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FINALIST 2014 B2B AWARDS

IRIS – On the money

Category number: **9**

Category name: **Best Website**

Campaign name: **IRIS – On the money**

Agency: **Earnest**

Client: **IRIS Software**

Campaign URL or microsite: **www.iris.co.uk**

Word count: **997**

IRIS Software

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Word count 175:

Here comes the cloud. (We'll need an umbrella.)

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

IRIS – a traditional accountancy software company with a 30-year history of building solid, dependable desktop software for the UK's accountants and finance directors.

And then along came the cloud.

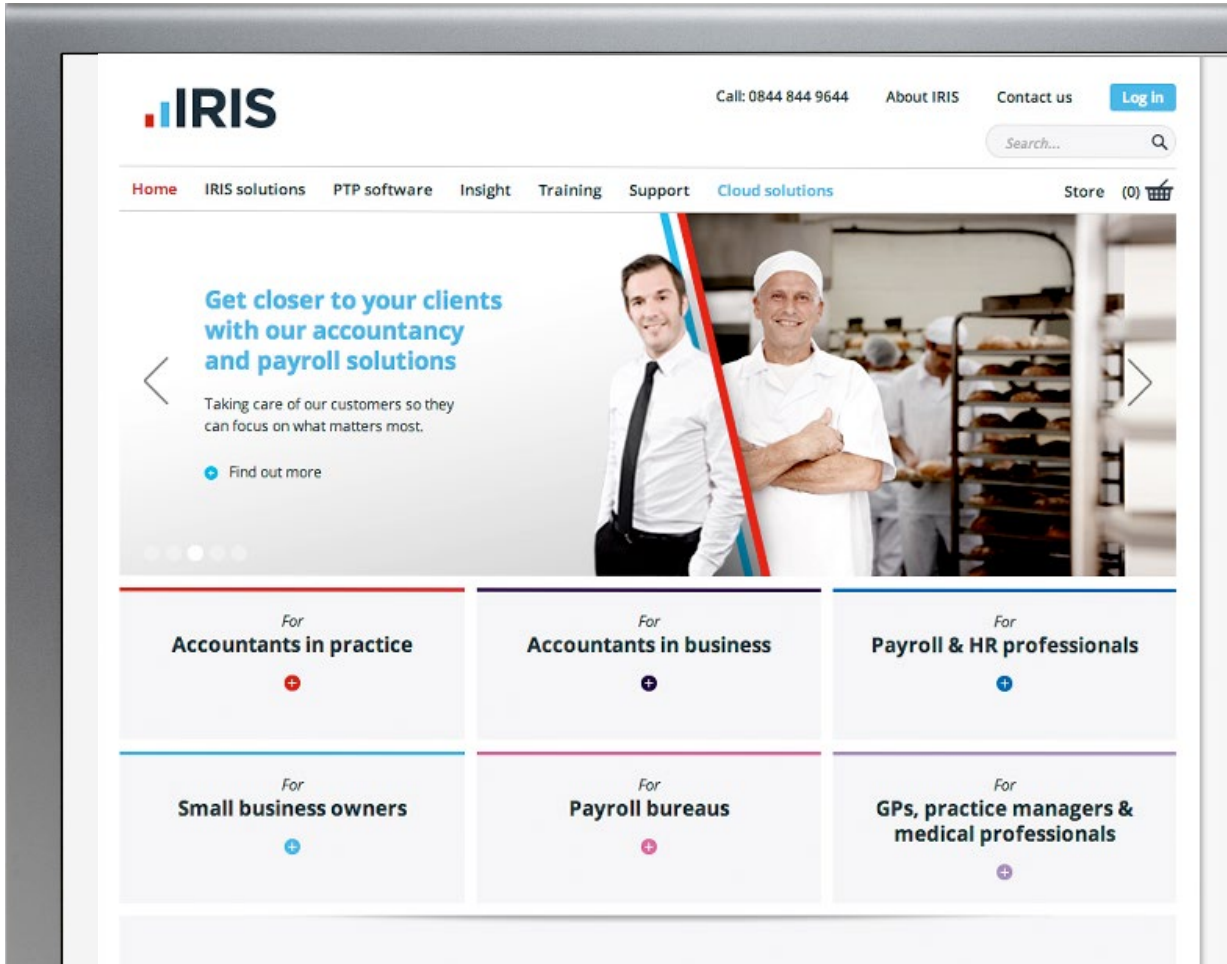
Almost overnight all bets were off, new upstarts offering cloud software were upsetting the apple cart and many established players were left with an anguished look on their faces.

