



Sitecore
Case Study:



Mediq – Building a new website that is accessible and user-friendly

Summary

Mediq, until April 2009 known as OPG Group, is an international retail and distribution company for pharmaceuticals and medical supplies. As professional care providers, Mediq has the end customer's needs and wishes at the heart of everything they do. To better serve their customers, Mediq worked with eFocus to build an accessible and user-friendly website.

Challenge

The OPG Group recently changed its name to Mediq, which entailed a major rebranding need on the website. Therefore a lot of features in the site needed to be redesigned, like a new logo, another menu and the change of colors that fit in the new house style.

The goal for the new website is to meet the high standards that have been set with the old ones. With the new site the only conclusion is that the Mediq website looks better, feels better and is highly has improved usability.

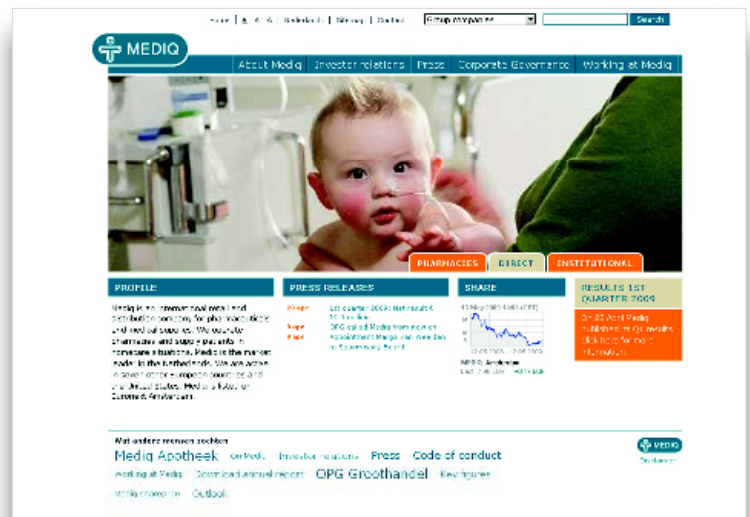
Solution

Mediq chose to work with eFocus, a Dutch Sitecore partner and full service web agency with over 80 employees, based in Utrecht and Amsterdam. They implemented Sitecore on the site to improve the site's navigation, functionality, and timeliness of information. A major priority with the new site was to provide Mediq's customers with the information they need in an appealing and easy to use way.

eFocus revamped Mediq's web site to make it more user-friendly with features such as improved search

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Mediq
Site
www.mediq.com





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**— Mathijs Huisman,
Project Manager,
eFocus**

and crumb navigation. eFocus also used visuals and special functionalities such as contact and several forms. Some functionalities were built specifically for Mediq. For example: Mediq can move the header visual on certain pages up and down in the header box.

According to Mathijs Huisman, project Manager at eFocus, “The challenge was to fit all these changes in the minimal of time. Without Sitecore it would not have been as easy and efficient to adjust the website as it has been now.”

Result

The new Mediq website has a compelling design that emits a feeling of calm and trust. As a result of using Sitecore, Mediq is now able to communicate with site visitors including investors, analysts and the labor market.

Says Huisman, “With Sitecore, Mediq’s website offers high quality, updated information—which allows us to present a professional and organized image, while meeting the needs of our customers. Because of the flexibility of the CMS, the rebranding of the whole website wasn’t that complicated—and in fact, was a huge success.”

A few months ago the new site won a distinguished encouragement award in Holland for best financial website. The awards judges called the website “very accessible and user-friendly.”

Technology Description

eFocus used the Sitecore Content Management System, because this CMS is fully built in line with the web standards of the World Wide Web Consortium (W3C). Sitecore also supports all the programming languages like XML, XSLT and SOAP, which are identified by World Wide Web Consortium. This is a big advantage in terms of search engine friendliness.



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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