

Case Study

FastIraq Telecommunications

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Industry

Telecommunications

Partner

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Background

FastIraq Telecommunications is a premiere local and international access and solutions provider in Baghdad, Iraq. FastIraq provides telecommunications services to enterprise, government, and retail customers.

FastIraq decided to upgrade their site to the latest version of Kentico and refresh the user interface (UI) of the website, in order to get the most out of their online presence and communicate information in real time to the website visitors. FastIraq's previous website was outdated and lacked a cohesive sales and marketing message. In addition, the website had specific functionality and security requirements that needed to be integrated with third party applications to improve workflow and efficiency.

Goals

FastIraq wanted a fully functional website characterized by a clean and simple design. They wanted the content presented in a simple, logical manner so that web visitors could find the information they needed without having to access more than two layers of content. FastIraq was using several third-party web applications to manage their support tickets and customer acquisition process and needed these apps to work seamlessly with Kentico CMS and Amazon Web Services (AWS). Finally, FastIraq was using an unstable and unreliable web hosting provider and requested to be moved to the AWS cloud. As an Amazon Web Services (AWS) Cloud Partner, CI was able to migrate the FastIraq website to the Amazon cloud, providing redundancy, scalability, an uptime guarantee, and many other benefits of cloud hosting.



The screenshot shows the FastIraq Telecommunications website homepage. At the top is the FastIraq logo, which features a stylized orange and blue map of Iraq. Below the logo is a navigation menu with links for Home, About, Network, HSSE, Residential, Business, News, Contact, and Careers. A tagline reads: "Global to Local connectivity backed by our Commitment to Excellence. Dedicated to making Iraq a better place to live & work, our customer first approach makes us the most respected business partner in Iraq." Below this is the heading "We are FastIraq Telecommunications" and a search bar. The main content area features a large image of several light bulbs, with one glowing brightly. Overlaid on the image is the text: "FastIraq Leadership", "Customer 1st Approach.", "Diversity is our Strength.", and "Committed to the Iraqi People." At the bottom of the page, a news banner reads: "NEWS | 11/2/2014 | FastIraq Launches Basra Regional Network".

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„Let’s launch it! Great effort by your team the past four weeks.”

Richard Fredricks
Senior Vice President
FastIraq Telecommunications

The main goals of the project included:

- Delivering the new site on a short deadline. The customer was planning to attend a conference, and the new site had to be in production before the conference.
- Designing a new look and feel for the website. This included layout, navigation, fonts, and a color scheme.
- Building the site to be mobile responsive, using the Bootstrap framework.
- Utilizing the latest version of Kentico to build the site.
- Ensuring the site met 508 accessibility compliance.
- Hosting the secure production site for the customer.
- Providing support for future content changes and updates to the website.

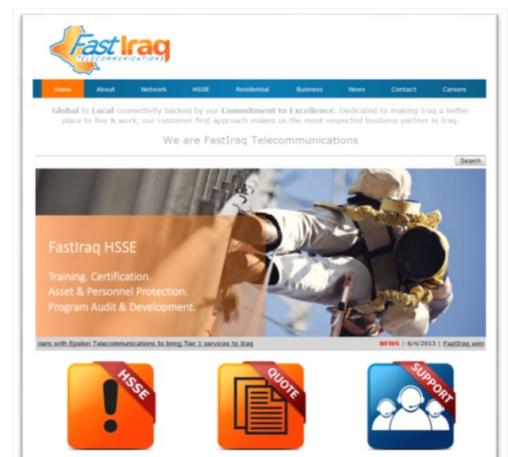
Challenges

During this project, CI encountered two main challenges. These challenges included upgrading the current site from version 6 to version 8.2, and developing the site to be mobile responsive. The jump from Kentico version 6 to 8.2 presented several challenges to our team, because we had to ensure that all of the functionality of the site was preserved between during each version upgrade. By following Kentico’s documentation, and some troubleshooting by CI’s team, CI were able to upgrade Fast Iraq to version 8.2 with very few errors. The second major challenge they faced was developing the site to be mobile responsive on the Bootstrap framework. This project was the first of many others that was built to be mobile responsive, and their team was still new to the Bootstrap framework, as well as building a site from a mobile first perspective. By embracing the mobile first design philosophy, along with a strong focus on quality, CI was able to build the FastIraq site to be fully responsive.

Solutions

Disconnected Web Applications:

Before upgrading their site, FastIraq had to manually transfer leads that came in through their website to a third-party CRM system. To solve this issue, CI created a form that automatically synchronizes lead capture details with their CRM system, saving them time and greatly improving the lead acquisition process. Similarly, FastIraq was using a third-party applicant tracking system with no visibility on their website. CI connected their Kentico website with their applicant tracking system, resulting in increased efficiencies.



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Global Hosting Environment: FastIraq's hosting environment was not scalable, and they needed a simple way to access servers, storage, databases, and other services without having to invest heavily in data centers and equipment. As an Amazon Web Services (AWS) Cloud Partner, CI set up the cloud hosting environment and provisioned the server to allow them to scale up and down as needed, resulting in a dramatic increase in agility for the organization. In addition, since FastIraq does business across the Middle East, they were able to take advantage of redundancy across multiple regions providing lower latency and a better experience for customers at minimal cost.

Cultural Preferences: Websites from different countries can differ largely in their choices for color, pictures, navigation, and site structure. CI worked closely with FastIraq's stakeholders to develop a site that was in line with the cultural preferences of the region.

Aggressive Timeline: FastIraq had an aggressive timeline fueled by an upcoming telecommunications conference in Dubai, United Arab Emirates. The CI team worked overtime and was able to deliver the site on time and within budget.

Request A Quote

First name:

Last name:

Email:

Phone Number:

Service Requested:

Details:



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Results

After a full business process analysis and detailed requirements assessment, CI embarked on a desktop design overhaul and the development and integration of a simplified, streamlined solution to enhance the user experience. The Kentico CMS platform allowed CI to operate in an agile and rapid development environment. This allowed Fastraq to benefit, as the project evolved and was adjusted to reflect new or additional system requirements.

Now, within Kentico 8, disparate systems work seamlessly with Kentico CMS, greatly enhancing the productivity of the Fastraq staff and resulting in a dramatic increase in agility for the company.

In addition, the site is now hosted in the AWS Cloud, allowing them access to an agile and extremely flexible platform that saves them time and money.

CI found that Kentico CMS was consistently able to solve the client's needs and resulted in an on-time and on-budget delivery of the final solution.

Key criteria for using Kentico

- Enterprise level functionality and high performance
- Cost-effectiveness
- Standardized processes and best practices
- Extremely agile
- Accelerated deployment and time-to-launch
- Reduced training costs
- Reduced ongoing maintenance cost
- Versatile and flexible functionality