



## Giving Grant Thornton International a much-needed performance boost

### — THE COMPANY

Grant Thornton International is one of the world's largest professional services groups. It consists of a network of independent assurance, tax and advisory firms, made up of more than 58,000 people in 136 countries.

### — THE CHALLENGE

Grant Thornton needed a new trusted partner to improve the performance of its multi-lingual, multi-market Optimizely site, add new features and improve search functionality. In addition, the client required support for new languages and wanted to integrate a new section for gated content. Niteco manage over 130 websites globally for Grant Thornton.

### — THE SOLUTION

First, Niteco did what we do best: dramatically improve the website's performance with a 90% increase in page speed rendering time. Next, the team integrated Google's Natural Language machine learning engine so that Grant Thornton's entities around the world

could use natural language processing for Chinese, Japanese and Korean. This engine enables features like sentiment analysis, entity analysis, entity sentiment analysis, content classification and syntax analysis.

In a further step, Niteco's team enhanced their website with a separate section for gated content. To top it off, the team implemented Content Security Policy to enhance the site's security and help to reduce Cross-site scripting (XSS) risks.

Unhappy with the search functionality on its site, Grant Thornton also asked Niteco to give its integration of Optimizely Search & Navigation a boost. Niteco did so by adding Optimizely Search & Navigation Auto-Boosting and Optimizely Search & Navigation Best Bets.

### — THE RESULT

- Grant Thornton International now enjoys a website that has an improved site speed score of over 80, up from 40-50.
- The improved search functionality makes for a more efficient user experience.