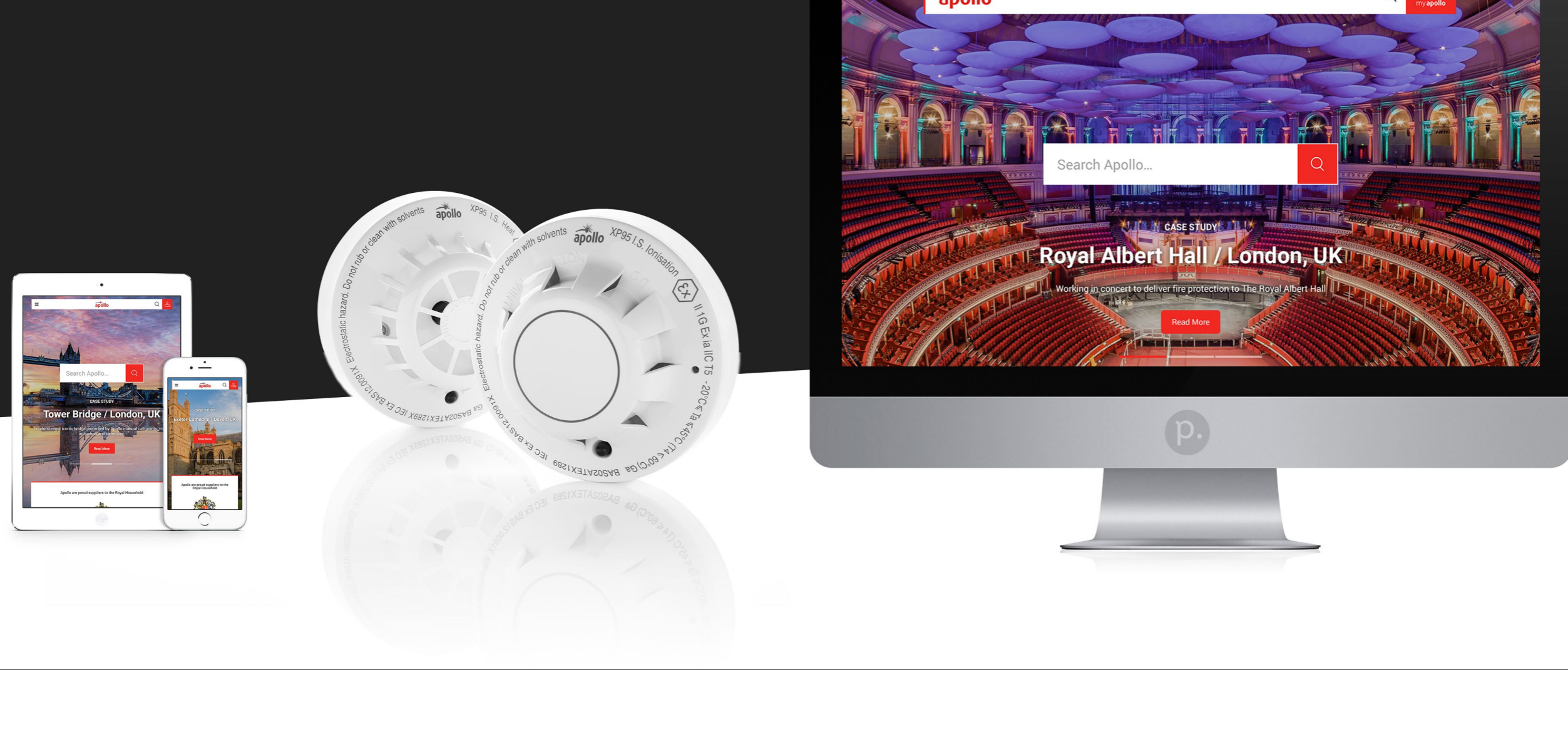


DIGITAL MARKETING TRANSFORMATION AT APOLLO FIRE DETECTORS



The company

Apollo Fire Detectors is one of the world's leading manufacturers of fire detection solutions for commercial and industrial applications. Their products are designed to save lives and protect property from the risk of fire.

Based near Portsmouth, on the south coast of the UK since 1980, Apollo has built a worldwide reputation for innovation, quality and reliability. In early 2009 Apollo was awarded the Royal Warrant by Her Majesty the Queen in recognition of its official supplier status to the Royal Household. Apollo is no stranger to Royal approvals, having been the first company of its kind to hold three consecutive Queen's Awards for Export Achievement.

With offices in America, China, Germany, India, UAE and a network of partners and distributors on all five continents, Apollo delivers tailored, local solutions for its fire detection partners wherever they are in the world.



