SWLEP Digital Platform

An integrated approach to service delivery

Who are RIKA

RIKA Digital is a **strategic business consultancy** helping brands leverage insight, technology and data to maximise customer engagement and better the customer experience. We are a team of strategists, designers and developers with a proven track record of delivery and global experience, having worked with some of the world's most respected brands in the Aviation, Financial Services, Not-for-Profit, Retail, Healthcare and FMCG sectors.

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BACKGROUND

Background

Swindon and Wiltshire LEP has an ambitious vision;

- To deliver growth and prosperity

- Transform the area into one of the best places in Britain to live and work.

- Encourage entrepreneurship.

- **Better support and engage the business community by delivering meaningful insight and advice.**

Background

To achieve this vision we need a **strategic platform** that will:

- Enable operations
- Introduce efficiencies and scale
- Bring together a number of digital touchpoints
  (the SWLEP, GrowthHub and Higher Futures websites)
- **Collect, analyse and utilise business insight**

Activities undertaken

A strong emphasis has been put on understanding the underlying objectives, target audiences and the overall strategy prior scoping the solution.

The project have been conducted in 3 phases;

Insight - **Strategy** - **Production**

- Background research on the SWLEP function and its digital estate;

- Workshops with key stakeholders

- Analysis of internal strengths/weaknesses and external opportunities/threats to inform Strategy

- Audience Studies

- An extensive review and documentation of all UK GrowthHub sites; feasibility analysis of reusing existing solutions as a technical basis for the SWLEP platform

- Research and costings for applicable technology frameworks

- Production of the SWLEP Digital Platform Scope & Requirements Document.

- Production of a high-level Information Architecture and Wireframes

FINDINGS & INSIGHT

Current baseline & the case for change

- General awareness of the SWLEP/GrowthHub and their function is low.

- Data and business intelligence is not being shared; wasteful overlap and duplication of information and services.

- SWLEP, GrowthHub & Higher Futures sites are fragmented and lack a sense of integration and 'connectedness'.

- The GrowthHub site is variously described, internally, as confusing, disconnected, simplistic, frustrating and failing to deliver value for the LEP or its intended audiences.

62%

of site visitors leave immediately

OBJECTIVES & SUCCESS CRITERIA

Strategic Objectives

✓ **Integrate business intelligence data** that currently exists in various silos; eradicate duplication and repetition of activities.

✓ **Deploy a suite of technologies** to support all digital and face-to-face service delivery; operations and marketing; supporting scale and cost-efficiency.

✓ **Implement robust communications and operational service standards** for all 3rd party delivery partners; establish effective performance reporting.

✓ **Develop a content & communications strategy** to address the lack of awareness of SWLEP's /GrowthHub function or benefit amongst business leaders.

✓ **Implement a strategy for commercial self-sustainability** for the GrowthHub.

✓ **Address capacity and skills constraints within the SWLEP team** which may limit the ability to deliver the strategic vision and priorities.

