

Contentful helps 360R and The British Museum dazzle delegates

About 360R - Contentful Partner

With a focus on App Development, 360r is a British agency with over 20 years of experience in the mobile sector. Clients like The British Museum, Everton FC and Ascot have been drawn by their expertise in app development, app training and content creation.



About The British Museum

The British Museum was the first national public museum in the world. A staggering 6 million people visit yearly to browse through around 8 million works dedicated to human history and culture.

The Museum's unique, grade-one listed public galleries are complemented with a suite of contemporary conference facilities for daytime and evening events. Guests and delegates enjoy state-of-the-art facilities, including access to the collection and special exhibitions for inspiration, relaxation and motivation.

Background

The Conference & Events Team at the Museum needed a way to engage their clients and differentiate their offering. They required 360r to deliver a solution as efficiently as possible to prospective clients via mobile; specifically Apple iPhones and iPads.

"At 360R, we specialise in building mobile apps and as the project timescale was so incredibly tight we needed to source a backend to reliably manage and deliver content to the mobile apps. After much research, including thoughts of building our own bespoke CMS, we selected Contentful to provide a platform agnostic content management backend for our apps."

Simon Burgon, Director at 360R

Requirements

- Easy for the team at the museum to administer.
- Simple to use interface;
- A restful/JSON based interface;

Results

- Content Management System with a user-friendly interface
- Dependable Content Management backend
- All achieved in record time

Time Pressure

The mobile solution required a simple-to-use administration console and the complete solution had to be delivered in an incredibly short timescale. Data needed to be elegantly managed in a user friendly Content Management System that was easy to learn for The British Museum's staff and deliverable via a restful/JSON interface.



Results

Being under such difficult time constraints, it was vital that the 360r team had a platform they could have confidence in to enable them to produce their typically high standard of work. The team was able to focus solely on the creative aspect of their work, resulting in the project being completed well within the agreed timescale.

"Because the Contentful platform was so flexible and fully featured it meant that we could focus our efforts on the app development side of the project. There's no doubt the project would have taken much longer and cost much more to develop without the Contentful platform."

Simon Burgon, Director at 360R



About Contentful

Contentful is content management platform for web applications, mobile apps and connected devices. It allows you to create, edit & manage content in the cloud and publish it anywhere via powerful API. Contentful offers tools for managing editorial teams and enabling cooperation between organisations.

To learn more about how Contentful can help you scale your publishing efforts, please visit our website at www.contentful.com or email us at sales@contentful.com.