

Our African success stories

Issued by [Bluegrass Digital](#)

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We have been establishing relationships and collaborating on technical delivery across Africa since 2008. Earlier this year we established an office in Lagos, adding to our existing Johannesburg and Cape Town presence.

CNBC Africa website [Johannesburg]

www.cnbcafrica.com

- Africa's most powerful multiplatform business media brand
- Redesign & development using [Umbraco](#)
- Dynamic main menu navigation
- SEO-friendly URL structuring
- SEO metadata and analytics script management
- Social media integration & sharing options
- Browser support for Mac, Windows, iOS and Android

Careers24 app [Cape Town]

www.bluegrassdigital.com/portfolio/careers24

- PhoneGap framework
- Creating a convenient alternative for the 1.4 million unique monthly website visitors
- Africa's largest online recruitment portal and publisher
- iOS, Android & Blackberry compatibility
- HTML5, CSS3, zepto.js, Backbone.js
- [Case study](#)

Spirit of Lagos website [Lagos]

www.spiritoflagos.com

- Nigeria's online engine for change
- Created on the [Umbraco](#) platform
- Internet Explorer 8+, Google Chrome, Firefox 10+, Safari 6, PC & Mac

For Africa, simplicity, accessibility and reliability are the key digital needs. With Smartphone penetration at just 18% in Africa currently, all platforms need to be considered - from basic feature phones, which serve as lifelines in rural Africa, to the latest technology Android and iPhone, often status symbols for the emerging African middle class.

About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With our head office in London and hubs in Cape Town, Johannesburg and Lagos, our highly skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology to deliver top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

www.bluegrassdigital.com

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Bluegrass Digital



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We help businesses transform and succeed in a digital world through insight-led customer experience, innovation and technology built to scale.

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