RECOMMENDATIONS
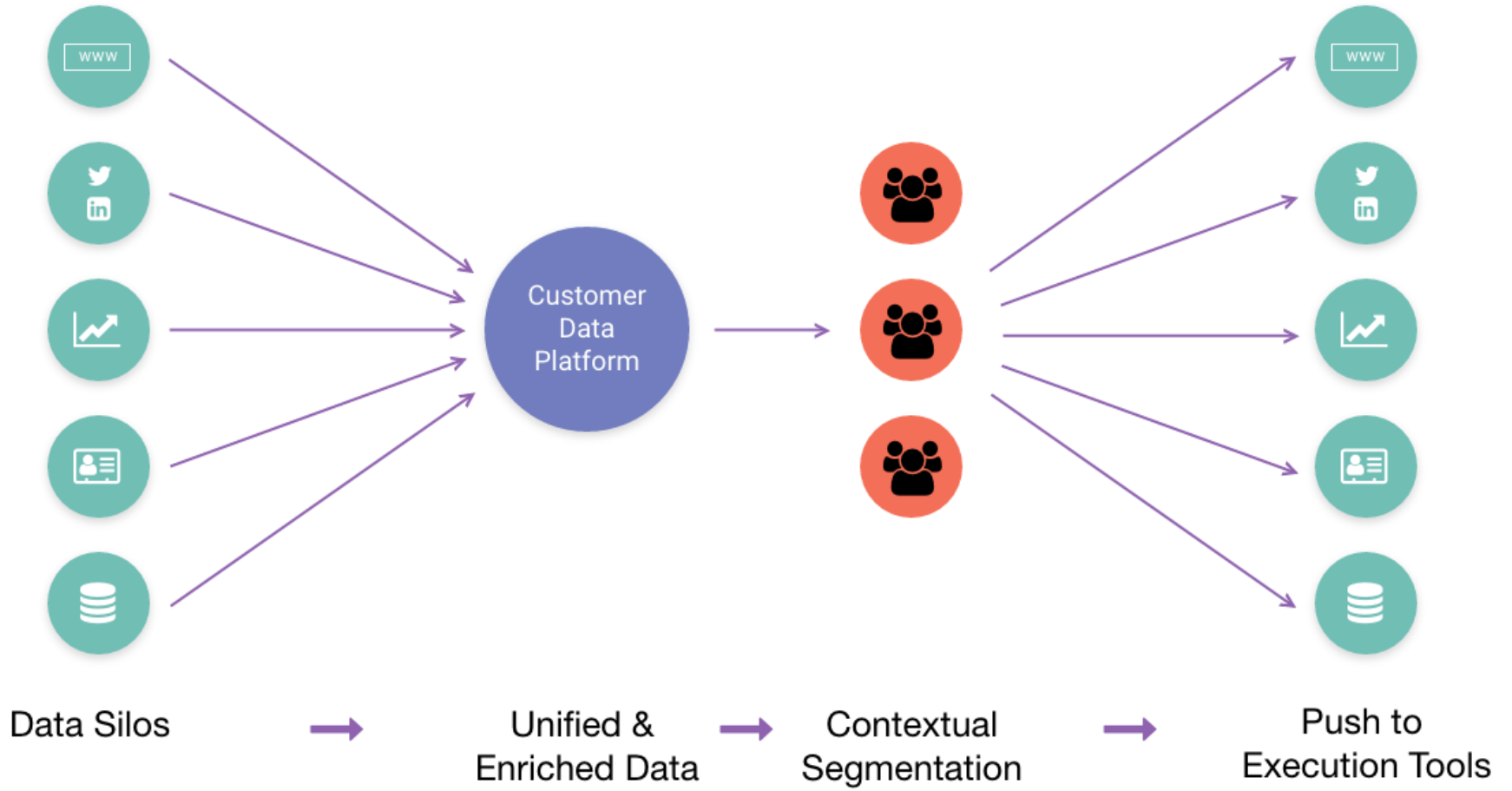
Technology selection criteria

1. Does the component's functionality & features meet the specific requirements?

2. Is the component based on an appropriate technical architecture?

3. Is the component able to be easily integrated into the overall solution?

4. Is any element of the component's architecture inherently limiting to its longevity?

5. Does the component offer flexibility such that additional functionality can be added over time?

6. Does the component offer ease of use to non-technical users?

7. Does the component offer ease of support and ongoing maintenance?

8. Are any of the technical skills needed to develop or support the component difficult to obtain, costly or niche?

9. Are all of the anticipated costs of ownership understood?

10. Has a representative total cost been obtained?

Proposed platform solution

There are three key components to the overall solution: a Customer Data Platform (CDP); Customer Relationship Management system (CRM) and Enterprise Content Management System (ECMS).

- **A Customer Data Platform** and **CRM** to capture intelligence on business behaviours, providing actionable insights and driving more meaningful business engagement.

- Completely **revised and improved GrowthHub site** that encourages engagement and delivers increased value to both the area's businesses and to the LEP and its partners.

- **A new SWLEP site** that provides an authoritative and strategic resource for businesses.

