Suyati
dream. dare. do

Enhancing User Journey on Ektron Powered Websites

About Suyati

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition.

Learn more: **www.suyati.com**
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Executive Summary

Suyati's partnership with a leading US-based metal coating manufacturer delivers comprehensive support, maintenance and value-added enhancements to the client's multiple Ektron powered websites. Key achievement? Enhancing the user's journey on the client's website.

About the Client

The client is one of the top players in the metal coating industry in the USA. The company designs and manufactures ready-to-install metal coating products for various industrial applications in lighting, HVAC, and appliance markets, in the commercial, industrial, institutional, governmental, and other sectors.
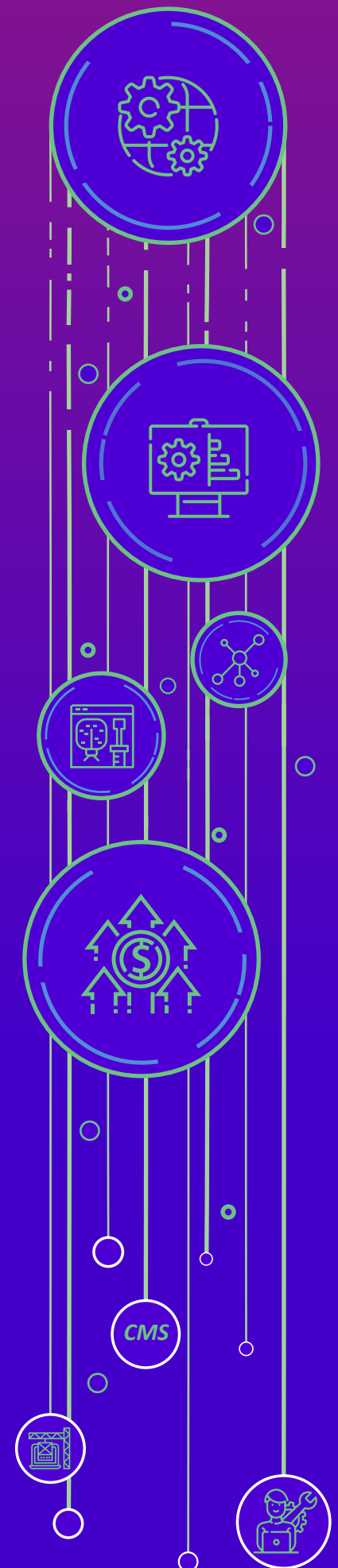
Problem

The client offers various products and services for different industries and sectors and maintains six different websites to cater to these niches. As these were developed over multiple timeframes, by different vendors, a complex environment grew around the websites. The client needed extensive support to fix bugs, maintain, and upgrade the different websites.

Suyati's Approach

Suyati took up the task of providing comprehensive support, maintenance and upgrades for the six websites. The plan was to see what the business needed from the websites, create an easy-to-maintain ecosystem, and enhance the websites for a better user journey.

Technologies Used

- **Content Management System**: Ektron CMS

- **Database management system**: SQL Server 2008 R2

- **Search Platform**: Solr Search

- **Programming Language**: .NET 4.5

- **Automation tool**: Click Dimensions

- **Scripting tool**: SASS

Solutions Highlights

• Undertook extensive code clean-up for all the six websites aimed at stabilizing the websites and improving performance.

• Effected a complete restructure of the "Heritage Buildings" website, which included a complete revamp of the home page, and implementing SASS /SCSS syntax to structure and organizing the website components.

What the client loved

• All websites upgraded and bugs fixed; proactive solving of all issues and continued support

• Increased process efficiency due to highly intuitive design solution

• Positive impact on their business due to customer-focused modules on website