



CASE STUDY

Arekibo - Ireland's leading digital agency saves 75% development time with Kendo UI



When FTSE 100-listed CRH plc commissioned Arekibo to deliver a stand-out investor relations website, the big challenge was always going to be bringing the financial data to life. After evaluating a range of technologies, Arekibo chose the Kendo UI framework by Telerik to deliver a compelling interactive web experience using HTML5 and JavaScript – while making a 75% saving on development time.

OVERVIEW

COUNTRY

Ireland

INDUSTRY

Construction

CUSTOMER PROFILE

CRH is a major international manufacturer and distributor of construction materials. Headquartered in Dublin, Ireland, the FTSE 100 company employs more than 75,000 people and reported revenues of €18 billion in 2011.

TELERIK PARTNER PROFILE

Arekibo are Ireland's leading full service digital agency. Their clients include Microsoft, Fyffes plc, AOL, KPMG, Ernst & Young and Waterford Crystal.

BUSINESS SITUATION

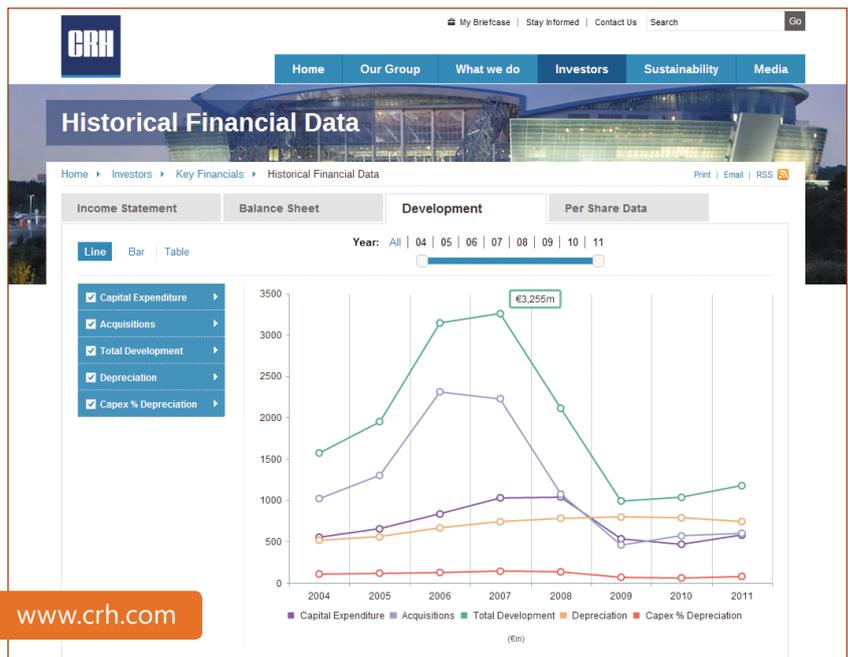
CRH required a modern investor relations website which would stand out from the crowd, but simultaneously needed to make available historical financial data spanning multiple years.

SOLUTION

Arekibo leveraged the Kendo UI HTML5 framework by Telerik to develop an engaging interactive presentation of the financial data.

BENEFITS

- Arekibo saved 75% on development time for data presentation by using Kendo UI
- Kendo UI HTML5 controls enable the CRH site to deliver a consistent interactive experience seamlessly across devices, browsers and platforms.



Kendo UI enabled us to deliver a far richer user experience than our client expected, all within the original budget cost and timeline."

Richard Ormond,
Head of Operations, Arekibo

THE KENDO UI DIFFERENCE: HOW THE TECHNOLOGY DELIVERS

Kendo UI DataViz leverages SVG and VML technologies to render vector graphics directly in the browser. Charts scale crisply to any display area, big or small, and data can be shown and hidden on the fly without making extra calls to the server. The combination of rendering technologies means Kendo UI automatically covers all major browsers and devices, and the use of SVG instead of HTML5's canvas enables hardware acceleration on mobile devices. Even users of older versions of Internet Explorer are covered: Kendo UI provides the optimal rendering without requiring extra code.

"We really like the way Kendo UI handles transitions," says Richard Ormond. "It's all very smooth with no jagginess. That really matters with interactive content, and it's hard to pull off."

BACKGROUND

Investor relations are critical for CRH plc. Listed on the London, Irish and New York Stock Exchanges and a member of the FTSE 100, CRH needs to communicate with its investors wherever they are, and the company's website plays an important role in delivering its communications objectives.

CRH briefed Arekibo, Ireland's leading digital agency, to create a contemporary site that would set them apart from competitors in their sector while showcasing the company's financials, operations and strategy.

CRH also set a tight deadline. "We won the contract in December", says Richard Ormond, Arekibo's Head of Operations, "and the site had to be launched in February. This didn't give us much time."

THE CHALLENGE

Arekibo analyzed CRH's competitors and immediately identified an opportunity to make the new CRH site stand out: by creating an engaging interactive presentation of the financial data.

"It would have been easy just to offer some PDF downloads of dry financial documents," says Richard Ormond. "But that would

have been totally underwhelming. We wanted visitors to be able to immerse themselves in the data, and we wanted the experience to be delivered consistently, cross-device and cross-platform. We required a highly intuitive yet simple interactive chart and graph interface."

