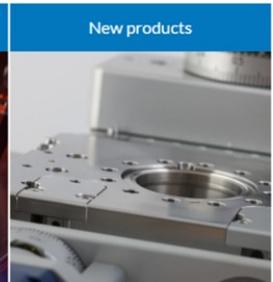


UHV Designs motion and heating products

Major Digital



ENGINEERING

Major were appointed by UHV design after a three way pitch process against two competitor agencies. They were selected based on their significant track record in delivering complex Kentico based CMS deployments, in addition to a strong technical empathy within the Engineering sector.

Page views increased by

46%

Background

UHV Design specializes in the design, manufacture, and supply of innovative, market-leading HV and UHV motion and heating products. Their primary focus is to provide high-quality, low-maintenance manipulation solutions for vacuum applications. Excellence is assured through in-house control of the entire process from design to manufacture, assembly, test, and after sales support. A customer-orientated approach combined with a desire to achieve unrivaled product excellence is key to their continued success.

Goals

Major was asked to take UHV Design's existing website and redesign an attractive, user-friendly, easy to navigate, responsive website.

Challenges

- Website is to integrate with Cadenas (electronic product catalog)
- To enable clients to view and configure product parts, and create a wish-list of the parts they are interested in
- Categorize products and series
- Allow multiple product inquiries integrating with Kentico's Form module

Solution

Major created a custom widget in Kentico which allowed their client to simply insert a URL to the relevant iframe for each product. They also created a custom script which tracked what parts of the product was configured within the iframe and to display the product code in the created wish list page (simple custom Page Type) which could then be sent as an inquiry. This was integrated with the Form module so that it was possible to output the product code in the auto responder to the public user and send an email notification when an inquiry has been made.

As Kentico allows the creation of multiple custom Page Types, it was possible to create as many levels of categories as was needed.

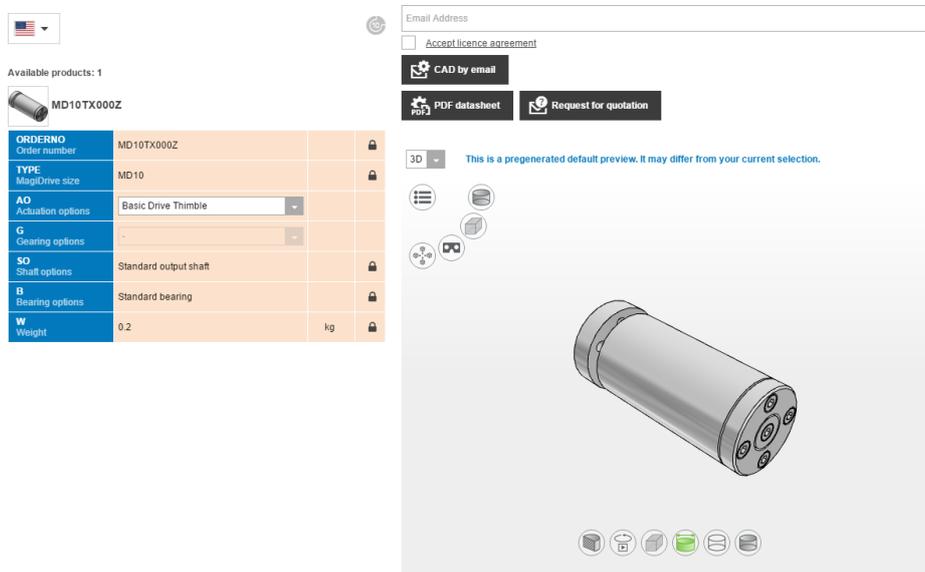
"The challenge was to develop a completely new site to make major improvements to user experience – attractive design, clear navigation, and fast page-load times to get people to the information they need as painlessly as possible; to update to a user-friendly CMS; and to seamlessly integrate a third-party 3D file viewer."

"The new website has completely transformed our online presence, delivering a great-looking website that allows our customers to browse our products, find relevant technical information, and download CAD models. We have received an overwhelmingly positive response to the new website from our customers and agent network."



Russell Hardy
Europe and Americas Sales
Manager
UHV Designs

+ [Click here to learn how to use the product configuration tool](#)



ORDERNO Order number	MD10TX000Z		🔒
TYPE MagiDrive size	MD10		🔒
AO Actuation options	Basic Drive Thimble		
G Gearing options			
SO Shaft options	Standard output shaft		🔒
B Bearing options	Standard bearing		🔒
W Weight	0.2	kg	🔒

Results

UHV Design is very pleased with the outcome of the website and happy with how easy to navigate Kentico is. The results from the first five months of launch (May 2016) compared to the five months prior to launch are also promising:

- 18% increase in sessions
- 46% increase in page views
- 24% increase in page per session
- 27% increase in average session duration
- 15% decrease in bounce rate
- 31% increase in mobile traffic

Key criteria for choosing Kentico

Major chose Kentico as a platform for the new UHV Design website because of its out-of-the-box community functionality, allowing public user created content, easy content migration, and much more as seen below:

- Ease of use
- Integration with third party software
- Simple to navigate
- Customization of the existing Form module
- Flexibility
- Document organization and management
- Custom widgets and Page Types
- Categorization

Major Digital

Major Digital collaborates with aspirational brands to transform their businesses and achieve their goals through digital.

Whether it's cutting-edge digital strategies, delightful user experiences, high-performance web development or powerful digital communications you are after, they can provide a truly integrated and transparent digital service.

Use their full suite of services, or pick and choose the ones that'll complement your expertise. Either way, they'll fully embed themselves in your brand and together they'll deliver the best results possible. They work with international businesses both large and small.

Their service offerings include:

- Web Development
- Brand and Communications
- Digital Strategy
- User Experience Design
- Social Marketing
- Paid and Natural Search
- Conversion Optimization
- Video Production
- Research and Reporting
- Exhibition Design

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