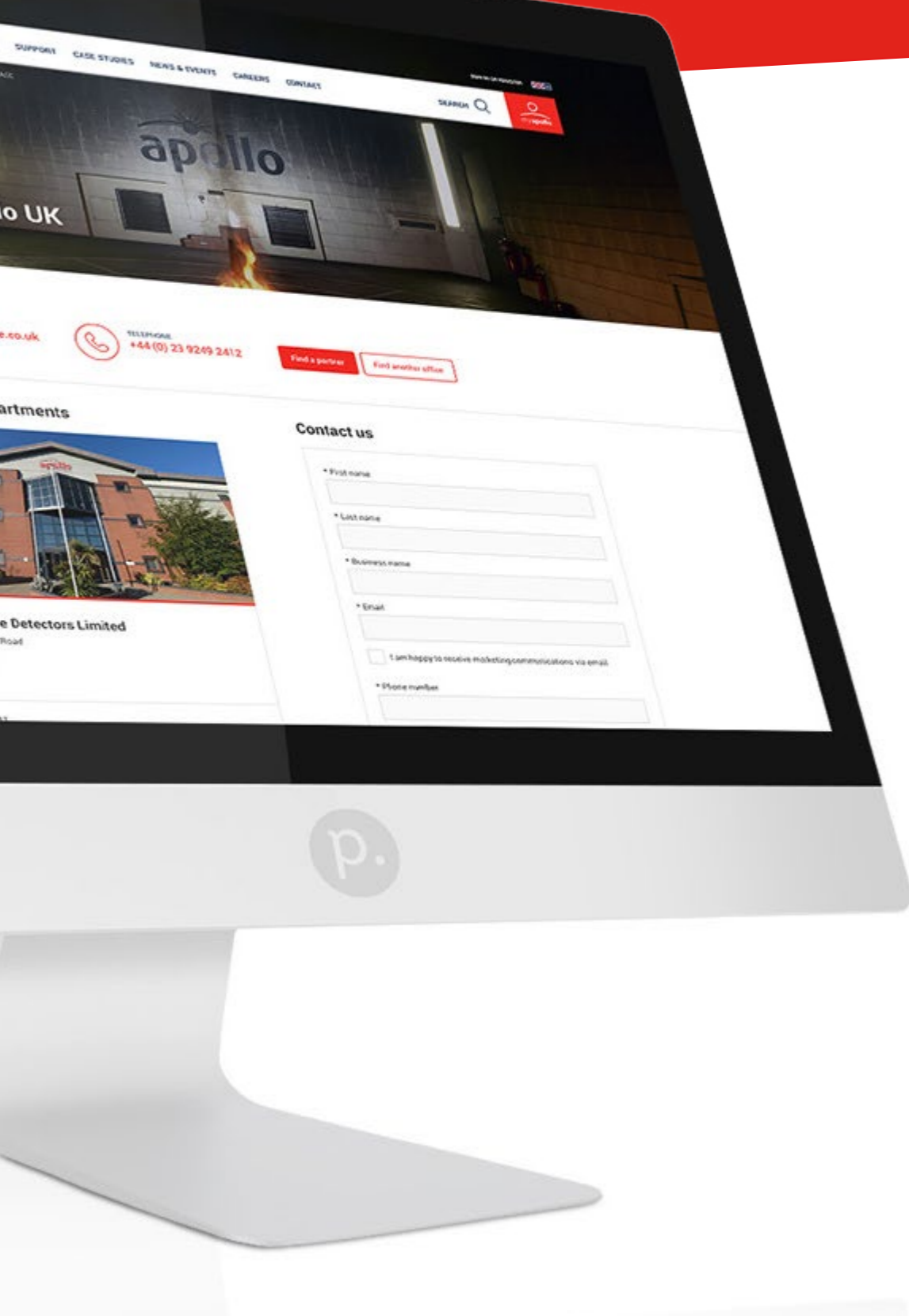
The business challenge

In a fiercely competitive market, the Apollo marketing team needed a reliable digital platform to engage better with their global base of partners, specifiers, installers and distributors.

They embarked on a digital transformation to include a new website, a new mobile app and a new master data management (MDM) system to streamline their product profile information which historically sat in spreadsheet silos. Whatever the platform, it needed to be securely hosted at scale to handle their global presence.

Apollo had already chosen the new MDM system to serve internal audiences from product design to installation and marketing. This gave a consistent view of all the product information and digital assets such as product images, literature, drawings, video, audio and artwork files. This now needed integrating to the website.

