



Website Redesign

Prepared for W3C



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EXECUTIVE SUMMARY

We are pleased to present our proposal for the rebuild of the W3C's website. We appreciate the balance of a requirement to modernise the existing designs while ensuring that the standards against which they are applied are maintained to set the example for others. We believe that our combination of skills and our team's 20+ year experience of web development make us a uniquely qualified choice for such a project.

WHO ARE ARISHI?

We're technology specialists who deliver consulting and bespoke software development across a wide range of industries, technologies and geographical locations. Always at the cutting edge, we make new technology workable and effective.

Our clients come from a wide range of backgrounds including advertising, marketing, media, e-commerce and finance. Whatever the brief, and whoever the client, we specialise in technically robust, creative and cost-effective solutions delivered on time and within budget.

THE ARISHI ADVANTAGE

Why do so many companies choose Arishi as their trusted production partner? Here are a few reasons:

- Our team span several time-zones. This allows us to react nimbly and efficiently to align with client needs.
- We're personal. We believe in going the extra mile to make people happy. That's why we have long relationships with our clients and get 70% of our referrals from them.
- We're holistic. We handle technology from the ground up. We run our own data centres with our own equipment. We give absolute peace of mind by understanding and fine tuning our solutions to ensure everything works together in harmony. The unrivalled uptime on services is proof that our systems work as a well-oiled machine.
- Established in 2002, our founders are highly experienced, senior technologists, who have worked with big brands since 1998.
- We love creative. Our founding principle is that technology exists to facilitate creative, and not to interfere with it. We always find a way to make the technology support the creative vision and never the other way around.
- We understand business process. For us, technology has to strike a balance with creative and business requirements. Understanding how the business needs to use the technology we deliver is essential to its success.



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WHAT DO OUR CLIENTS SAY?

We don't believe that our work ends when we deliver a solution. We take great pride in maintaining client relationships that last many years. In fact, we've had some clients for over fourteen years. Don't take our word for it. Here are a selection of testimonials:

“Arishi have been an essential and valued partner in helping us to navigate and deliver on the technology needed to bring a huge transformation to ustwo. They have been with us every step of the way, working closely with our internal teams with a real hands on approach to getting the job done.”

John "Sinx" Sinclair, Co-Founder, ustwo

“As a start-up business with a complex array of technology choices, Arishi was invaluable to us in providing clear, practical and implementable advice on our technology roadmap and next steps”

Matthew Harker, Co-Founder, MyPocketSkill, UK

“You guys are lovely and patient. And heroes in time of trouble”

Jackie Hunsicker, Director, Reading Glass Project, USA

“I would like to say a big thank you for the time and energy you put into our company, your quick responses and your willingness to help. It shows fantastic customer service and a professionalism that is lacking in so many companies today”

Clare Attenborough, Marketing Manager, Martin Aircraft Company, New Zealand

“Amazing! You guys rock :o)”

Michelle Davies, General Manager, WeClickMedia, UK



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CLIENTS

We think that a good measure of our capabilities is the list of clients who trust us to deliver their technology. We have worked with companies large and small, and they are all important to us. To date, we have worked with over seventy companies and in a variety of places around the world including Europe, North America, Africa, the Middle East and Australasia. A small number of our clients is shown below:

Verizon	Inmarsat Aviation	Hallmark	Nomura
Martin Aircraft	Virgin	American Express	Paramount
Ogilvy	UsTwo	Hugo Boss	Intel
EY	US Cotton Council	Investec	Revlon

WHAT WE WILL DO FOR YOU

Design

Our designers have worked on projects for governments and multinational organisations, catering for multilingual content and layouts (including Arabic and Chinese) and accessibility levels (including Section 508). We have even developed sites for software testing companies who specialise in this area and wanted to ensure that their own site exceeded such standards.

Our UX and design teams work hand in hand to ensure that designs are practical, accessible and attractive. We conduct user testing in London with people with ranging abilities and accessibility requirements.

Designs are conceived with a number of screen sizes in mind to ensure that no profile is seen as second best. We mostly implement designs responsively but in cases where this is not efficient, we evaluate the best approach to fit.

SEO

There is often close alignment between accessibility and SEO and our sites are engineered to ensure that both are catered for. Content is delivered specifically to ensure natural search is facilitated and our suggested choice of Content Management System provides all the appropriate tools to ensure that this content can be maintained easily post launch.

Development

Our developers are highly experienced code craftsmen whose capabilities go far beyond pure web development. We have built AI-based technologies including sentiment analysis and Natural Language Processing, the first Augmented Reality solutions in the UK and in many different platforms and languages. Our founders built some of the first content management technologies in pure C at the very dawn of the web and that experience has been the cornerstone of our development capabilities.



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Depending on the nature of the existing website, we can build scripts to ingest the raw content from the pages and process them as necessary. This will be combined with a complete audit of the content and associated strategy for new content.

Testing

Our testers are some of the most experienced people in the industry. They have worked with a variety of accessibility levels for corporate and government clients and have built comprehensive suites of tests combining the best of both manual and automated testing. Our automated testing processes are tied in to our build processes to ensure that both back end and front end code meet requisite coding standards and functionality requirements before deployment. This is combined with a comprehensive suite of mobile devices against which we test the systems we build to identify and resolve any device or format-specific issues rapidly.

Consulting

Because we are an end to end technology company who focus on everything from the "metal" right up to the creative, we have in-house expertise who would be happy to work alongside any internal teams to help provide the best possible outcome.

Our recommended choice of Content Management System is Magnolia (www.magnolia-cms.com). This is an Open Source, enterprise-grade, Java-based system which has proven to be extremely robust and extensible from a development and deployment point of view while balancing ease of use for end users. There are both free and commercial versions of the product and we have successfully delivered on both. Magnolia interviewed our co-founder following a successful project for a large UK telecoms company:

<https://video.magnolia-cms.com/magnolia-arishi-implemented-a>

Post launch, we would either provide documentation and/or training to ensure that W3C staff can maintain the high levels of content quality and throughput and can provide our own staff to augment areas where there may be a requirement for more specialised tasks.



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ESTIMATED COSTS

REMOVED FROM THIS VERSION

Document Ends

