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KENTICO
CMS for ASP.NET

Kentico Case Study

Neulogics, Inc.

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Industry:

Enterprise Software Consulting

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Goals

Neulogics, a Microsoft Certified Business Solutions partner for integrating and personalizing financial management systems, had an out of date website they felt no longer fully represented the company's message. It was just a billboard that added no value to their customers or the company itself. The content was stale because it was technically too time consuming to make the smallest change.

As a growing company, Neulogics did not have the time to invest into becoming an expert in web design and development, but they also did not want to remain dependent upon web developers every time they desired to edit the content.

What Neulogics wanted was the freedom and flexibility to control updates to their own web site for both customer service and marketing purposes. They desired a web site that added enough self-service value to prospects and customers that both groups would desire to return to the site over and over again. Lastly, the site had to also act as a communication gateway for those site visitors that needed to interact with the people at Neulogics through online support tickets, chat requests and a project management portal.

Challenges

First, Neulogics required an easy to learn user interface that would enable them to make content updates without having to go through a huge learning curve. They also needed the ability to "plug-in" their existing customer service web tools in order to transform the corporate website into a customer service facing portal. Neulogics had a lot of content in various formats that they wanted to make available to site visitors, but the team initially debated with how to best organize and present this information without forcing visitors to scroll long pages or excessively navigate too many pages.

From a marketing perspective Neulogics was looking for quick, easy ways to create landing pages for tracking the results from their email marketing campaigns. Another big challenge for them was managing promotions and training event information on specific pages in the website without having to redundantly enter the same information on each target page.
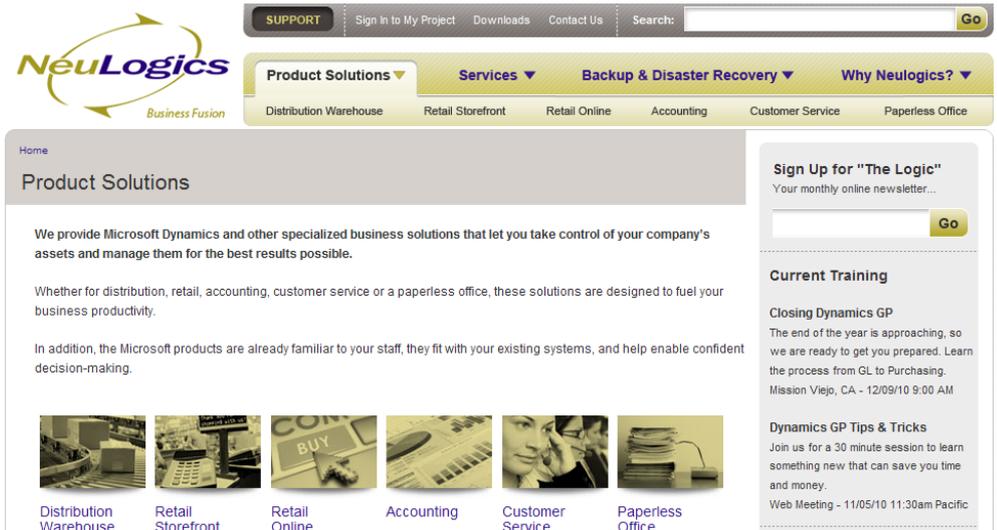
Solutions

The project started with good project management disciplines and patient customer service. This kept the project on track while extending flexibility to Neulogics in addressing the way they liked to learn new software. Neulogic's existing web based tools were seamlessly integrated into the Kentico CMS page layout while maintaining an easy way to update links in a simple text based form. The approach to creating reusable promotion and training event content was also a winner. Again, the Neulogics team was able to easily input information into a text based form and then relate each promotion or training event to the desired target page(s) with a simple point-and-click lookup of the site tree from the built-in related documents feature.

Solving the challenge of bringing together the expansive library of product information really started with the site map layout and site design. There was a great deal of time spent listening to Neulogics - learning their business, understanding their customers and conceptualizing their needs. The addition of the interior page tabs allowed Neulogics to organize the content in a logical way – brochures, demo videos and whitepapers – without visitors having to scroll long pages of links or feel like they were navigating away from the main topic page. The ability to easily control the behavior of breadcrumbs and page titles helped to minimize the navigational effort.

To solve Neulogic's landing page needs, a page template was created that maintained the spirit of their site design, but was very clean and free from navigational distractions. Having the online business form as part of the page template meant Neulogics just needed to fill in the specific page URL, metadata and static text for each new marketing campaign. And having the web analytics tied to the specific campaign has given Neulogics valuable insights into the success of each marketing effort.

"Kentico CMS has proven to be a complete toolset for our web presence needs. We have yet to encounter a functional need that has resulted in costly custom development or required us to go out and purchase third-party products as a work around. I am impressed with the depth of functionality. It has really broadened the horizon of 'what's possible' when we strategize on new ways of adding value to the visitors of our new web site."

Chris Zeiler,
Partner,
Neulogics, Inc.

Results

According to Neulogics, the immediate return on the website has been the facelift to their corporate image and delivery of a very succinct online message. Customers and prospects have already started to utilize the site for product information and service requests – all of which are saving both parties time normally spent in back and forth email streams or voicemail.

Having the ability to create landing pages and update content on the fly has resulted in the expediency of Neulogics marketing efforts. They are able to launch campaigns according to schedule which, in turn, has enabled Neulogics to capitalize on incentives and subsidies offered by their vendors.

In the long run they expect to see more new sales resulting from web site leads as their search engine rankings continue to climb. Most of all Neulogics has expressed a sense of confidence when referring someone to their new web site knowing the result will be a good user experience with information that is easily found.

Key criteria for selecting Kentico CMS

- Neulogics liked the fact that Kentico CMS was a Microsoft-centric product given that they are Microsoft Certified Partners themselves. There was a familiarity with the environment and a trust in the technology platform.
- The variety of available tools out of the box: business forms, newsletter, site search, media library and lightbox display saved Neulogics both time and expense on the site development.
- The integrated worklow, versioning and recycle bin gives Neulogics a piece of mind knowing they really can't accidently break their site or loose content that is not immediately recoverable.
- According to Neulogics, one of the most influential reasons for selecting Kentico CMS was finding the right implementation partner. 5Nova was able to quickly demonstrate the capabilities of the Kentico solution, making Neulogics management team feel secure in their decision to move forward. Having 5Nova as a one-stop shop for design, development, copy writing, training and hosting was a key factor.

"What I valued most about the experience was having 5Nova come along side us as a member of our team. I truly feel like they took the time to understand our business as well as our online goals before developing the site. That translated into a shared collaboration experience. It felt like we were working with people inside our own organization."

Tom Santoro,
Partner,
Neulogcis