Not IRIS. They saw the cloud coming, and developed a leading-edge suite of cloud-based solutions. But a cloud-based provider clearly needs to able to sell the software online – as well as looking the part.

And IRIS had a labyrinthine web presence of mind-boggling complexity. It needed to come together under a cohesive cloud-ready umbrella – with ecommerce functionality woven in.

The task was gargantuan. It wasn't just building a site from scratch, the task involved:

- Consolidating over 5,700 web pages across nine sites
- Re-structuring a complex product portfolio into user-centric customer journeys
- Delivering a 'enterprise-class' ecommerce platform on Magento
- Integrating the site and store with multiple CRM and financial systems
- In under 6 months!



www.iris.co.uk

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About the client

IRIS is one of the UK's largest accountancy and payroll software providers, employing over 400 people and serving some 30,000 business customers.

The sector was changing fast and the demographic of accountants and book-keepers in particular was transforming – with a 'new breed' of young, forward-thinking accountants shaking up the sector.

At the midst of this was IRIS, a software company that had been trusted by 'old school' accountants and payroll professionals for over 30 years. But, it was time for change…

Strategy – broader business issues the company is facing

IRIS was about to make a transformational step in its business. For 30 years, it had provided desktop (installed) software for accountants and payroll professionals.

But, times had changed and the sector was witnessing a shift towards cloud-based software. The rapid rise of Xero in the accountancy world was certainly a wake up call to many in the sector.

IRIS however, was further ahead. For over two years it had been developing its own cloud-based software platform.

The challenge was that its current online presence was deeply flawed:

- There were a total of nine loosely connected websites, totalling over 5,700 pages
- The only experience was poor in terms of education (understanding more about the cloud, and what IRIS had to offer
- The sites were even worse when it came to transactional capability – the ecommerce side was disjointed and in silos – making any kind of cross-selling or 'Amazon style experience' impossible



Objectives of the campaign

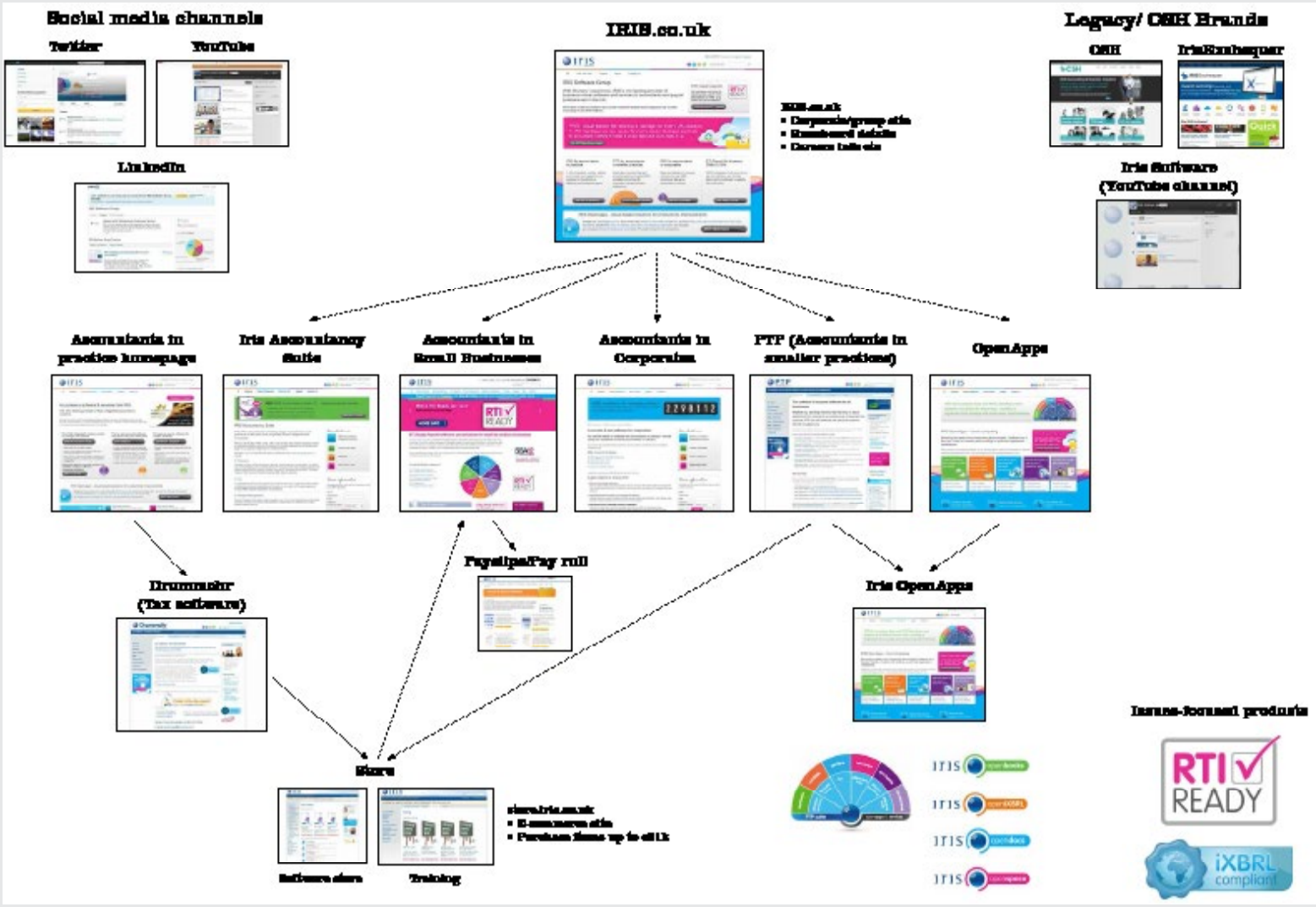
- The new website needed to position IRIS firmly as an innovative, cloud-based provider: this both visual and content-based
- The website also need to clearly define and deliver the IRIS proposition – for the both parts of the newly merged business

