

Moneris Solutions celebrates launch of revitalized website

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eDynamic has successfully redesigned and built a website for Moneris Solutions, www.moneris.com, focused on driving product education, driving leads, and ensuring a seamless service experiences for Moneris customers, online and off.

Toronto, July 24, 2009 – The goal of this initiative was to enhance Moneris’ online experience for prospects, existing customers, and partners. The new site features a robust site structure to guide the user experience, as well as a bold creative concept, reflective of Moneris’ identity as an industry leader and innovative provider of payment solutions. The site structure also reinforces existing sales processes by funnelling site visitors more strategically through the site and to the content areas they would be most interested in.

eDynamic’s mandate for this project was to develop an intuitive user experience using the abundant content available on the original site. Customized interactive elements were created for the new site to engage the user and provide access to valuable information quickly. eDynamic’s team of User Experience, Interface Design, and Web Content Management experts collaborated with the Moneris team to ensure that the solution met specified business and technical requirements. eDynamic implemented the site using Sitecore Content Management System to facilitate ongoing updates to website content, and to support the multilingual, multisite deployment that Moneris requires to manage their multiple online properties. eDynamic’s experience and knowledge of the Banking & Financial Services industry, along with core expertise in user experience design and web content management, helped in defining the strategy for this project.

Jim Baumgartner, President and CEO of Moneris, described the eDynamic solution as “a new exciting investment that we’ve made in Moneris.com.” He went on to say, “Given these tougher economic times... a lot of our competitors are pulling back, and I believe we’ve got the opportunity to continue to invest in technology to communicate [our] strong value proposition... and this investment gives us the opportunity to do that.”

“Timing and an efficient implementation were key components to completing this project, given the numerous other initiatives that are planned and need support from my team. Having a partner that understands this urgency, can work quickly to deploy projects, and has cost effective developers around the world was a key factor to us working with eDynamic” Bart Molenda, Manager of Web Marketing.

Speaking on the project, Inder Sawhney, Director, Client Engagement at eDynamic said, “We created a web focused strategy that’s smart, succinct and protective of our client’s branding experience. We started the journey keeping in view the information architecture and user experience desired for Moneris target audience. We used the Sitecore web content management platform for this initiative. Sitecore gives us the agility, flexibility, feature set and modular architecture that we need for easy integration and customization in such initiatives. It allows for rapid integration with any web application that our clients already have in their back office. Because it uses the latest Microsoft .NET technologies, it allows for a more efficient development process – which resulted in cost and time saving, both for Moneris and eDynamic. We’re really excited to have partnered with Moneris and Sitecore on this initiative.”

About eDynamic (www.edynamic.net): 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 Moneris (www.moneris.com): Moneris is one of North America's leading payment processors. Moneris processes more than 2.5 billion credit and debit card transactions a year, for over 350,000 merchant locations across North America. It has over 1,900 dedicated employees who understand transaction processing and know how to make it work for its client. Moneris delivers innovative technology, operational excellence and unparalleled customer service to merchants of all sizes. Moneris' goal is to exceed their merchants' transaction processing expectations.

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.