

: CASE STUDY – WEBSITE CREATION WITH BACK OFFICE, E-COMMERCE AND CMS

www.gpnamur.com

About GP Namur »

All top-ranking MX riders in history have once competed on the Citadel of Namur. Since 2003 the most spectacular Grand Prix of Belgium is back on the calendar. A world-class sports event in the country that has produced great riders obviously needs an outstanding organization. This organization is led by Carfin N.V., owned by former 5 time world champion motocross Eric Geboers.

The project »

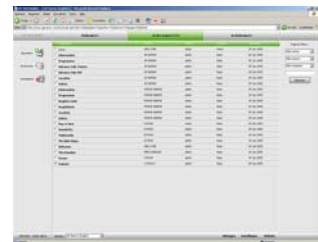
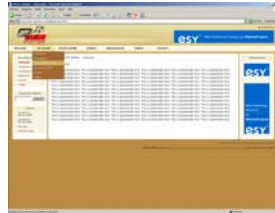
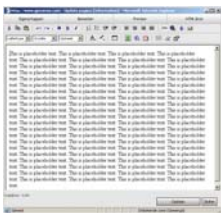
Carfin N.V., represented by Mr. Eric Geboers, contacted Aerts Webservice to create a website that could be used for multiple years. The event takes place once a year and attracts thousands of visitors during a short period before the race. Next to the informative website, a complete backoffice system with an e-commerce ticketing system needed to be developed. The static website needed to be in 3 languages and easy to maintain by Carfin N.V. staff who had little or no html knowledge. A CMS (content management system) was mandatory to accomplish this.

Front-end »

The design was kept basic and simple especially to successfully build in the CMS and to allow easy future template and style updates. Due to the international character of the event, the site was built in 3 languages.

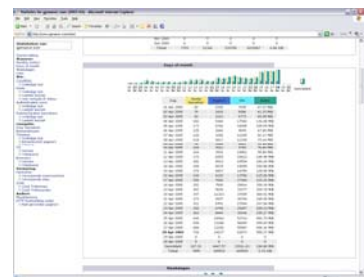


Content Management System, the organization of the Grand Prix Namur maintained the front-end of the website themselves. Due to the size and complexity of various applications used in the website, the CMS application of Esy.be was used. With the CMS, dedicated staff could log on to the website and perform edits in body text and navigation menus. All of this is accomplished thru an easy to use and understand graphical web interface which has similarities with a normal word processor.



Results »

- For approximately 30.000 Euro on pre-sale e-tickets sold in 4 weeks (between 18 March 05 and 29 April 05)
- 7500 unique website visitors during April
- Dramatic cost savings on the print of secured entrance tickets, website updates, hotline telephone numbers, secretariat staff
- A reusable website and backoffice for each year cutting down operational costs



About Aerts Webservice »

Aerts Webservice is a leading Belgian web agency offering various multimedia, communication and technology solutions for medium sized companies (1-50 employees). Aerts Webservice offers it's online service thru www.xforce.be, their online brand name. They are specialized in Web design, Web applications, e-Commerce solutions and Information Technology. For development they specialize in open source web standards such as PHP and MySQL databases. Aerts Webservice is member of Feweb and Pi-Group, the 2 leading Belgian organizations for web developers and hosting providers.