

## APS IT-diensten & Aviva Solutions

The effects of having technology that actually fits your business



## Introduction APS IT-diensten

### Michael van Dijk

Manager of the unit Data & Systems for APS IT-diensten. Involvement in the replatforming project in as project-lead, productowner and end-user.

### APS IT-diensten

We act as an advocate for elementary and special education institutions to ensure that they have access to and can utilize IT-solutions at the best possible rates and conditions. By taking care of this for educators, they are free to focus on their core competency; installing youth with the best possible education.



## Introduction Aviva Solutions

### Roel Kuik

Kentico Practice Lead with extensive experience in digital marketing and the marketing features in Kentico.

### Aviva Solutions

Ever since we started our digital agency Aviva Solutions in 2006, we have focused on guiding your digital growth, optimizing your customer experiences and improving your conversion rates.



## What about your technology?

- ➔ Traditional CMS
- ➔ Digital Experience Platform
- ➔ Headless or composable



## How happy are you with your technology?

- ➔ Really happy
- ➔ It's okay
- ➔ Really unhappy
- ➔ I am on Sitecore, what do you think???





## What are you looking for in a new platform?

- ➔ Lower cost
- ➔ More digital marketing capabilities
- ➔ Scalability
- ➔ Composable architecture
- ➔ SaaS solution



## How did we end up on Sitecore?

'Basic' website without cart functionality,  
'My account' environment and company-  
based login  
Order processing done manually in Lotus  
Notes

2012

Replatformed to Dynamics CRM Online  
and Sitecore 8  
New API layer created for syncing  
Dynamics and Sitecore  
Upgraded to version 9 in 2019

2015

2013

Replatformed to Dynamics CRM 4.0 (On-  
premise) and SharePoint based website  
Cart functionality, user-based login,  
better 'My Account' environment



## Why Sitecore

- The platform was to be implemented with other current clients, so developers would focus on Sitecore
- Notable selling points included personalization, automation, and comprehensive marketing tools
- The shift from on-premise Dynamics CRM to Dynamics CRM Online, marking a significant move towards cloud-based operations





## Challenges after launch

- ➔ A large volume of custom code was needed for Commerce to interface with our product catalogue, which made it difficult to implement new features
- ➔ Scarcity of online documentation and training resources
- ➔ Development team was dissolved, leaving a gap in expertise
- ➔ The support partner shifted focus away from Sitecore
- ➔ The absence of marketing/content experts resulted in limited support and guidance for content editors and marketers
- ➔ The user experience did not meet our demands, creating content was a chore
- ➔ Additional development would be required to start utilizing email and marketing tools
- ➔ Upgrading to Sitecore 9 posed significant challenges due to the main developer's departure from the support partner



## Working with Aviva Solutions

Started working with Aviva Solutions  
New website built and launched in 2020

2019

Started implementing Kentico marketing automations  
Migrated mail application (Spotler) to Kentico  
4 major releases with new additions and bugfixes

2023

2022

Start project replatforming to Kentico Experience 13  
Launched on december 19th 2022



## Sitecore development roadblocks

- Implementing a new search engine on Sitecore would be as a significant investment, deemed excessive in our current context
- Our marketing tools required a comprehensive data overhaul and a new approach to monitoring customer interactions
- Implementing new features in the product calculation, cart and 'My Account' would be impossible without rewriting a lot of the code
- The platform was becoming slower and showed more technical issues
- Operational costs increased significantly since upgrading to version 9



## The move to Kentico

In 2021 we asked Aviva to research possible platforms for our company based on our technology and business goals:

- ➔ Boost performance
  - ➔ Fast and stable connection to our backend systems
  - ➔ Future-proof our platform
  - ➔ Marketing enablement
  - ➔ Giving customers the best possible user experience
  - ➔ Decrease operational costs
  - ➔ Increase sales on our entire portfolio of products
- 
- ➔ Platforms Proposed
    - Kentico Experience
    - Headless landscape with Kentico Kontent



## Why Kentico Experience?

- ➔ Reasons for choosing Kentico Experience:
  - Aviva's extensive experience and proven success with the platform.
  - Suitability for an organization of our scale.
  - A low learning curve and user-friendly interface for our marketing team.
  - Availability of numerous out-of-the-box features.
  - Advanced search capabilities.
  - Reducing operational costs.
  - An open structure that developers can easily adapt to.
  