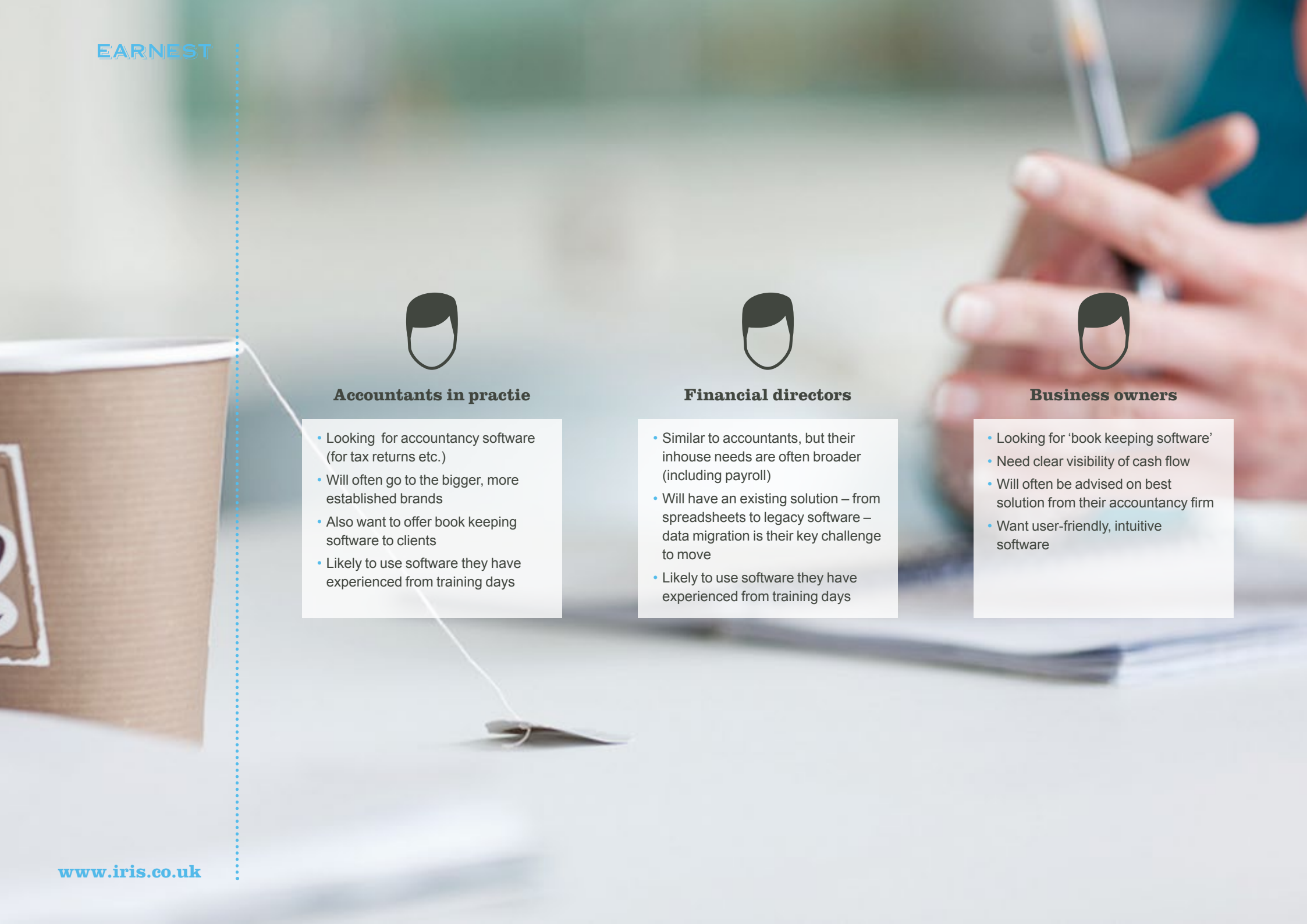
From	To
A list of disparate legacy products	A strong, cohesive and recognisable brand
A juggernaut in danger of being left behind	A leading player in the accountancy software space
A tactical approach to marketing	Strategic thought leaders
A vast, sprawling suite of websites	A compelling online experience

