CASE STUDY

Fullestop took the initiative to manage risks online

URL: **www.allaboutrisk.com/**

Background

Jane Stoll and Ian have years of experience on managing risk for Multinational companies across the world. Jane has over fifteen years' Financial Technology sales and marketing experience. She worked for 5 years as the Marketing Director at Raft International, responsible for the marketing strategy and activities for the energy credit risk division and the operational risk division. Prior to joining Raft she worked as a Marketing Manager at Cap Gemini in the International Banking division. The site was in need to make users updated of all the risks that could come from uncertainty in financial markets, project failures, legal liabilities, credit risk, accidents or events of uncertain or unpredictable root cause. When Jane decided to put this expertise to use in her own business, she turned to us for application deployment.

Objective

The main intention of the site was to create a platform that would be the leading global destination for all risks. All type of professionals going through the site would get benefited to identify and prioritize their risks followed by coordinated and economical application of resources to minimize, monitor and control the probability and/or impact of unfortunate events. Thus the site would help users to get known about the risk industry.

Synopsis

All About Risk is the one-stop-shop for all stakeholders interested to know about risk management factors. So users' working in this industry should come here to get updated about risk industry. The site is completely content management driven and features a blog section for users. It is having an extensive administration panel for managing risk products. The users of the site would get updated news from the risk industry. Thus the site would contain blogs, news, forthcoming conferences and events.

Fullestop took the initiative to fulfill the goal and developed the site from scratch by keeping each specific requirements and features needed for risk management. The main objective behind this was to develop a content driven site where all information's regarding risk management is to be posted on regular basis. On the other hand many extensive features like blog, vendor comparison, annual risk report, events and news was incorporated to become a global destination for complete online risk management.

Challenges

- The main challenge concerning the project was that the client wanted a dynamic website that was not only attractive to look at but must be easy to maintain as well.
- The website is heavy on content and with such a barrage of information in our hands the placement of the content was indeed a challenge to work upon, so that it does not look crowded with content but neat.
- To embed all features like blog, vendor comparison, risk news etc to be the prime destination for users to get updated of all risk management facts.

The Campaign

- Fullestop started exploring the best technologies and researched on integrating them into one single powerful system. Advanced optimization techniques were deployed along with highly refined code and database tricks to achieve a high performance dais for the website.
- Team Fullestop worked on several optimization techniques to handle the load of data generating every minute which included distributed memory object caching system to speed up the web application by alleviating database load.
- Develop site features to facilitate multi level menu system and multi user content creation.

Results

- The website turned out to be really appealing.
- Despite being heavy on content, the intelligent placement of information is surely a model of designing brilliance.
- Risk areas were managed under specific categories that helped a lot to make the site a bigger hit to gather information's relevant to various risk factors.
- The website is compatible with most browsers, user friendly and easy to navigate.

Technology Used

- ASP.NET
- MY SQL
- J-query/JAVASCRIPT
- AJAX
- XHTML
- HTML5
- CSS

Target Audience

The main target of the site is for all end users but was mainly focused to risk communities, professionals and other individual interested to get known about risk management facts that would help them to achieve real time risk analysis in times of increased regulatory pressure.

Conclusion

After successful implementation of client requirements the website came to an epitome of designing brilliance. The brilliance lies in the arrangement of the amount of information. Also the site has a clutter free look. The overall color scheme is soothing, refreshing and user-friendly.

Acknowledgement by our patron

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