwidth heavy media serving requirements for the site.

### Result

The new site looks great, feels intuitive, and the rich interface makes extensive use of AJAX. In addition, the site is media rich and it's all run from Sitecore CMS. Aqueduct delivered the entire site in about six months—in what seemed an unachievable task at the time considering the number of third parties that were relied on for integration.

Manchester City reports overwhelming success with the new site—with 90,000 unique visits on launch day, more than 1,000 orders on the shop in 24 hours—equalling in excess of £50,000, and more than 1.3m unique visits and 7m page views within the first 14 days. The site will soon be multilingual, as they are about to launch Arabic, and 2-3 other languages will be launched soon after with at least one more Unicode language set to be included.

### Technology Description

#### Solution Special Ingredients

*Brightcove* for video management

*IRIS* for ticketing systems

*Metagy* for shop management and logistics

*YesPay* for ecommerce

*LimeLight* for CMD

*Flash*

*Ajax*



Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons. Sitecore has offices and representatives in more than 50 countries around the world.

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