Architecture & Data-flow to support
SWLEP, GrowthHub & Higher Futures

Data Silos → Unified & Enriched Data → Contextual Segmentation → Push to Execution Tools

Customer Data Platform

Technology analysis

CMS					
Name	**Progress Sitefinity**	**Umbraco**	**Drupal**		
Edition	Marketing Edition	n/a	n/a		
Architecture	.NET	.NET	PHP		
Personalisation	Yes	No	No		
Multi-site	Needs add-on ~£6,500	Limited (shares all customisation)	Yes		
Domains	1 (additional sub/domains @£7,600)	1	Multiple		
Integrations	Dynamics/Salesforce/DEC	Add-on modules (open source + paid)	Add-on modules (open source + paid)		
License Basis	Perpetual	Open Source	Open Source		
Est. Costs	16000 (inc 20% sector discount)	Free	Free		
Notes	OM edition includes basic DEC plan providing SCV capability. Assumes no subdomains so GH and HF would be swlep.co.uk/growthhub etc	Used by WoE GH	Open source technical framework, limited core capabilty beyond web usage, extendable through community-sourced or commercial (Acquia) vendors.		
CDP					
Name	**Lytics**	**Tealium**	**Segment**	**Digital Experience Cloud**	
Edition	CDP, Personalize, and Content Affinity	TagManager+AudienceStream+DataAccess	Team	Basic	
Architecture	Cloud	Cloud	Cloud	Cloud	
Personalisation	Yes (overlays and pop-ups)	No (via integration)	No (via integration)	Yes (Sitefinity)	
Multi-site	N/A based on profiles	TBC	TBC	Yes	
Integrations	Salesforce/Mailchimp/Export-Import	Many, including Hubspot	Many, including Hubspot	Salesforce/Dynamics/Custom	
License Basis	TBC	0-2m events per month (billed annually)	Monthly (by Monthly Tracked Users)	Contacts	
Est. Costs	~£40,000 p.a.	~£12-16K p.a. + setup fees	~£200	Included with Sitefinity Marketing Edition	
Notes	Requires BI tool (e.g. Tableau) to surface data.	TBC outbound API integration costs. Requires BI tool (e.g. Tableau) to surface data.	Warehouse feature (SaaS database) does not support Azure. Requires BI tool (e.g. Tableau) to surface data.	Available API integrations with MS Dynamics	
CRM					
Name	**Hubspot**	**Hubspot**	**Salesforce**	**Hubspot (CRM only)**	**MS Dynamics CRM**
Edition	Pro	Enterprise	ServiceCloud + CommunityCloud	Free	Sales module
Architecture	Cloud	Cloud	Cloud	Cloud	Cloud
Multi-site	4 subdomains	Unlimited subdomains	TBC	N/A	N/A
Integrations	Segment/GTM/Website	Segment/GTM/Website	TBC	GTM/Website	Website
License Basis	1000 contacts - monthly fee	10,000 contacts - monthly fee	Per seat	n/a - unlimited	Per seat
Est. Costs	£560 per month + £2,100 setup fee	£1,680 per month + £3,500 setup fee	TBC	Free	86.70 per user/month
Notes	Marketing Automation + CRM	Marketing Automation + CRM	Potential to combine ServiceCloud + Community Cloud to construct a portal for self-service info and end-delivery services.	CRM only	CRM only; Additional modules available but dependand on 3rd parties

