

eDynamic Successfully Redesigns & Develops DMTI Spatial Website on Sitecore Content Management System Platform

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eDynamic announces a successfully redesigned and built website for DMTI Spatial Inc. (DMTI), www.dmtispacial.com, focused on providing product education, driving leads and ensuring a seamless service experience for DMTI, both online and off.

Markham, Canada – October 20, 2009 – This initiative was done with 3 primary goals: to create a website that clearly established what DMTI offered to its prospects, existing customers and partners; to give DMTI’s marketing staff the ability to keep the site current without depending on expensive external vendors; and to create a website that had a contemporary look and feel that showcased DMTI’s product offering and marketing strategy while, at the same time, communicated the corporate image of an industry leader.

On the new site, product and service information are readily available and presented in an effectively layered, easy-to-understand manner. The site provides a wide range of clearly accessible resources and downloads that include brochures, product demos, case studies and webinars, all designed to educate and inform site visitors. Additional detail and supporting resources like press releases and event announcements are also available.

eDynamic’s mandate for this project was to develop an intuitive user experience that utilized the abundant content from DMTI’s original site and combine it with a guided user experience that targeted specific audiences. eDynamic’s team of User Experience, Interface Design, and Web Content Management experts collaborated with the DMTI team to ensure that the solution met clearly defined business and technical requirements.

eDynamic worked with DMTI to ensure the content strategy of the new site’s structure and layout supported DMTI’s new marketing platform. The User Experience was recreated to focus on target audiences while the visual identity was made more appealing and consistent. The conversion path was optimized and clear calls to action are seen by site visitors. An interactive flash masthead was also added to communicate value proposition, furthering the ‘wow factor’ of the site design.

The new site was built using Sitecore’s Content Management System (CMS) that enables updates and changes to the site’s content. Flexible CMS templates allow DMTI to update the site quickly without depending on costly external resources.

“We have brought in our expertise as a one stop solution provider to DMTI – from Web Strategy, Design, Online Marketing, Web Content Management to Support,” says Rahul Khosla, Principal Consultant, eDynamic. “This expertise will enable DMTI to meet all of their strategic web needs going forward.”

“DMTI was able to achieve its goal of a reinvented website using eDynamic’s expertise,” said Christine Gemmill, Senior Marketing Manager, DMTI Spatial. “The new look and feel is a refreshing step forward from our old site.”

About eDynamic: Established in 1999, eDynamic is a Global Web Solutions Firm. We deliver end-to-end Web solutions & offer a wide range of services including Web and Enterprise Content Management, Portals, Web Design/User Experience, Online Marketing, custom application development, Business Intelligence, CRM and Managed Services. 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.

About DMTI Spatial (www.dmtispacial.com): DMTI 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 is the creator of market leading Mapping Solutions and maintains the gold standard for GIS location-based data in Canada.

About Sitecore (www.sitecore.net): Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured Web sites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth. Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons.