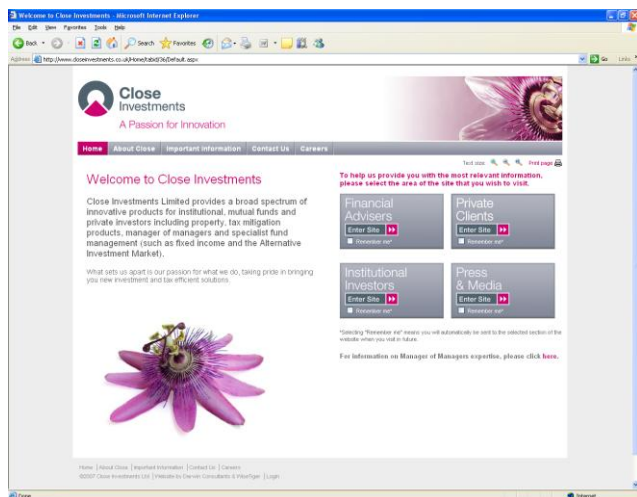


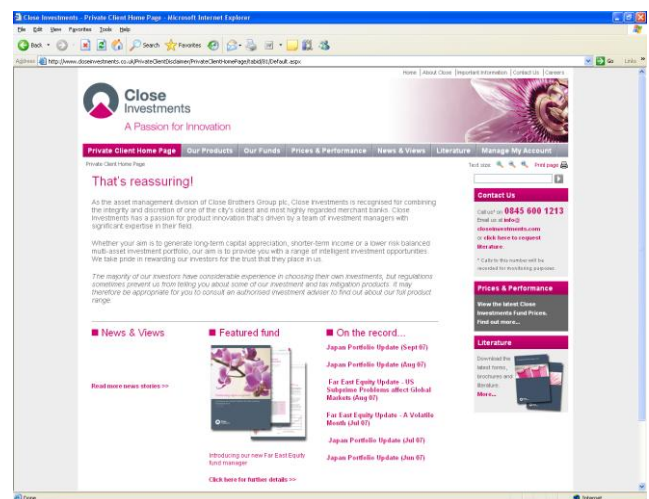
close investments

When Close Investments, the investment arm of Close Brothers Group, wanted a new website they approached Darwin Consultants, and our close associates WiseTiger, to design and build their site and provide a bespoke solution to their Content Management requirements.

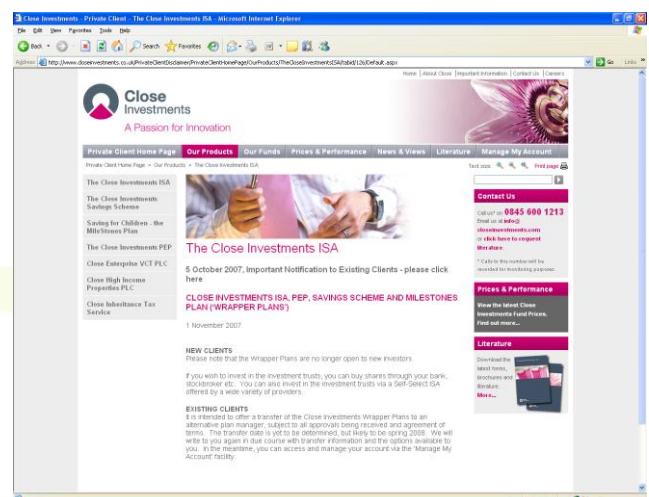
Close Investments Limited
(www.closeinvestments.co.uk) provides a broad spectrum of innovative products for institutional, mutual funds and private investors including property, tax mitigation products, manager of managers and specialist fund management (such as fixed income and the Alternative Investment Market).



