

## **eDynamic successfully Redesigns & Develops the Doon School Website on Open source (PHP) Content Management System (CMS) & delivers eCommerce Solution**

**Dehradun, India, May 5, 2009:** Faced with the opportunities to increase brand equity, student acquisition & alumni collaboration through the Web, The Doon School, rated amongst the ten best schools in the world, determined that they should build a new best-of-breed website capable of providing vital school information and showcasing their branding on the Web.

With proven expertise in successful Web solutions, Design & User Experience for the Education industry, eDynamic partnered with the Doon School to realize this strategic initiative.

eDynamic has redesigned the user experience for Doon School's new website with cutting edge navigation & brand presentation. eDynamic has also developed the eCommerce piece on this Website to fulfill one of Doon School's core needs – "Online fund raising and the online store". This functionality will also be developed further to enable fee payments for students too.

The new website has been designed & developed with an eye on high end user engagement & elevating online branding for Doon School - one of the world's well known, traditional centers of quality high school education.

The site will be dynamic and will have fresh content & messaging upgrades, for which eDynamic has built the site on Open Source CMS. eDynamic is also going to implement an analytic tool to track Web traffic trends to present visibility into customer traffic trends, site stickiness, advanced analytics such as user perception, navigation detail, interactivity, etc.

Our deep domain knowledge and extensive past experience of working within the Education industry helped us deliver on this prestigious project. We are really excited to work with industry leaders such as The Doon School", said Subir Singh, Partner, eDynamic.

**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 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 The Doon School:** Rated amongst ten best schools of the world, Doon School has been dedicated to producing leaders of the future. The Doon School is one of India's leading schools with an international reputation. The "Objects of Education" as enunciated by the Founder Headmaster, Arthur Foot, in 1946, are as relevant today as they were over 60 years ago.