- ➔ We started documenting requirements early 2022
- ➔ Project launch was May of 2022
- ➔ Firm deadline of December 19<sup>th</sup> 2022





# Think, Create, Evolve

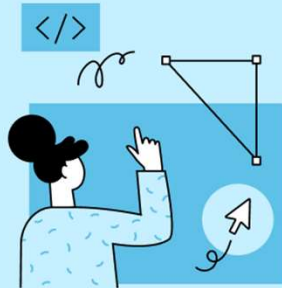
## Discovery & Design

**THINK**



## Create & Develop

**CRAFT**



## Optimize & Growth

**EVOLVE**



## Think phase



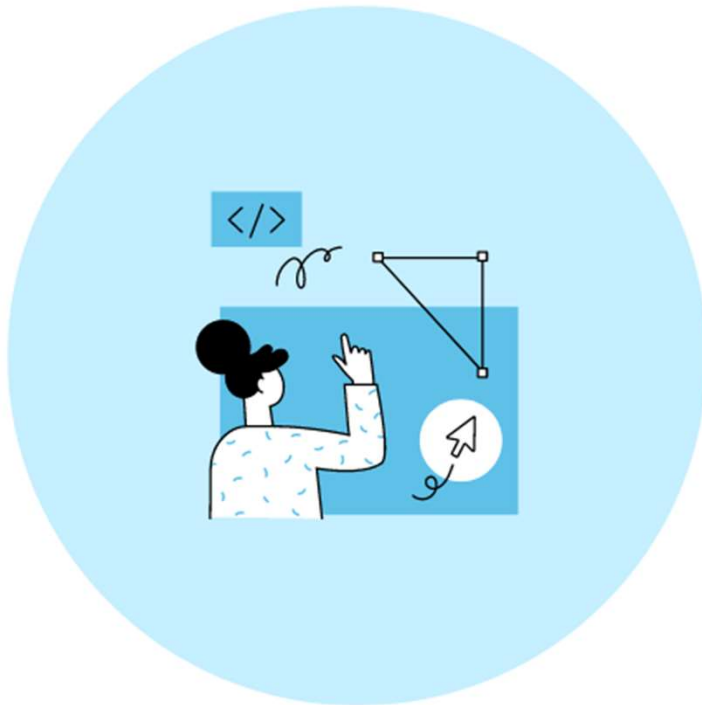
- Research to establish baseline
- Card sorting sessions in Figma
- Improve user experience
- Tweak existing design



## Highlights – Card sorting sessions



## Create phase



- Insights turn into designs & journeys
- UX Design deepdive
- Perfecting the login procedure
- Revamping the commerce experience



## Highlights – Improved commerce experience

### Bereken de prijs voor Adobe Acrobat Pro - klaslokalen

#### Prijsberekening voor 3 scholen

##### Wanneer wilt u de licentie starten?

Startdatum

21-03-2020

Einddatum

21-03-2024

##### Hoeveel licenties wilt u bestellen?

Hier kan een verduidelijking komen te staan van het aantal licenties. Dit is optioneel en kan tot 3 regels tekst bevatten.

	Aantal
Basisschool de Saxofoon	30
Basisschool de Trompet	30
Basisschool de Gitaar	30

Kies andere scholen

Bereken kosten voor 3 scholen →

#### Totale kosten

Prijs voor totale doorlooptijd. Getoond excl. BTW en servicekosten.

#### Adobe Acrobat Pro - klaslokalen

Licentieperiodes

21-03-2020 tot 21-03-2024

Scholen	Aantal	Prijs
Basisschool de Saxofoon	30	€ 798,95
Basisschool de Trompet	30	€ 798,95
Basisschool de Gitaar	30	€ 798,95

**€ 2396,85**



Voor Adobe Acrobat Pro - klaslokalen is een andere licentie verplicht. In de volgende stap kun je deze bestellen.

Plaats in winkelwagen →



# Highlights of the project – Improved search engine

Waar ben je naar op zoek?

[Alle content](#)

[Licenties](#)

[Trainingen](#)


**Productcategorieën**

- Bedrijfsvoering
- Digitaal lesgeven
- Digitale geletterdheid
- Data & analyse
- Informatiebeveiliging

**Type**

- Artikel
- Licentie overzicht
- Licentie
- Gebruikerservaring
- Training
- Blogpost
- Webinar
- Maatwerk training
- Downloads
- aps.licensewithvariants
- Nieuws artikel

107 resultaten microsoft




**Training** **Basis**

**Microsoft 365 beheren - starttraining**

Zorg met de goede basisinrichting voor veilig en duurzaam gebruik van je omgeving

- ✓ Ga aan de slag met de basisinrichting van Microsoft 365
- ✓ Zorg met de goede basisinrichting voor veilig en duurzaam gebruik van je omgeving
- ✓ Leer de rol en positie van Azure AD in combinatie met beheercentra kennen

[Meer informatie →](#)




**Artikel**

**Microsoft 365 Education A5**

Microsoft 365 Education A5 is de meest uitgebreide bundel die er op dit moment beschikbaar is bij Microsoft.

[Meer informatie →](#)



**Licentie**

**Microsoft 365 APK**

Met de Microsoft 365 APK controleer je of de onderwijsomgeving goed en veilig is ingericht.

