An enlightened approach to digital
Who are we?

- Luminescent Digital is the leading digital partner for some of the most recognized agencies and brands across the globe.

- Set up in 2010 to meet the growing resource needs of agencies in the UK and the Middle East.

- Today we provide digital project support, contract development teams, and talent acquisition solutions to a broad range of companies based across the US, Australia, UK, Europe and the Middle East.
Our promise
Communication

Dedicated on ground support and clear lines of communication with all team members.
Security

Guaranteed protection of your intellectual property.
Commitment

Delivery on time and within budget.
Integrity

Transparent working practices and the best possible environment for all our staff.
Partnership

We care about your business and act not as a supplier but as an extension of your own team.
What do we do?
Our technology mix
Project consultation and build

- A certified team of Project Manager’s and Technical Architects.
- Global experience in multi-million dollar builds.
- Client workshops and discovery consultation.
- Major project wins from Fortune 500 companies in the UK, Australia, Europe and the Middle East.
- Omnichannel Ecommerce experience.
Contract development

- Onsite / offsite solutions by combining on ground support with a purpose built development centre in Technopark, India.
- Bespoke recruitment and team building.
- First class English communication skills.
- Certified team members.
- Average staff retention of 4 plus years.
Talent acquisition

- Search and selection of the world’s best technical talent.
- Access to a huge talent pool from the UK, UAE and India.
- Candidate relocation support and visa consultation.
- Dedicated HR professionals who understand your business.
Our clients
Case studies
Global prosperity is at its highest point in the past decade

Whether we look at the global average or weight countries across by their populations, the picture remains the same: global prosperity is now three percent higher than it was in 2007. Read more.
Legatum
The Legatum Prosperity Index 2016

Business goals

- To provide a better understanding of what factors drive prosperity around the world.
- To move away from a product concerned with 'measurement' to one that is about 'action'. Empower visitors to explore what prosperity is, how changes in certain factors could improve prosperity in their own countries.
- To increase awareness of the Legatum Institute, its mission and its programmes.
- To make it easier for journalists to tell their stories, (snippets, embed graphs, download data, sound bites, quotes, key findings).

Root Causes

- The need to have something more than just a web brochure.
- A high bounce rate indicating poor user engagement and interaction.
- Poor data functionality and story telling.
- Non responsive site with many features impossible to use on held devices.

Solution

- An engaging, fully interactive site using the latest data visualisation tools.
- Responsive design across all elements of the site including 3D mapping.
- Geo location to greet visitors in their local language and to provide instant data on their country

Value

- A huge increase in media interest with the site being referenced in the FT, The Times, The Washington Post and The Huffington post.
- 150,000 plus sessions throughout January.
Executive Place

Not Actively Looking Website

www.notactivelylooking.com
Executive Place
Not Actively Looking Website

Business goals
- To provide highly relevant candidate data to search firms looking to fill C-level positions.
- To scale up quickly and cost effectively allowing for constant feature releases.
- To become the go to portal for C-level executives looking to share their corporate profiles securely.

Root Causes
- No platform where search firms can efficiently access relevant high profile candidate information.
- Difficult for executives to show case their availability as they are closely monitored on sites like linkedin.
- Huge stakes linked with the executive’s position and their organisations profile.

Solution
- Simple yet remarkably effective website which suits executives as well as search firms.
- Executives can share their data confidentially with NAL and search firms can access highly relevant data.
- Easy to use, navigate ,maintain profiles and candidate CVs.

Value
- Support of Executive Place through 3 separate funding rounds.
- 20,000 pus registered candidates and 165 search firms signed up in the first 12 months.
- The platform has gained significant industry coverage featuring in Forbes and CEO magazine.
- Successful scale up of the development team from 2 to 10 resources within 4 months.
Temperley London
Omnichannel Ecommerce Website
www.temperleylondon.com
Temperley London
Omnichannel Ecommerce Website

Business goals

- To provide a true OmniChannel shopping experience.
- Seemless integration of Ecommerce functionality into the Temperley brand experience.
- Customer Journey should reflect Alice Temperley’s aesthetics and distinct style of stores in London, Los Angeles and New York.

Root Causes

- With the technology advancement, many online visitors have shifted from desktops to different mobile devices. There is a wide verity of devices with varying display dimensions.
- The competitive nature of online market calls for fresh look which is unique to the brand.
- The market is demanding and the website should be upgraded to deliver the best practice Ecommerce functionalities.

- Requirement for the website to act as an extension of their retail stores in aesthetics and style.

Solution

- Design services for overall look and feel of the platform.
- Development of custom pre-ordering functionality – direct from the runway.
- Fully responsive commerce experience.

