



**Federation of Small Businesses**  
The UK's Leading Business Organisation



## The Federation of Small Businesses

<http://www.fsb.org.uk>

### **Bespoke website front end redesign and upgrade from classic ASP to ASP.Net**

The Federation of Small Businesses is the UK's largest campaigning pressure group promoting and protecting the interests of the self-employed and owners of small firms. Formed in 1974, it now has over 215,000 members across 33 regions and 230 branches.

Peter Scargill, IT director for the Federation decided that it was time for the FSB website to be upgraded in terms of design and technology. With 2000+ pages managed using a custom built CRM this would be no mean feat and a web development partner would be required who is able to understand the architecture of the existing website and migrate it successfully to a new design and structure whilst maintaining the content of the site.

Atlas got to work understanding the existing code and database structure, and documented an upgrade path to ensure that all of the features on the existing website would be carried over while ensuring that the structure of the new site was still scalable and resilient. At the same time the site was redesigned using a template system, so now the FSB are able to modify the design of their site autonomously.

The new FSB website was launched in November 2008 and the feedback from FSB staff, partners and volunteers has been hugely positive. The site continues to evolve as more suggestions and ideas are implemented in keeping with the FSB's ethos of keeping up with the latest in Information Technology.

### **Project Points**

- The new website integrates with the Federations state of the art membership system via web services
- All antiquated code removed or re-factored in to a more streamlined, robust and scalable ASP.Net application
- New website design takes advantage of HTML/CSS, in keeping with modern design practices
- Cross-browser support implemented with assistance of a dynamic menu, making mobile browsing of the FSB website possible
- Since the launch of the new website visitor numbers over the last three months have nearly doubled

For more information on Atlas's software development services please call **0845 867 2845** or visit the Atlas website at [www.atlascs.co.uk](http://www.atlascs.co.uk)

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Last updated: 14<sup>th</sup> December 2009

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