Integrated customer-centricity

Integration Platform

Improve business results and deliver the best customer experience by using a web content management system that plays nice with other best-of-breed systems for digital marketing and commerce. Build custom integrations between your websites and your backend systems of record, such as CRM and ERP.
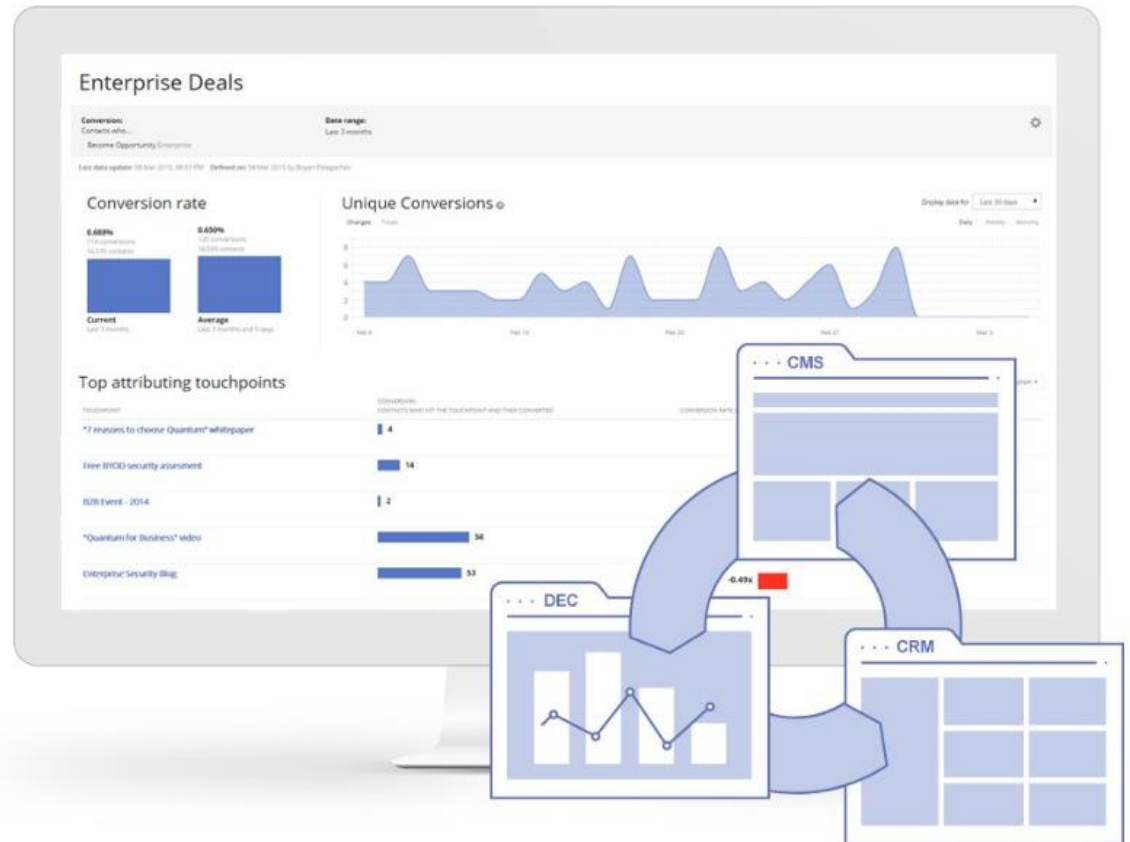
Mature, robust, flexible & user-friendly

Extensive Out-of-the-Box Features

Sitefinity provides an extensive toolset for addressing the challenges associated with managing a modern website. Solutions for mobile, email campaigns, social media, ecommerce, blogs, forums, search, and much more are instantly accessible. This allows organizations to focus on what to build instead of how to build it.
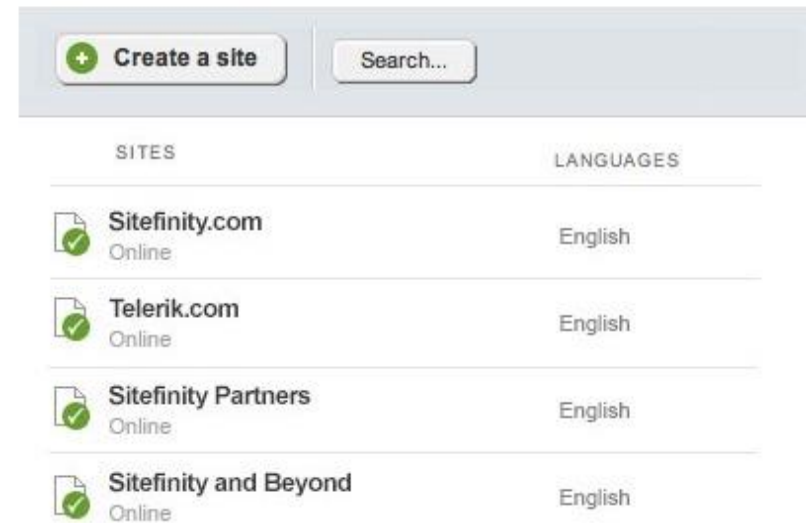
Personalize the Presentation

