

## Case Study: DMTI SPATIAL Website Redesign and Sitecore CMS Implementation

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## Case Study: DMTI Spatial

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



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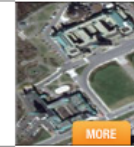
### Neighbourhood and Community Boundaries

The most comprehensive and detailed collection of local area boundaries for Canada.



### DMTI Spatial Satellite StreetView™ Solution

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



#### Communications

Discover how our solutions can be delivered to drive better provisioning, serviceability, network design, strategic marketing and customer intelligence activities.

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#### Utilities

Remove silos of mission critical information and reduce operating costs, data redundancy, and increase benefits of investments built over years of operation.

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#### Insurance

Maintain clean customer information leveraged against rich location information provides a new lens to help to mitigate risk.

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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

NEWS & EVENTS NOVEMBER 28, 2008 DMTI Spatial Strengthens Management Team Selecting Christina Kwan as Controller. [Subscribe](#) [More](#)

### Solutions

DMTI 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

DMTI 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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### DMTI Spatial Satellite StreetView™ Solution

C L I E N T S

Leading organizations use DMTI Spatial's Location Intelligence solutions to deliver business value.

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## Introduction to eDynamic

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eDynamic ([www.edynamic.net](http://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.

Web Strategy

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Web 2.0 and RIA

Online Marketing

Interactive Media

Web Content Management

Intranets

Web Portals

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