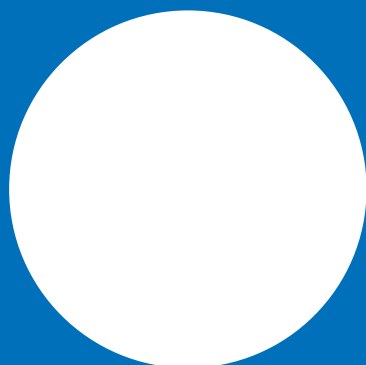




## Ingenta CMS: Case Study

Ingenta builds a new web platform  
for the Microbiology Society on  
Ingenta CMS

The Microbiology Society is a membership organisation for scientists who work in all areas of microbiology. It is the largest learned microbiological society in Europe with a worldwide membership based in universities, industry, hospitals, research institutes and schools. The Society publishes key academic journals, organises international scientific conferences and provides an international forum for communication among microbiologists and supports their professional development.



# The Challenge

In 2014 the Society conducted a review of its publishing strategy. It concluded that, to enable the Society to pursue its objective of becoming a 'digital first' publisher, it should invest in developing its online platform.

The Society embarked on a tender process to find the technology provider and web platform that would help it to achieve its vision for the future. The Society identified that the new platform should:

- Be easy to use and navigate
- Give the Society greater control of its content and assets
- Empower the Society to customise and implement new web tools and add-ons
- Provide a consistent design for the website across multiple devices
- Enable the Society to experiment with new technology in the future

# The Solution

In May 2014 the Microbiology Society selected Ingenta as its partner, choosing to have its website built on the Ingenta CMS platform.

Ingenta CMS is a custom hosting solution which uses a combination of industry standard architecture and semantic web technologies to help companies showcase and connect all of their content, regardless of format or type.

The platform offers responsive web design as standard, providing visitors with a dynamic and interactive experience across any device. It provides companies with the ability to repackage content and create collections around specific topics, grouping together content from different journals, for example.

Leighton Chipperfield, Director of Publishing and Income Diversification at the Microbiology Society, said: "It was clear from our first meetings with Ingenta that they understood our requirements and goals for the new website.

[ingenta.com](http://ingenta.com)

We immediately liked the look of Ingenta CMS and the fact that the platform could give us real autonomy to customise our offering, be creative with our content and deliver a holistic experience for our users."

An Ingenta project manager was assigned to work closely on a day-to-day basis with the project lead at the Microbiology Society and once the detailed specifications were agreed, the development team began to build the new website.

# The Results

The new site launched to schedule and on budget in August 2015, with a new look and feel, smart responsive interface and easy navigation.

"Aesthetically, the website demonstrates a closer affiliation with the Society's brand. We were also impressed with the ease of access and use on multiple types of devices – the website looks good and works well on desktops, tablets and mobile," commented Leighton.

"We've had some very positive feedback from our members, authors, readers, editors and subscribers. All in all, the new Ingenta CMS site allows us to pursue our 'digital first' strategy, showcase our journal brands and be more agile with our content. We are really happy with the end result," he concluded.

"The new Ingenta CMS site allows us to pursue our 'digital first' strategy, showcase our journal brands and be more agile with our content."

Leighton Chipperfield, Director of Publishing and Income Diversification, Microbiology Society

Visit [www.microbiologyresearch.org](http://www.microbiologyresearch.org) to discover more.