After you've segmented your visitors in groups you need to go through your website and set the pages to serve personalized content. If we use the business users and developers example from above, we can personalize the home page for the developers segment to talk about things related to the technology and how it can be extended while we serve business users with information related to how they can achieve their goals using this solution.
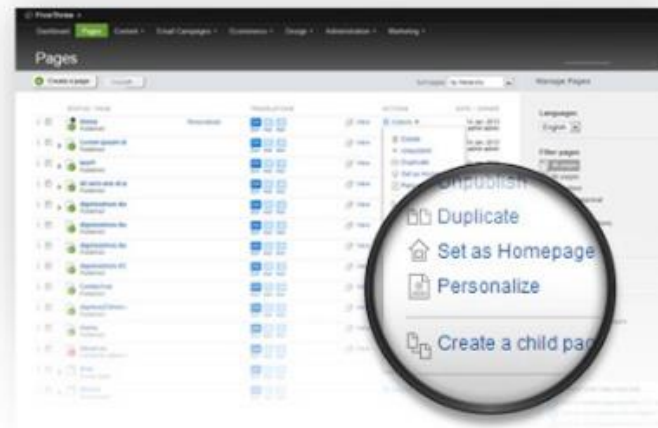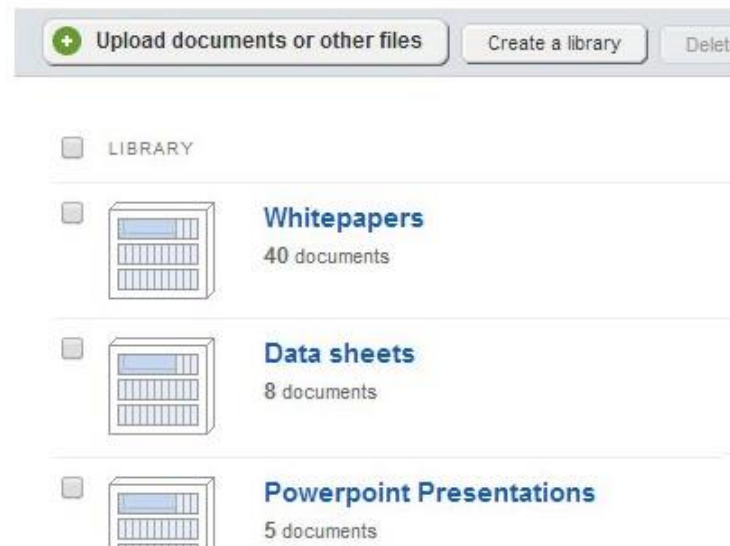
Operational Platform

Centrally Manage Multiple Sites

Sitefinity's multisite management makes it easy for organizations to manage a collection of websites and microsites through a centralized interface. Content authors can easily contribute to multiple websites, or use content from other websites. Users, roles, content, permissions, templates, images, and more can be effortlessly shared or synchronized between sites.

Create a site	Search...	
SITES		**LANGUAGES**
Sitefinity.com Online		English
Telerik.com Online		English
Sitefinity Partners Online		English
Sitefinity and Beyond Online		English

Digital Asset Management

Rich media content is now crucial for engaging customers on public-facing online experiences. Sitefinity empowers business users to store and access thousands of digital assets including images, graphics, PDFs, text files, video and audio. Sitefinity digital asset management tools support drag and drop of entire folders directly into media libraries while maintaining file hierarchy. Meta-tagging enables quick access by users. Rich editing tools enable basic manipulation to reuse digital assets and reduce re-creation costs.

Upload documents or other files	Create a library	Delete
LIBRARY		
Whitepapers 40 documents		
Data sheets 8 documents		
Powerpoint Presentations 5 documents		

19

Integrated email-marketing

Email Marketing

Increase your conversions with targeted email marketing and A/B testing. Enable your marketing team to quickly create effective emails using drag-and-drop tools, and test which messages perform the best for your target audience.

EXAMPLE SCENARIO

Henry Pullin

The rural land owner looking to diversify

ABOUT BUSINESS SUPPORT COMMUNITY ≡

Seach for information and advice

Search the GrowthHub and its community of partners for business support, advice and practical help.

| Food safety regulations | Q |

How do I get a license to sell fresh food on my premises?