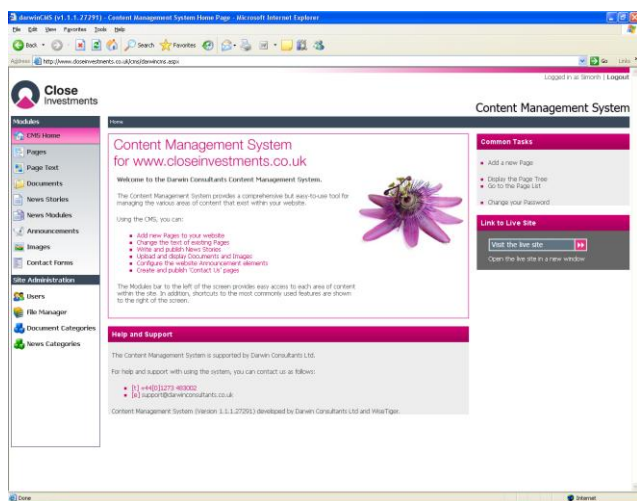
To help support their varied portfolio of products and wide range of customers, Close Investments needed a website that got their message across and appealed to Independent Financial Advisers, Institutional Investors and Private Clients alike.



Designed by the award winning communication specialists WiseTiger, the site uses separate channels to target Close's audience, with clever use of colour and calls to action to pull the viewer in and guide them through the mass of product information.



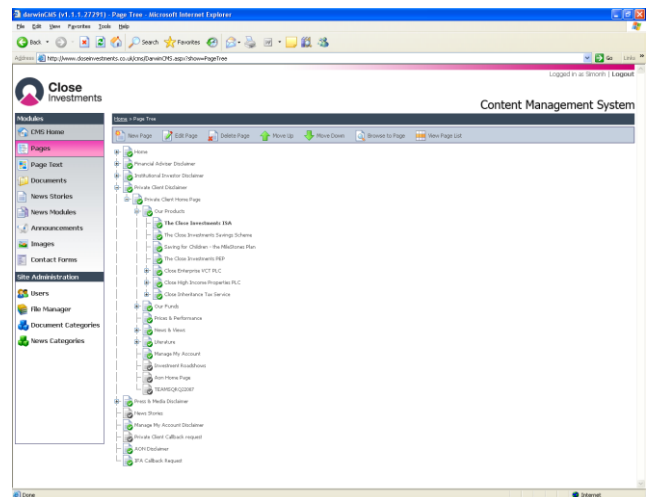
With the vast amount of information and the ever changing products, industry news and fund and price updates, **Content Management** was recognised as a vital function within the new website.



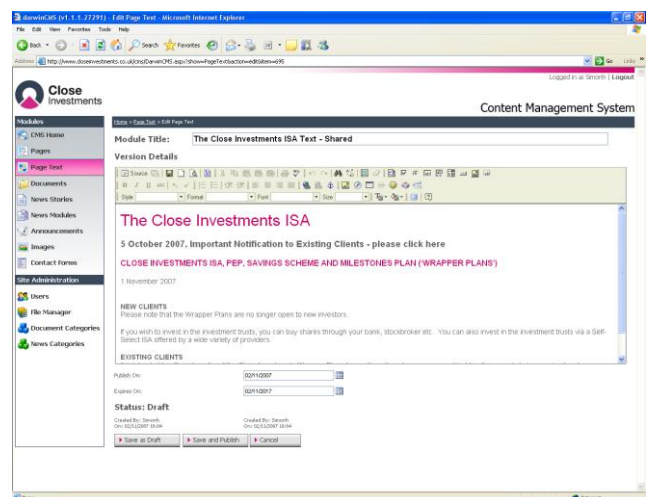
Close Investments' previous experience of content management was associated with clunky, inflexible and difficult to use systems.

Developed in conjunction with WiseTiger, Darwin's CMS product was rolled out to support the new website and Close's team are now able to manage all their own content, add new pages and modules and even manage micro-sites.

The team at Close have found Darwin's CMS easy to use yet very powerful and robust. Our CMS has allowed Close to take control of their site, responding instantly to legislative changes, market shifts and compliance directives.



Information can be shared across pages, minimising content entry across the multiple channels. The multiple versions of page text allow changes to be made, approved, published and rolled back to ensure a complete audit trail of site changes.



To ensure the smooth and effective running of their website, Darwin also provides on-going support and maintenance services to Close. Through our Help Desk we provide assistance with complex content updates along with comprehensive site statistics reports on a monthly basis.