- ✓ Laat onze consultant bij je langskomen om de tenant te controleren
- ✓ Krijg uitgebreid advies waarmee je zelf aan de slag kan
- ✓ De omgeving wordt op verschillende punten nagelopen

[Meer informatie →](#)



## Evolve phase



- The fun begins after the launch
- Leveraging the digital marketing features
- Switched to Kentico email within 30 days
- Marketing automation, A/B testing



## Highlights – Replatforming mailing tool

Voor ICT in het belang van je school [Bekijk in browser](#)

**APS IT** diensten april 2023  
**Evaluatie Professionaliseringsdag**

Beste Anthony,

Wat leuk dat je hebt deelgenomen aan de Professionaliseringsdag 2023. We zijn erg benieuwd hoe je het hebt ervaren! Laat het ons vooral weten via [het evaluatieformulier](#).

Wil je de slides nog eens bekijken? Van verschillende sessies vind je de presentatie op onze [website](#), we zullen deze de komende dagen aanvullen.

**Aanvullende trainingen**

Wil jij je kennis verder uitbreiden? Neem dan een kijkje op onze website. Zo bieden wij trainingen aan over [Intune](#), [PowerShell](#),



## Did it all go that smooth?

### ➔ Challenges

- Significant portions of the existing codebase proved incompatible with the new solution, necessitating rewrites.
- It was necessary to migrate multiple entities to a different API.
- Certain page types and widgets failed to meet our UX standards and required improvement.
- While the Agile project methodology offered substantial benefits for product quality, it also made it challenging to maintain a clear grasp on cost projections.
- The participation required from the product owners at APS IT-diensten exceeded initial expectations.



## Gamification webinar

Gamification in het onderwijs. Je hoort het steeds vaker. Maar, wat is het eigenlijk? En nog belangrijker: wat levert het op? Volg het gratis webinar op dinsdag 23 mei en leer hoe je met gamification onder andere de betrokkenheid in de klas verhoogt!

Schrijf je gratis in! 



### Meest recent



Leren met de leerlingen: Chantal van Schaik over ICT in de klas



Meer overzicht met de handige hulpmiddelen van Microsoft



Waarom zetten we multifactor authenticatie in?

## Heb je hulp nodig bij de inrichting van dashboards?



### Inrichting en advies: Power BI

Met Power BI maak je uitgebreide rapportages en analyses. Je koppelt de data uit verschillende bronnen, zodat je goed inzicht krijgt van je onderwijsorganisatie. Wil je meer weten over de mogelijkheden van Power BI of heb je hulp nodig bij de inrichting van dashboards? De consultants van onze partner Synaxion staan voor je klaar.

 Lees hoe wij hierbij kunnen helpen

### Ondersteuning en advies

-  Bellen met Teams
-  Endpoint Manager
-  Inrichten digitaal ondertekenen
-  Azure Active Directory

 Bekijk alle opties 



Krijg meer inzicht in de organisatie

### Power BI in het onderwijs

Power BI kun je inzetten om van data relevante informatie te maken. Denk bijvoorbeeld aan het in kaart brengen van de leeropbrengsten



Achter de schermen

### Netwerkbeheer zelf doen?

Zelf regie houden over netwerkbeheer of uitbesteden? Vereniging NoorderBasis koos voor het eerste. Lanere kosten zijn een



## Technology

Tech stack	Marketing stack
Kentico Xperience 13	Kentico Xperience Commerce
.Net Core 7	Contactmanagement
Microsoft Azure & Azure API Apps	Activity tracking
Microsoft Azure Devops & AD	E-mailmarketing
Microsoft Dataverse	Marketing automation
Odata	Forms
React & Typescript	Search
Integration of Dynamics CRM	Hotjar
SendGrid	Figma



## Direct effects of replatforming to Kentico Xperience 13

- ➔ The bounce rate reduced with 14%, pages per session increased with 6% in the first month
- ➔ Performance has been given a huge boost, as a result we can now implement changes that were previously blocked by performance
- ➔ The CMS had a lot of performance problems that required restarting Azure services almost daily, this problem has been completely resolved
- ➔ Calculating prices and shopping cart experience is faster
- ➔ Saved \$1593,37 (1500 euros) per month with Azure compared to the previous solution
- ➔ Saved \$21.245 (20.000 euros) of licensing costs in the year
- ➔ The costs for sending out mailings and processing online forms have decreased



## Recap

The transition to Kentico has enabled our online growth. Through improved SEO and performance we expect to provide better service with relevant information and products. The performance and ease of use has made our employees enthusiastic about Kentico.

The extensive marketing features, 1st party data, improved search engine, order flow and site performance enables us to create better & richer user experiences.



Site of the Year 2022.

**Winner**



## Time for questions



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**APS IT** diensten

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