Food safety inspections and the law

What are the regulations around preparing and selling food?
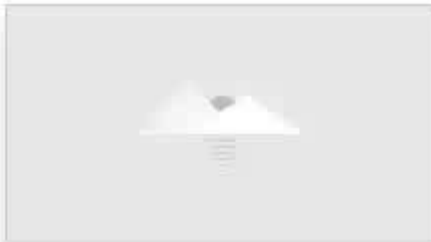
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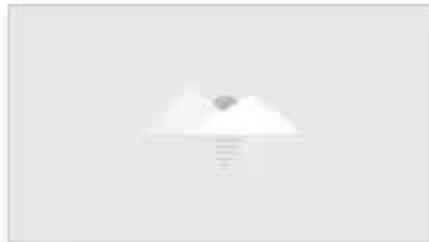
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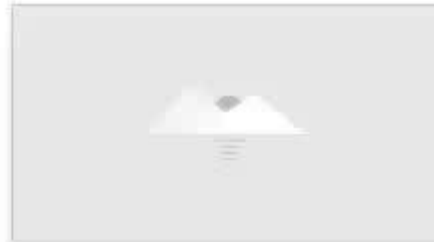
Lorem Ipsum Dolor Sit
Amet Consectetur

Segments

198 contacts have been recognised as personas in Last 3 months ▾

Business Adviser
Helpful, business-minde..

24.24%

48 contacts

Owner (rural busin...
Business savvy, not tech...

30.3%

60 contacts

The MD of HGB
Knowledgeable, busy/ti...

30.3%

60 contacts

Young Entrepreneur
Pre-startup, digital nativ...

15.15%

30 contacts

⚙

Lead scoring types
by total distribution

Customer Lifecycle
762 contacts

242	**160**	**168**	**90**	**102**
Awareness	Consideration	Registration	Retention	Recommendation...

Manage lead scoring types

SW

ABOUT   BUSINESS SUPPORT   COMMUNITY ≡

Become a member to take advantage of extra services

Membership will always be free. But you will need to co-invest to access additional services like promoting your business as featured, creating extra events, listing a job vacancy or tendering a contract opportunity.

Select membership

MEMBER	PARTNER	AMBASSADOR
Free	£150	£950
◯ Select plan	● Select plan	◯ Select plan
- Tailored business advice - Personalised resources - Company profile - Networking Opportunity	- All the benefits of the Free - Post your own content - Use your member profile as a business website with custom URL	- All the benefits of Partner - Ability to publish featured content up to 5 times week - Access to Intelligence reports
Free to anyone running a business in Swindon & Wilts.	Get a full member profile, access to all areas	Shape the future of the Swindon & Wiltshire region

Henry Pullin

Owner at HENRY'S Farm Shop & Deli

Actions ▾

⌄ About Henry Pullin

Category

Email
henry.pullin@gmail.com

Phone Number
01225 700881

Industry
Hospitality, Travel & Tourism ▾

Company Name
HENRY'S Farm Shop & Deli

First Name
Henry

FullName

Job Title
Owner

View all properties   View property history

⌄ Henry's Company   Actions ▾

☑ New note   ✉ Email   📞 Call   ✚ Log activity   ▢ Create task   🕓 Schedule

Start typing to leave a note...

A   🔗   📎

Pinned

Filter timeline (12/13) ▾

You left a note about **Henry Pullin**
February 26th at 7:31 pm   Actions ▾

Interested in joining the High-Growth Programme; Needs help with Marketing his new business; access to funding.

March 2017

Henry joined the GrowthHub as a Free Member

You changed the email for **Henry Pullin** from henry@henrysfarm.co.uk to henry.pullin@gmail.com
March 7th at 5:11 pm

February 2017

🔍   Help

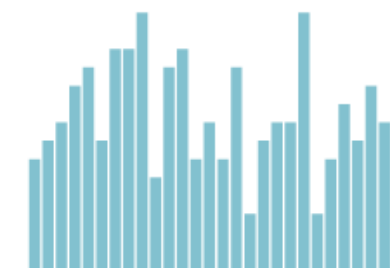This is a sample data center. Create your own data center