Making this a reality would be a challenge. The historical financial data alone consisted of more than 30 data sets spanning seven years.

Arekibo's initial project estimates – based on conventional JavaScript/ JQuery development techniques – put the interaction development at 20 to 25 days. However, they had neither the time nor the budget for this.

"We could not have justified the additional cost," says Richard. "We presented three options, of which this was the most ambitious. Our clients were skeptical that we could deliver the full vision within the deadline but we were convinced that we could find a way to do it without exceeding the project resources."



By using the Kendo UI DataViz charting controls, Arekibo were able to reduce development time from 20 days to just 5 days, a 75% improvement."

Richard Ormond
Head of Operations, Arekibo



KENDO UI AND SITEFINITY: HOW TELERIK TECHNOLOGIES WORK TOGETHER

Arekibo built the CRH site with Sitefinity, Telerik's web content platform. As Sitefinity Platinum Partners and expert Sitefinity developers, Arekibo were able to make full use of Sitefinity's focus on productivity for developers and content owners. Kendo UI helped here, too.

"Adding a Kendo UI chart to a custom Sitefinity widget was as easy to build and include as a standard Sitefinity custom module. For binding the Kendo UI charts, we used XML and SQL database binding for the datasets concerned. There were no issues. Kendo UI integrates seamlessly with Sitefinity."

THE SOLUTION

Arekibo needed to accelerate the development of the financial data presentation. The obvious solution was to use a third-party technology – but which one?

"We considered RadChart, Google Charts, jqPlot, .netCHARTING, and Flash charts (FusionCharts), plus some proprietary charts," says Richard. SEO and access on mobile devices were important factors. "We looked at using Flash based charts but this was a non-runner due to SEO and mobile accessibility constraints associated with this technology."

Then they looked at the Kendo UI framework by Telerik. Kendo UI provides a comprehensive toolset for developing sites and mobile apps using HTML5 and JavaScript, divided across three collections for Web, Mobile, and DataViz. This enables developers to produce rich, standards-based solutions that work across browsers, devices and platforms. And, says Richard: "As Kendo UI is HTML based it is inherently SEO friendly which was a significant factor when choosing the framework."

Using the Kendo UI DataViz charting controls, Arekibo were able to reduce development time for the historical financial data area of the CRH site from 20 days to just 5 days, a 75% improvement.

By taking care of the presentation layer, Kendo UI freed Arekibo to spend more time designing the best experience for visitors. "Kendo UI is easy to work with," says Richard. "We would not have been able to deliver this project in the way we did, without Kendo UI."

THE RESULT

Arekibo delivered the CRH site on time and on budget. The site works across all browsers and mobile devices, delivering a consistent experience wherever and however visitors choose to access it.

Using Kendo UI's line, bar and column charts, visitors choose what they want to see using a simple checkbox interface, adjust the time range with a slider and switch between chart types, all without leaving the browser or needing to download extensions or add-ons.

The chosen data is presented immediately with stylish animations for all transitions. Values for specific data points are revealed by hovering over the charts and multiple data sets can

be overlaid, making comparison a breeze. All of this is delivered consistently across browsers – including older browsers like IE7 – and devices from mobile to desktop.

"We are delighted with the site," says Gerard Kiely of CRH. "We feel it makes us stand out from the crowd. Arekibo have exceeded our expectations."

THE VERDICT

Having tried Kendo UI, are Arekibo planning to use it in future projects?

"Definitely," says Richard Ormond. "At Arekibo, we aggressively leverage the latest technologies and we have an 'embrace the bugs' culture. With Kendo UI, we didn't find any. The technology

was easy and intuitive to learn and use. We also found the support was very good. Even the documentation was more than sufficient, which is a breath of fresh air."

"It was a risk for us to go with an unfamiliar third party framework to implement a key component of the site but we trusted the product and the company, and that was enough for us to move forward with it. We will definitely be using Kendo UI again."

ABOUT AREKIBO

Arekibo is one of Ireland's leading full service digital agencies, with a team of 35 experienced web designers, brand specialists, technologists and Internet strategists. Arekibo helps public and private organizations to structure, deliver and manage information and services over the internet. Arekibo creates robust, smart and tailored applications that are easy to use, last the test of time, and deliver real and tangible benefits to clients.

ABOUT KENDO UI

Kendo UI is a complete solution for JavaScript and HTML5 developers that provides web and mobile developers with all the necessary components for building HTML5 and JavaScript mobile apps and sites. Based on jQuery, Kendo UI delivers a rich UI for the web, HTML5-powered data visualizations, and tools for building native mobile apps with HTML5. This leading-edge framework delivers everything in a unified, compact package, backed by industry-leading professional support.

ABOUT SITEFINITY

Sitefinity is Telerik's award-winning web content management and collaboration platform. Sitefinity brings an intuitive, drag and drop page design environment to business users while delivering high levels of developer productivity. Sitefinity powers more than 10,000 websites worldwide.

ABOUT TELERIK

Telerik is the market-leading provider of end-to-end solutions for application development, automated software testing, agile project management, reporting, and content management across all major Microsoft development platforms. Telerik is trusted by more than 100,000 customers worldwide for its innovation and industry-best technical support.

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