



DOCK9

London, United Kingdom

Established in 2008, Dock9 has earned the reputation as the “go to” digital agency for financial services and insurance companies in the UK. The agency prides itself on its ability to build beautiful and responsive websites and tackle complex technical challenges to deliver powerful, rock-solid web applications that are easy to use. Dock9 became an Exclusive Progress® Sitefinity™ Partner in 2011 and has since delivered 30+ Sitefinity based projects, realizing 50% year-over-year growth.

Sitefinity Competitive Advantage

According to founder Mark Lusted:

- **Sitefinity is easy to sell** to clients with its up-to-date technology, ease of use, personalization features, analytics and the forward-thinking reputation of Progress
- **Sitefinity enables Dock9 to turnaround big, challenging projects fast**, increasing efficiency and velocity, while delivering the full-featured solutions clients demand
- **Sitefinity backend integration** meets the needs of Dock9’s financial services, mortgage lending and insurance clients to connect securely to credit scoring and loan processing apps, and other business-critical apps and services



Customer Success



Kensington Mortgages

A leading UK specialty mortgage lender

Challenge: Recently spun off from its parent company and needing to meet regulatory requirements, Kensington Mortgages had to build and implement an entirely new website in less than six months.

Solution: In a record-breaking six weeks, Dock9 built and launched the Sitefinity CMS-based site with features and functionality not available in Kensington's previous Adobe CQ5 site.

Results: Sitefinity enables faster time to market for simple content changes and greater flexibility to make development changes. Also, Kensington can now implement specialty features such as a lending calculator to dramatically improve the user experience.



Tradex Insurance

One of the UK's largest motor trade insurers

Challenge: Tradex needed to improve SEO performance for a range of keywords, increase conversion rates and deliver a clearly differentiated user journey for brokers, while streamlining content updates for its business users.

Solution: Dock9 designed and built the new website on the Sitefinity platform, integrating with Tradex's insurance system. This enables customers to view their policies online. Ease of use of Sitefinity enabled Tradex to execute a proactive content marketing strategy.

Results: Two months after its launch, Tradex observed a 35% increase in organic traffic and a 25% increase in conversions. Sitefinity also drives substantial cost savings; Tradex can now perform 90% (up from 30%) of the daily updates in-house, rather than outsourcing them to an agency.



New Street Mortgages

Innovative new UK mortgage lender

Challenge: New Street Mortgages approached Dock9 to design and build a new front end for its website. The project brief focused on delivering a demonstrably easier experience for mortgage intermediaries than competitor websites.

Solution: In designing and building the site, Dock9 extended the "out-of-the-box" functionality of Sitefinity to deliver a simplified user experience. The design process included face-to-face meetings with real users during development to validate the design approach and incorporate user feedback before launch.

Results: In addition to widgets enabling users to easily manage lending criteria, Dock9 extended Sitefinity with a custom module to manage mortgage rate imports, streamlining the site update process.