The website itself needed in-built marketing automation and a more modern design to engage better with their target audiences, improve the user journey and provide reliable on-site searching – a critical aspect for any product oriented business with an online presence.

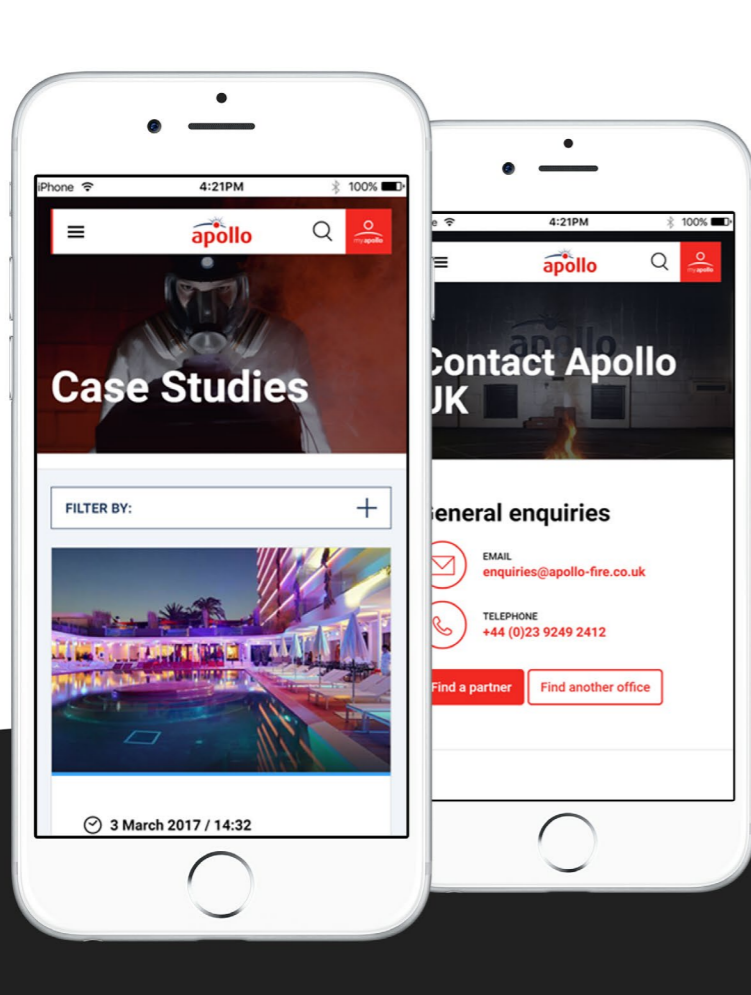


The solution

Profound worked with Apollo on a number of levels to deliver the website, the creative design, the system integration, the mobile app for installers, and the technology platform. After careful review of the market, Apollo chose the Gartner-rated .NET-based Content Management System from Kentico as their website platform. This provided both marketing-friendly ease of use for content editors, and powerful marketing automation and personalisation facilities. The website is hosted on the Microsoft Azure cloud platform, harnessing the Web Apps, Web Jobs, API Apps and CDN components.

In addition to integrating the product data from SyncForce into the Kentico CMS, profound provided all the user experience design to improve the user journey on the website. For the important search capability Microsoft Azure Search was delivered. This removes the complexity of setting up and managing a search index and helps marketers avoid dealing with index corruption, service availability, scaling, and service updates. This was very important as specifiers or installers searching the website for products expect a high degree of relevance, suggestions, near-instantaneous responses, multiple languages, and faceting – all of which are standard with Azure Search.

Profound was also engaged to build the mobile app that Apollo provide to their installers. This was delivered using profound's own mobile APP CMS, and was customised to enable point-of-installation content and advice for the global base of installers. It also provides the Apollo marketing team with an easy way to publish and update content to multiple mobile platforms (iOS / Android) from a single, easy to manage admin console – without involvement from IT support. The mobile App CMS is hosted on Microsoft Azure harnessing the Mobile Apps component.