GrowthHub Demo
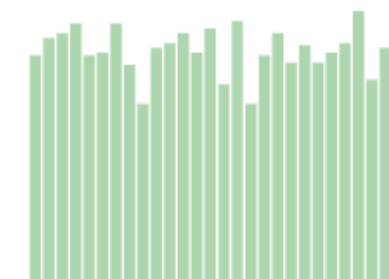
Manage dashboard

in Last 30 days
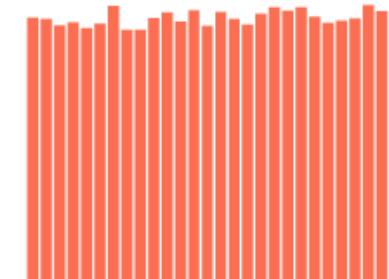
Conversions
229 +554%

Touchpoints
2,538

Interactions
16,906

New contacts
3,664 reported

Unique | By sources

Feb 5   Feb 19   Mar 5   Feb 5   Feb 19   Mar 5   Feb 5   Feb 19   Mar 5   Feb 5   Feb 19   Mar 5

■ Demo data   ■ Demo data

Become a 'Partner' e-mailer

● Live campaign (26 Feb–23 Mar)

9 days after campaign start

Engaged and then converted (?)
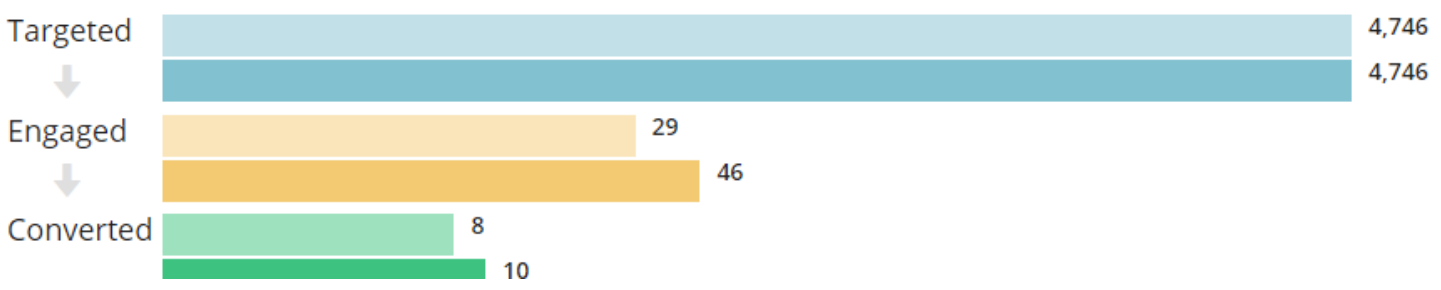**10** contacts (view known contacts)
+25%

