

Case Study – A Leading High Technology Company

eDynamic successfully migrates the website of a High Technology Company to Sitecore CMS, while adding five international regions to it.

The short timeline and other challenges were accomplished using an innovative approach to deliver the project in record time.

Requirements:

Main objective of this project was to drive more lead flow to streamline the global demand generation process.

- The original website was based on static PHP files with limited content management abilities
- International regions did not have regional websites
- Two thousand pages of content needed migration and translation into five languages

Solutions:

eDynamic's architected solution included:

- To deliver on time and reduce potential risks, content migration and translation workstreams were performed early in the project.
- Used the built-in multi-language content structure of the CMS to manage the versions
- Both automated and manual migration options were evaluated and executed
- Provided a fall back language, that is automatically rendered when a regional page is requested and translations are not yet completed
- Visitors were taken to the regional website automatically and were provided the opportunity to override the default selection
- Leveraged the Clay-Tablet translation connectivity software to manage content workflow between Sitecore and the third-party translator
- Leveraged .NET framework's ability to reformat content based on the culture context

Technologies Used:

The technologies we used at the time of the executing this project included:

- **Sitecore:** A world leader in innovative software for Web Content Management and Digital Engagement
- **Clay-Tablet:** A leader in translation technology integration working with web content management and translation vendors