The result

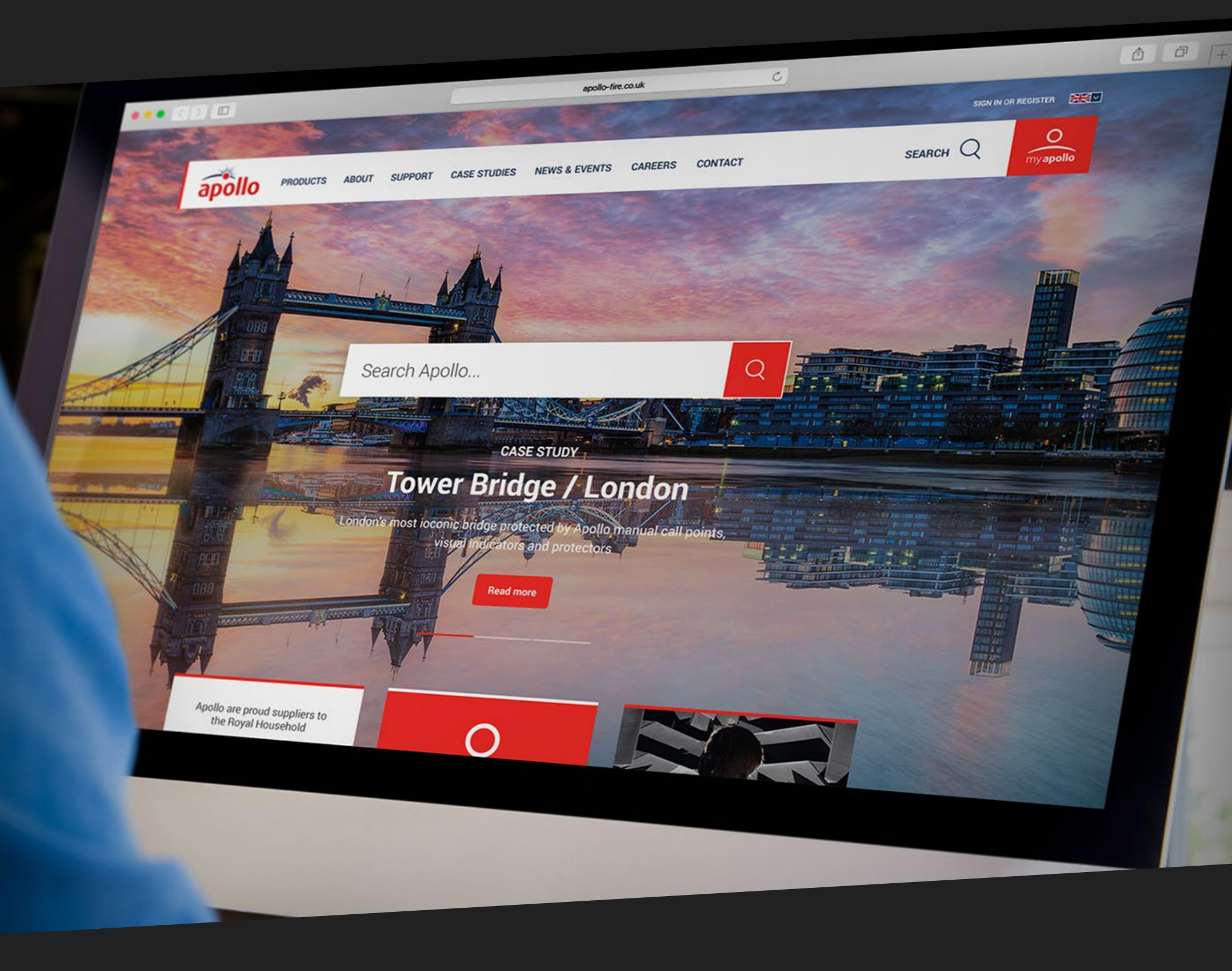
Apollo has been delighted with the digital transformation they have initiated. Julie Carter, Head of Marketing Communications at Apollo comments:

“This has been a great journey for us so far. We selected profound as our digital partner and they have been exactly that; a real partner. They have delivered a fantastic new website, integrated the MDM system, provided a really easy to use web CMS with Kentico and a great mobile APP CMS too. Profound also paid great attention in their design to the personas and user journeys we target – their insight and leadership in those early workshops was an important step in the early elaboration process. Since we target, specifiers, engineers as well as installers, it was vital to get the balance right between attractive design, showcasing iconic projects and enabling product search. The website and the integrated

product data along with the mobile APP CMS has delivered significant time savings internally – and therefore a lot of cost saving. We also feel very secure in the knowledge that Microsoft Azure underpins all this digital landscape.

In many ways our digital transformation has just begun and this new integrated platform with advanced personalisation and marketing automation provides the marketing team with an incredibly powerful toolkit to better engage with customers and grow the business

Beyond the successful website delivery, profound are now helping us with our creative design and branding which has already yielded some fantastic feedback from all the audiences we serve.”



Looking for a digital solution? click or tap to...

call us on 01962 600 060

email hello@profound.works