Value

- Increased sales of promoted products.
- Ease of handling more customers.
- Improved user experience and customer journey.
- Increased customer base with attractive new style.
- Unique functionality that allow visitors to pre-order looks from catwalk.
- News and blogs section which connects the customers with a personal touch.
Daimler Mercedes-Benz

Proven Exclusivity Pre-owned Cars Portal for the Middle East Region

www.abu-dhabi.pe-mb.com
Daimler Mercedes-Benz
Proven Exclusivity Pre-owned Cars Portal for the Middle East Region

Business goals

- A state of the art online platform to increase sales.
- To improve the qualification of new customers prior to dealer visit.
- Enable online car selection and design.
- Facilitate online trading of used cars.

Root Causes

- Poor used car sales through dealerships.
- High associated inventory costs.
- Lagging behind the competition in luxury used car market.
- Poor management of existing stock.

Solution

- Developed an easy to use sales force automation tool.
- Easy to use content management system.
- Design services for overall look and feel of the platform.

Value

- Huge improvement in sales of used luxury cars through the platform.
- Decrease in inventory costs and higher throughput of cars on the dealership floor.
- Huge increase in number of qualified test drives being booked via the platform.
- Sales people were able to spend more time with qualified prospects.
- 5 million AED in online offers in the first 3 months.
Emirates

Emirates Skywards Future Artist Competition Site, Interactive Video Player, Responsive Design
Emirates Email Campaigns (Disney Al Tayer, Emirates Dewa)
Emirates

Online Flash Banner Campaigns (KSA - USA network route launch)
Business goals

- To source a partner for the production of creative campaigns and software development.
- To produce cutting edge online campaigns to improve click-throughs.
- Increase turnaround time of banner production and improve cost efficiency.

Root Causes

- Existing agency was perceived as ‘stale’.
- A belief that much more could be done to leverage digital marketing.
- Board strategy to enhance Emirates digital presence.

Solution

- A fully dedicated Emirates team who became leading brand advocates.
- Delivery of quality work on time and under budget.

Value

- Increased click through rates.
- Reduced cost and increased turnaround time for digital creative.
- Award winning campaigns.
Kurt Geiger

Ecommerce Transformation. www.kurtgeiger.com
Kurt Geiger
Ecommerce Transformation

Business goals

- Advanced applications across logistics, order management, ERP and CRM integration.
- To drive additional revenues through ‘Social’ purchases.
- High performance scalable architecture.
- Driving up to 50% of sales online by 2018.

Root Causes

- Existing system was inflexible, required a lot of manual work to manage inventory and gain business intelligence data.
- In house team and agency did not have sufficient experience in advanced commerce.

Solution

- Design driven approach to re-frame the Ecommerce vision and scope.
- A modular approach to the platform to minimize downtime through agile development.
- Advanced shipping, order management, financial management, social shopping and video management.
- Integrated CRM with MS Dynamics as well as high performance architecture for scalability.

Value

- Award winning industry recognized commerce platform.
- Significant reduction of manual processes.
- Increased volume of sales and CRM customer insights.
- New revenue stream via social buying channel.
- Improved demand forecasting and planning.
Portfolio
Jameel Prize Award

Art Jameel Photography Prize award, dual language (EN/AR) responsive site build for annual competition in Saudi Arabia. www.ajpa.artjameel.org
The Speed School Fund has committed to mobilising $30 million to help bring children affected by the Syrian crisis back to school.

There are 123 million children worldwide who are out of school and millions more who have missed the opportunity to start learning. A new approach is needed.

Speed School is an accelerated learning program that compresses three years of curriculum into 30 months, enabling millions of children to acquire the skills needed to enter formal education.

110,000+ children helped through Speed School

*as of January 2017
Nestle Careers Middle-East

Cutting-edge, video content rich careers site in English and Arabic for Nestle Middle-East, integrated with Taleo and fully responsive. www.nestlecareers-me.com
The First Group – Solo Business Centre

Dynamic HTML site build for Solo Business Centre, by The First Group to cover their managed office solutions in Sports City. www.solobusinesscentre.com
Damas Jewellery

Jewellery portal for Damas, fully responsive with built in Ecommerce functionality, available in English & Arabic. www.damasjewellery.com
Betts
Airflex

General Electric

Sales Aid on iPad to promote medical equipment to doctors.
Jaguar online Flash banner campaigns (Jaguar XF)
Jaguar

Jaguar email campaigns (Jaguar XK and Jaguar CX-15)
DP World

Responsive website build for DP World  www.dpworld.com
Fujifilm

Fujifilm Middle East and Africa corporate website (PHP, HTML & CSS)  www.fujifilm-mea.com