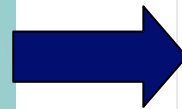


Case Study - Website Design & Development

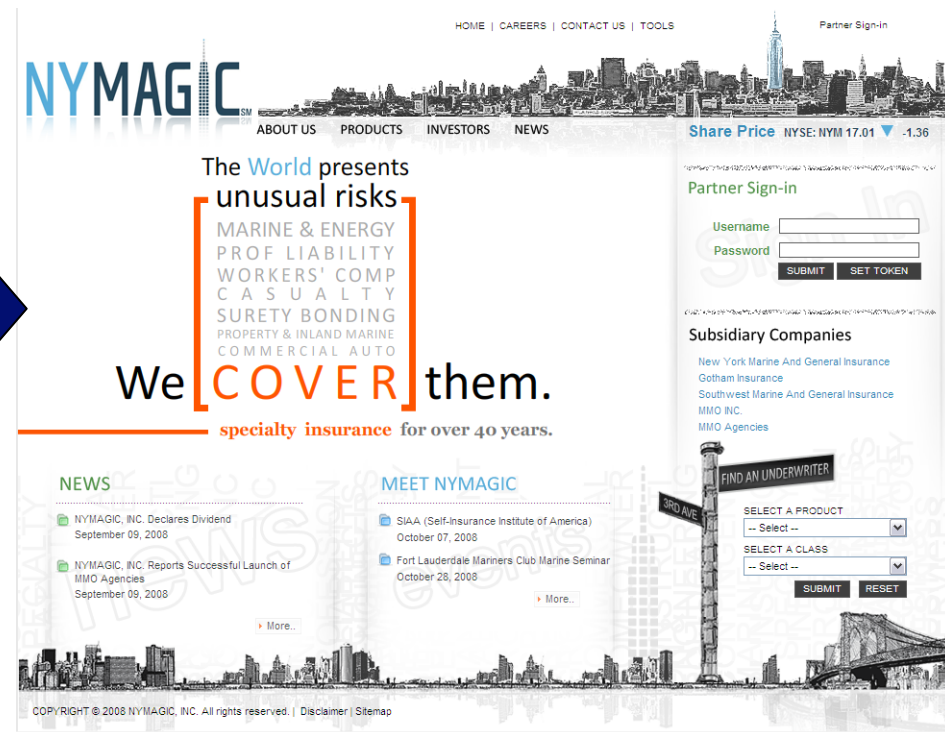
NYMAGIC

Leading New York based Public Insurance Company, NYMAGIC selects eDynamic for Online Strategy, Web Design & Development. NYMAGIC decided to revamp their existing website to drive stronger branding, product differentiation & an elevated messaging platform to bring brought forth key value propositions of their Insurance business. Click to find out why they selected eDynamic for this opportunity. What problems was NYMAGIC facing? What solutions did eDynamic provide? What are benefits is NYMAGIC enjoying?

Older Version



New Version



Service: Website Design & Development
 Industry: Insurance

What were the Problems?

- loss of business due to lack of information and marketing collateral available online
- Difficult for user's to navigate website and find relevant information to meet their needs
- Existing site lacked stronger branding, clear value proposition, product differentiation & an effective messaging platform required for strong web presence
- Inconsistency between existing site and other web assets owned by NYMAGIC

What did we propose?

- A completely redesigned website designed to meet needs of a diverse audience
- Intuitive information architecture and attractive site design to meet the requirements of potential clients
- Effective Product Marketing for generating more business
- Implementation of Sitecore Content Management System to enable rapid addition/updates of site content

Enjoyed Benefits!!

- Attractive new website with strategic corporate branding that blends a new age Web 2.0 look with traditional business strengths
- Strong and effective internal and external communication channel
- Reduced the cost of support to customers through their contact center
- Up-to-date product Information and Marketing collateral easily available online
- With Sitecore's intuitive interface, business users are able to publish content without dependence on IT, allowing for fast and frequent site updates & increased customer engagement.

Original design



Reasons for website redesign:
Poor user experience, dated look-and-feel, lack of online assets, Product marketing, global navigation, efficient data representation, design, Search functionality, Branding, etc. were missing in the older version website

Case Study - Website Design & Development NYMAGIC

The new website designed by eDynamic for NYMAGIC Inc.
A complete new Web 2.0 look keeping the strategic corporate branding in mind.

Product differentiation and an elevated messaging platform that will help generate more business for NYMAGIC

With Sitecore's intuitive interface, business users will be able to publish content without the assistance of IT, allowing for quicker and more frequent site updates



Log-in section for partners

Simple product finder to direct prospects to the solution that best meets their needs

Product Marketing for generating more business for NYMAGIC



HOME | CAREERS | CONTACT US | TOOLS Partner Sign-in

NYMAGIC ABOUT US PRODUCTS INVESTORS NEWS

Home > Products

- Products
 - Marine & Energy
 - Commercial Automobile
 - Casualty
 - Professional Liability
 - Property and Inland Marine
 - Excess Workers' Comp.
 - Surety Bonding
 - Download Center

Products

NYMAGIC underwrites and insures a variety of products in the Property & Casualty and Ocean Marine industries.



Marine & Energy

NYMAGIC®, through its managing general agent MMO®, prides itself in having more than 44 years experience in the marine insurance market. We are a major provider to the marine liability market, extending lines of up to \$40 million, and competing around the globe with custom-tailored policies for our insureds.

[More](#)



Commercial Automobile

NYMAGIC® covers commercial trucking fleets throughout the United States. We maintain relationships with select program managers enabling us to provide expertise while delivering superior coverage and policy servicing to the insured.

[More](#)



Casualty

NYMAGIC® underwriters will look at any risk. MMO® Casualty underwrites a wide range of products, contractors, commercial property, and habitational property liability.

[More](#)



Professional Liability

NYMAGIC®, through its professional liability group, underwrites a variety of errors & omissions coverages for professionals, including accountants, lawyers, engineers, media and entertainment professionals (and others with intellectual property exposures).

Engage

- New Business Partner
- Find an Underwriter

Related Links

- Insurance Companies
- MMO INC.
- MMO Agencies

Website is consistent with other web assets owned by NYMAGIC

