



**dimension
data**

**accelerate
your ambition**

Case study

Dimension Data | Global | Technology | Digital Transformation

Dimension Data's new website engages audiences through personalised, relevant content

At a glance

Which services?

- Advisory
- Project and programme management
- Transformation consulting

Which technologies?

- Data Analytics
- Sitecore
- Eloqua
- Percolate
- Medallia

Which partners?

- Oakton

'We needed to transform the level of personalisation that we could deliver through our digital platforms and to think carefully about how our different audiences and changing client base consumed content.'

Ruth Rowan, Group Executive: Marketing, Dimension Data

Why Dimension Data needed to transform their website

As part of Dimension Data's business transformation journey, we formed strategic partnerships that exposed the brand to a wider, more diverse audience. But our website could not cope with this newfound interest, prompting a wider marketing transformation.

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How Dimension Data transformed their website user experience

Dimension Data put the user experience at the centre of their website transformation and relied on robust technology platforms, and the collaboration of a global team to deliver rich, personalised and streamlined experiences to our different audiences.

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What Dimension Data learned about their marketing approach

Underpinned by a robust technology platform, and supported by big data analytics, Dimension Data's website empowers marketers to deliver personalised user experiences faster, smarter, and with greater impact.

[Read more](#)

Case study

‘We’re more data led in terms of understanding how our behaviour needs to change and how we can listen to our users about what’s important to them – and then to deliver relevant content, effectively and efficiently.’

Ruth Rowan, Group Executive: Marketing, Dimension Data

Why Dimension Data needed to transform their website

As part of Dimension Data’s business transformation journey, we formed strategic partnerships that exposed the brand to a wider, more diverse audience. But our website could not cope with this newfound interest, prompting a wider marketing transformation.

Our digital transformation journey focused on four key areas: continually improve the client experience; deliver services faster; standardise and automate marketing processes; and improve efficiencies.

But our website, which is at the centre of our client interactions, was not living up to this vision. One year into our technology sponsorship of the Tour de France, a 3000% increase in organic traffic to the website, had an adverse effect on the end user experience.

It became clear that the website in particular – was not fit for purpose in today’s digital age. Spread across 47 countries, our marketing team was unable to create region-appropriate content on-the-fly and had to rely on the IT team to publish content.

As an organisation that helps our clients transform through the use of technology, it was time to look inward to align our marketing programme and revamp their digital assets.

How Dimension Data transformed their website user experience

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The marketing programme transformation began with a deep understanding of what the new website needed to achieve: to deliver data-driven, personalised and relevant content experiences to diverse audiences, and to enable engagement with users on digital channels – automatically, from a single platform.

We partnered with Oakton, a provider of digital and technology solutions, to kick off the first phase of the project: implementing a resilient, scalable platform that was able to handle traffic spikes like that experienced during the Tour de France.

Over the next two years, the website redesign team, which was spread across South Africa, Australia, London, and the US, worked around the clock to deliver on tight deadlines. While one team slept, another picked up the baton to develop, iterate, and test the site for responsiveness and engagement across various browsers, platforms and devices.

During the next Tour de France, the website never once failed in engaging users.

What Dimension Data learned about their marketing approach

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By analysing data about our users, we realised that we were no longer speaking just to a technical audience but also to business users and everyday consumers. This prompted us to think differently about the type of content we produced and how we delivered it to their varied end users.

Technology helped us simplify content creation and management, empowering marketing teams to produce and publish personalised content on the fly. By deeply understanding user journeys and needs, we’re able to show different content to different audiences, nurturing that journey through to a qualified sales lead.

The website has provided new ways to engage with users and understand their content needs.

Now, we continue to leverage technology to not only move Dimension Data forward but to enhance the experience of our users, so that they can also use technology to achieve greatness.

Technology accelerates digital business

By making it easy for audiences to find what they need, and delivering that content in an engaging, visually-appealing way, we have transformed our website into a highly effective and globally integrated marketing tool.