Before: a tangled web

We needed to consolidate and unify and complex web of websites – into one coherent whole. There were a total of 5,700 webpages with huge amounts of overlap and crossover. This needed consolidation and rationalisation into a single, coherent, user-friendly web experience.

Existing IRIS websites





Accountants in practie

- Looking for accountancy software (for tax returns etc.)
- Will often go to the bigger, more established brands
- Also want to offer book keeping software to clients
- Likely to use software they have experienced from training days

Financial directors

- Similar to accountants, but their inhouse needs are often broader (including payroll)
- Will have an existing solution – from spreadsheets to legacy software – data migration is their key challenge to move
- Likely to use software they have experienced from training days

Business owners

- Looking for ‘book keeping software’
- Need clear visibility of cash flow
- Will often be advised on best solution from their accountancy firm
- Want user-friendly, intuitive software

The process

This was not a small undertaking.

- The site needed to address numerous audiences
- It needed to clearly set out a large product portfolio
- It had significant integration requirements – with multiple CRM systems and transactional systems
- And of course, consolidating down over 5,700 pages into less than a tenth of that number required a good process!

Ready

Planning

- In-depth discussion Key site ojectives (and metrics)
- User profiles and journey planning
- Site plan
- Core content requirements - and content owners
- Key user features

Technical spec discussion

- In-depth discussion with your technical team on:
- CMS requirements and workflow
- Accessibility guidlines
- Search:Keyword planning and core link building targets
- Data capture requirements and interactive components
- Communication and involvement process

Steady

Design stage

- Revision and fine-tuning of initial concepts
- Comprehensive wireframes and sign off

Build stage

- Regular liason with your technical team on:
- Template implementation
- CMS development and design iterations required

Go

Testing and go live

- Support available for your technical team if required:
- Browser testing
- Links
- Content proofing

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Audience persona and user experience

For a site this large, it was essential that the site was geared around serving the needs of the various audiences – from new prospects to potential recruits.

Example audience plan



Audience 1: Accountants

Task

- Research options
- Industry insights
- Learn from peer groups
- Solve compliance issues
- Offer more/better services to customers

What do we want them to do:

- Self-serve – get the info they need from a helpful software company
- Understand more about the products and identify the right one for them
- Download trials!