Converted in total (?)
23 contacts (view known contacts)
-43.9%

Engaged (?)
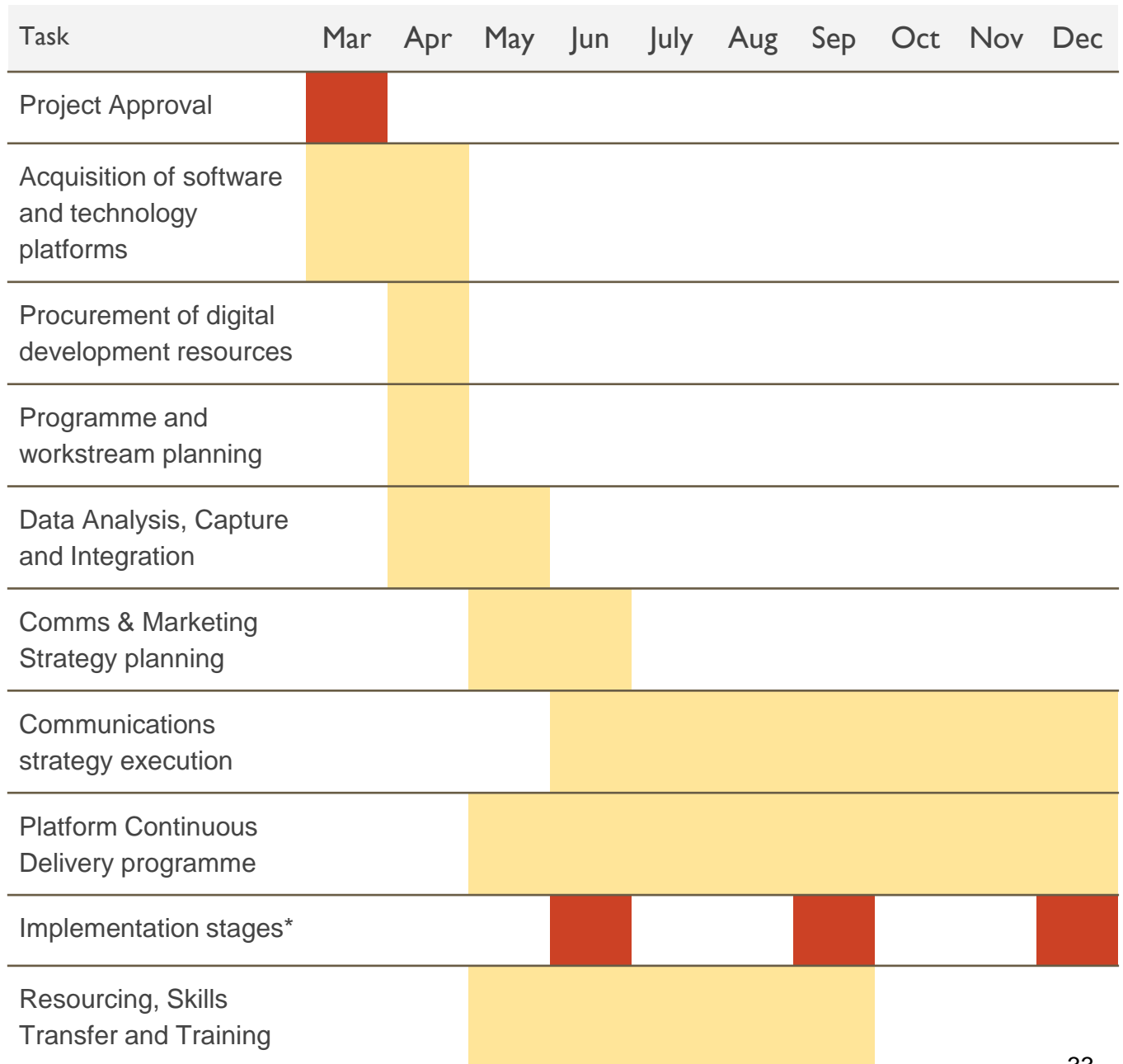**46** contacts (view known contacts)
+58.6%

Targeted (?)
4,746 contacts (view known contacts)

Campaign performance

By Stage   By Period

Targeted   4,746
↓   4,746
Engaged   29
↓   46
Converted   8
            10

Workstream & Priorities

Task	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Project Approval	■									
Acquisition of software and technology platforms		▨								
Procurement of digital development resources		▨								
Programme and workstream planning		▨								
Data Analysis, Capture and Integration		▨	▨							
Comms & Marketing Strategy planning			▨	▨						
Communications strategy execution				▨	▨	▨	▨	▨	▨	▨
Platform Continuous Delivery programme			▨	▨	▨	▨	▨	▨	▨	▨
Implementation stages*				■		■			■	
Resourcing, Skills Transfer and Training			▨	▨	▨	▨	▨			

Project Costs

Technology and supplier element	16/17 costs	17/18 costs	18/19+ costs
Enterprise Content Management System (ECMS)	£21,200	-	£6,360
Customer Data Platform (CDP)	£included	-	£included
Customer Relationship Management System (CRM)	£included	-	£included
Cognitive/Conversational Search and Retrieval	£7,800	-	£7,800
Bulk Transactional Email Service	£96	-	£96
Application Hosting	£2,400	-	£2,400
Design, Development and Implementation (effort)		See total	-
Project Management		See total	-
Contingency @ 10% of resource costs		See total	-
Training and Skills-Transfer		See total	-
PROJECT TOTALS	**£31,496**	**£65,320**	**£16,656**

Technology components   Resource components