

Case Study – A Leading Law Firm

eDynamic transformed the way this leading law firm conducts business online, by selecting the right Content Management Platform for their website through a thorough evaluation process.

eDynamic ensured that the new website platform provides ease of development, deployment and management.

Challenges:

This leading law firm, aspired to be a digital leader with the ability to engage its audience

The major challenges faced by them were:

- With their legacy system, they could not make frequent changes to their website
- Creating and updating content was a long drawn process and often vendor or IT dependent
- They wanted a system that could provide their marketing team more flexibility to edit & upload content
- They wanted a platform that is easy to use & integrates well with their existing environment

Solutions:

eDynamic followed best practices and a proven process to make sure that the best-fit platform is selected for the client.



- **Discovery:** Stakeholder interviews helped capture key objectives, challenges and requirements, along with user stories, that laid a foundation for us.
- **Analysis:** The requirements were documented, refined and prioritized before becoming the selection criteria to distinguish a CMS
- **Investigation:** The initial list of vendors were identified and filtered, while preparing the tools to further filter out the vendors from the list
- **Selection:** The RFI, demonstrations and proof-of-concept applications helped narrow the vendors that aligned with key criteria
- **Selection Funnel:** Pre-defined gates in the process quickly reduced the number of vendors to a relevant set that were left for the final evaluation

Benefits:

After eDynamic's selection process was completed, the choice of a new CMS platform was **SITECORE**. The platform addressed all business needs of the firm and helped them engage with their audience in more meaningful way.