

Case Study: DMTI SPATIAL Website Redesign and CMS Implementation



Blending Creativity and Technology to Deliver Better Business Solutions

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Case Study: DMTI Spatial

Challenges	<ul style="list-style-type: none">• The site did not offer a clear understanding of what value DMTI offered its clients• The user experience was confusing, and did not meet the needs of the target audience• The online visual identity was unappealing and inconsistent, and did not reinforce the brand image• The conversion path was not optimized and the site did not feature clear Calls to Action for the visitors• The site did not drive product education. Supplementary material was not readily available, or organized to be easily accessible• Existing site was difficult to update. Client had to depend on external resources for costly site maintenance
Approach	<ul style="list-style-type: none">• eDynamic worked with DMTI to redefine the content strategy, ensuring that the new site structure and layout would support DMTI's new marketing platform• Created interactive Flash masthead to communicate value proposition and add 'wow factor' to the site design• Recreated user experience focused around target audience to support business generation• Designed attractive and communicative page layouts to guide users to useful information• Implemented Sitecore CMS to enable updates and changes to site content
Result	<ul style="list-style-type: none">• New site provides post-sales value, with a wide range of easily accessible resources and downloads - including brochures, product demos, and videos - to educate and inform site visitors• Clear and intuitive user experience, with relevant Call to Action displayed prominently• Products and Service information is readily available and presented in an effective, layered, and easy-to-understand manner. Additional detail and supporting resources are also available, to support multiple stages of the sales cycle• Flexible CMS templates allow client to update the site quickly and easily, without dependence on external resources



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DMTI Spatial Satellite StreetView™ Solution

Fast, Affordable and Customized. With better coverage, frequency, quality and accuracy.



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About DMTI Spatial:
DMTI Spatial has been providing industry leading enterprise location intelligence solutions for more than a decade to Global 2000 companies and government agencies. DMTI's world-class Location Hub® platform uniquely identifies, validates and maintains a universe of location-based data. DMTI Spatial is the creator of market leading Mapping Solutions and maintains the gold standard for GIS location-based data in Canada.



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LOCATION Intelligence

"Location Intelligence is the use of location (geography) to isolate critical information, to validate, integrate and enhance it, to support better business decisions."

Who we are | **What we do** | How we can help you

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Solutions

DMT Spatial provides the most robust Location Intelligence solutions to solve key business challenges.

- Identify Opportunity
- Manage Risk
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- Optimize investments, Assets
- Improve Customer Service

Products

- LOCATION HUB®
- LOCATION CONTENT CARTRIDGES
- CANMAP SUITE PRODUCTS

DMT Spatial's location content and software products provide organizations with an end-to-end location intelligence solution consisting of the most relevant, rich and reliable location content along with the tools to better leverage location content

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DMT Spatial Satellite StreetView™ Solution

CLIENTS

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eDynamic

www.edynamic.net



Introduction to eDynamic

eDynamic (www.edynamic.net) is an end-to-end Web solutions and IT Consulting firm. We are a one stop web shop offering a wide range of services from Web and Enterprise Content Management, Portals, Web Design/User Experience to Online Marketing, Custom Application Development, Business Intelligence and Managed Services.

- Established in 1999; 275 consultants
- Offices:
 - New York, Toronto, Phoenix, Portland, Dubai, London and New Delhi
 - Near-shore Delivery Center in Toronto
 - Offshore Delivery Center in India
- eDynamic blends strong user experience with exceptional technology capabilities to deliver best-of-breed web solutions
- Our Global Delivery Model helps us to deliver cutting edge solutions
- We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical Web initiatives.
- By blending strong user experience & technology, eDynamic has been delivering best-of-breed web solutions to customers such as American Express, Pepsi and New York Life.

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Web 2.0 and RIA

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