Features/Content

- Latest informatuon and analysis on legislation (HMRC)
- Clear and stripped back product info (less is more)
- Inline webinar demos

How do we achieve it:

- Re-structure portfolio – and offer “key products” upfront
- Latest legislation feed in Insights section
- Secure customer videoas and testimonials
- Online user forum

Measurement/KPIs

- Reduced support traffic related to ‘unclear product choice’
- Reduced support traffic
- No. of inbound leads

The solution – the new IRIS web platform



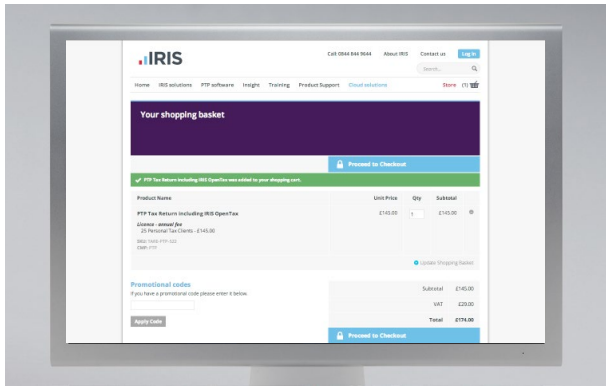
Home page



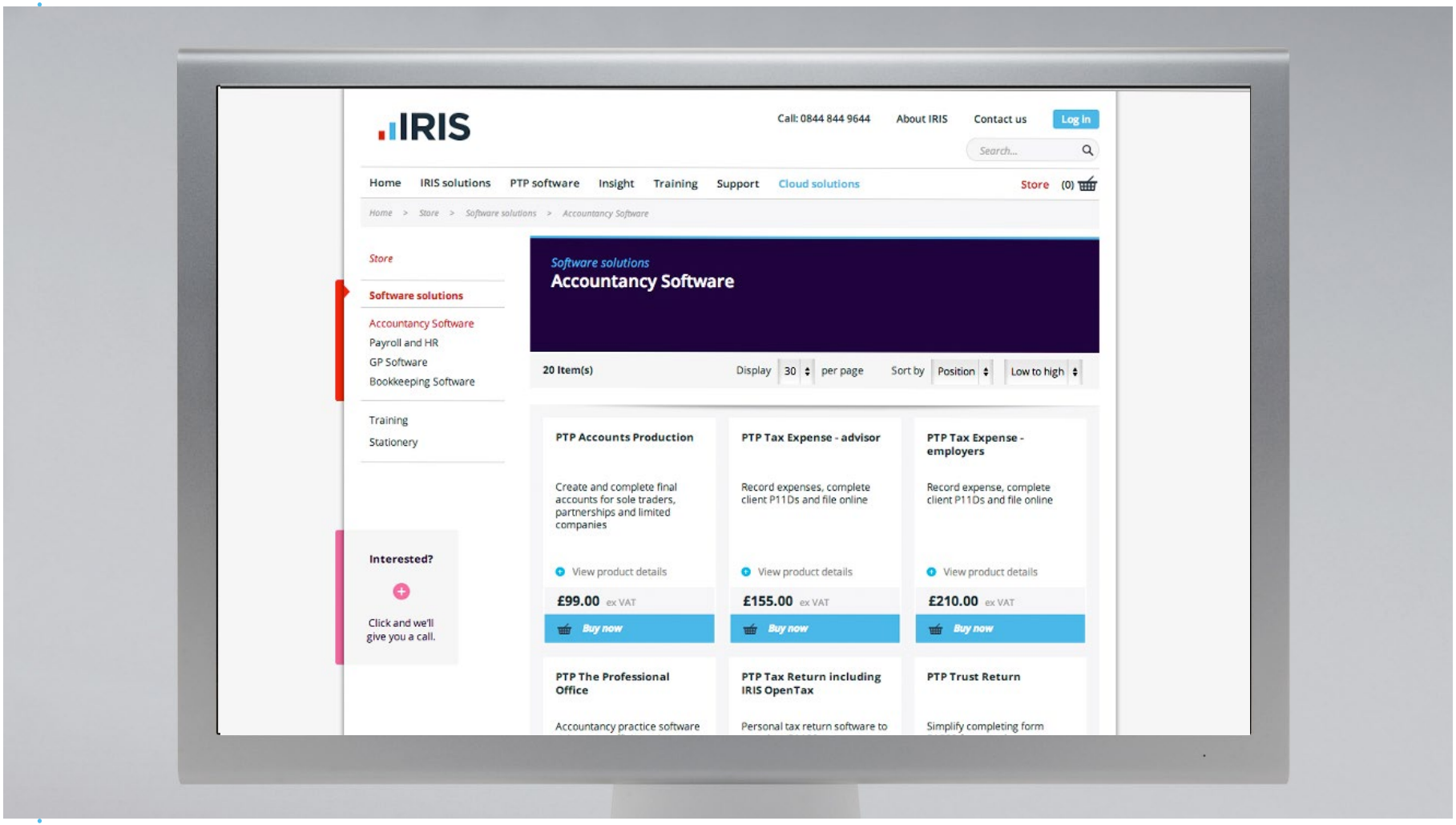
Twitter



Checkout page

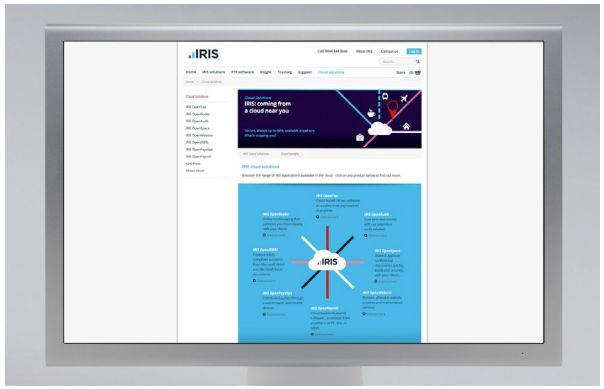


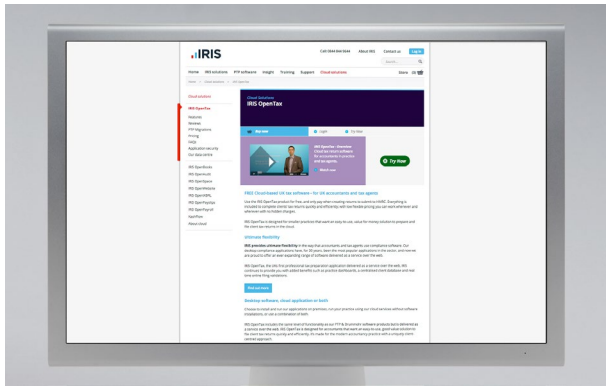
Ecommerce store

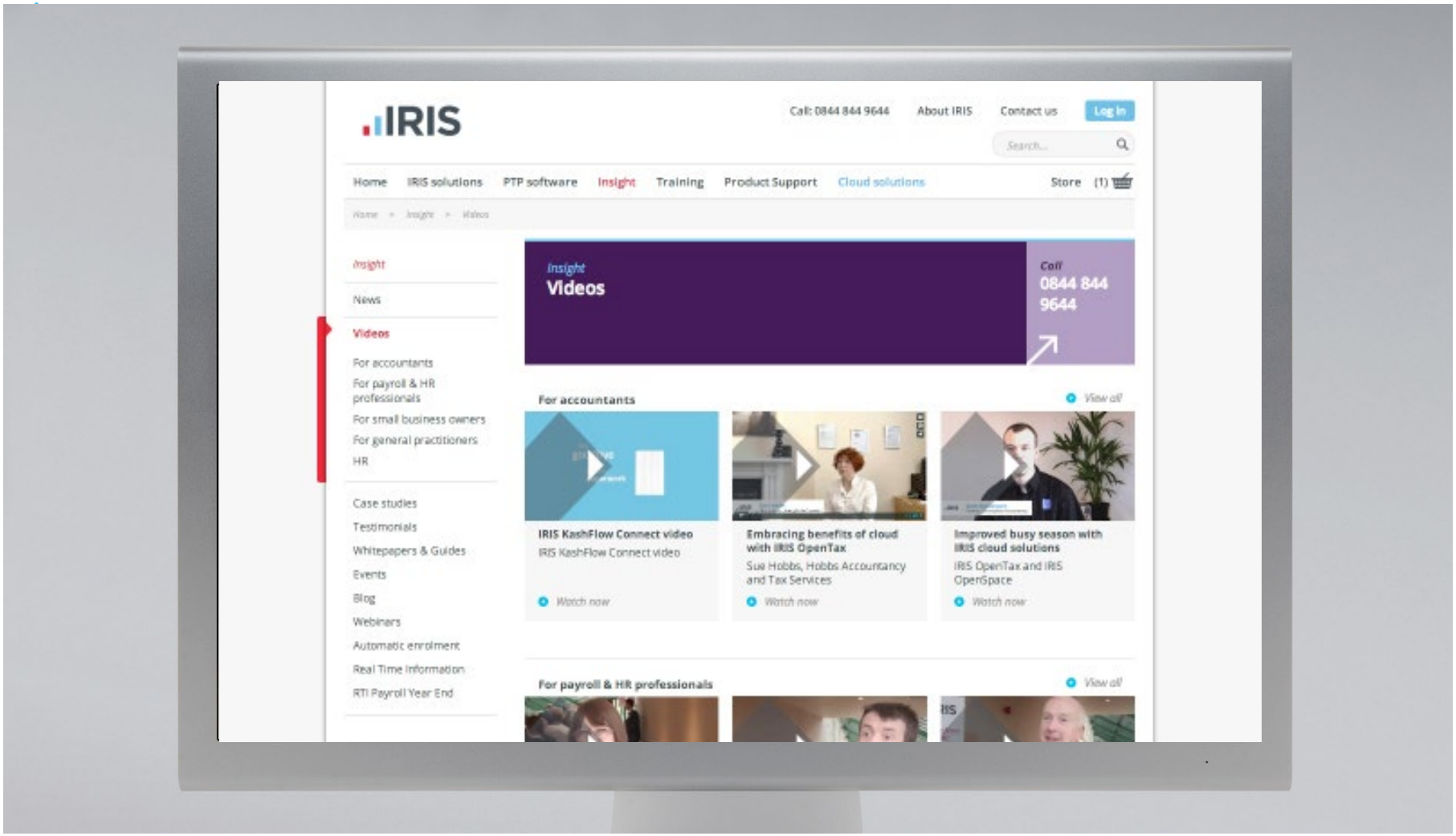


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Insights section







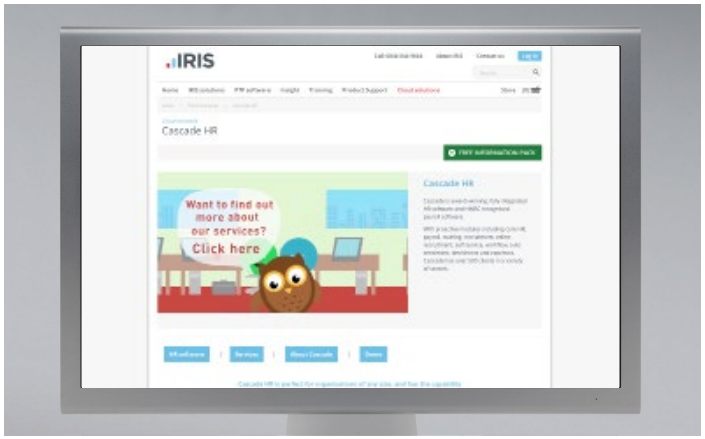
Timescales of the campaign

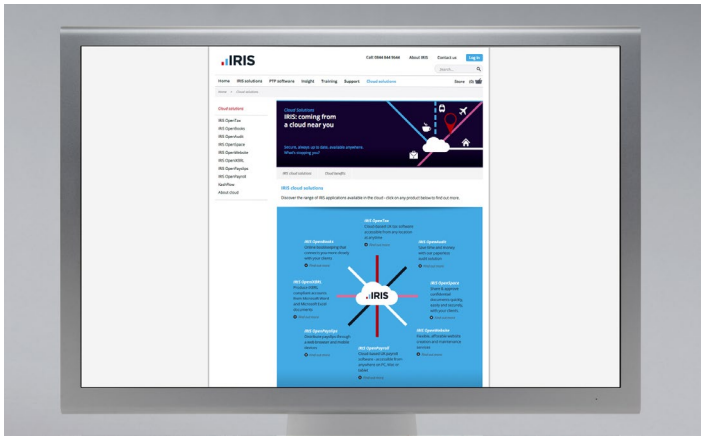
Phase	Dec	Jan	Feb	Mar	Apr	May	Jun
Agree approach							
Stage 1 Interrogate & formulate							
Stage 2 Articulate & visualise							
Stage 3 Input & Validation							
Stage 4 Refinements							
Stage 5 Web design/wireframes							
Stage 6 Web build + testing							
Stage 7 Internal comms							
Phase 1 site/brand goes live							

Budgets

Results

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Earnest really got under the skin of IRIS and the challenges we faced. They did a great job on both articulating our brand essence and then bringing this to life visually. And most importantly, they delivered on a highly complex web project, which is now translating to major business value to us in terms of increased ecommerce sales.

Suhail Khan, CMO