Kentico

CMS·DEVS

www.cms-devs.com

CMS-Devs
SSA Group

IT, SOFTWARE

CMS-Devs offers a broad range of services designed to provide solutions for the IT needs of their customers and partners.

Background

CMS solutions, including simple presentation websites, complex logic portals, online stores, e-commerce solutions, community sites, and intranets—these CMSs are easy-to-use, fully developed with multilingual support and a rich variety of out-of-the-box web parts as well as easy customizations that allow the creation of successful, scalable, and attractive solutions.
A wide range of options and features make it easy for customers to modify web pages, change text or content, add interaction, or apply a new design theme.

Goals

The purpose of this project was to provide a new website for the company department specialized in developing solutions on .NET CMS, to visualize its services and experience.

A goal of the project was to use a responsive design and framework that leverage Kentico features and functionalities, with a focus on ease of use for content editors and marketing professionals to maximize marketing initiatives of CMS-Devs.

Other goals were:
- To gain a website that is easily navigable for all personas
- An easy-to-use CMS for non-digital native marketers
- To grow sales enquiries through the website

Challenges

This project really was a blank canvas, as this department, initially, did not have a name and so It was vital that the creation of the brand identity was perfect, as it would be the essence of the website. Thankfully, managing content is easy in Kentico, so a frame of the website, filled with random content, was created initially and when the design was ready SSA Group easily turned it into a brand new and unique website.

Another challenge was a tight timeline, especially when taking into consideration the fact that the design and brand, in general, wasn't created. However, thanks to Kentico's rapid development and deployment solutions, combined with a tightly managed project, SSA Group was able to hit this deadline without compromising on quality. The project is hosted on Microsoft Azure to give the high-availability and scalability needed by most businesses today. The site utilizes the new branding optimized for mobile visitors.

"We use this CMS for our production web site. We chose this instead of others.

Kentico allows changes to be made to our website quickly and easily. The navigation of the CMS desk is really simple. Changes in content and design are really easy to do and the preview mode is much better than previous versions of Kentico. All editing of text and uploading of images is quick and user-friendly.

I'd highly recommend it to anyone, even if you have relatively little experience using a CMS system. You do not need a lot of training and it is easy to edit, create, and update your web-pages."
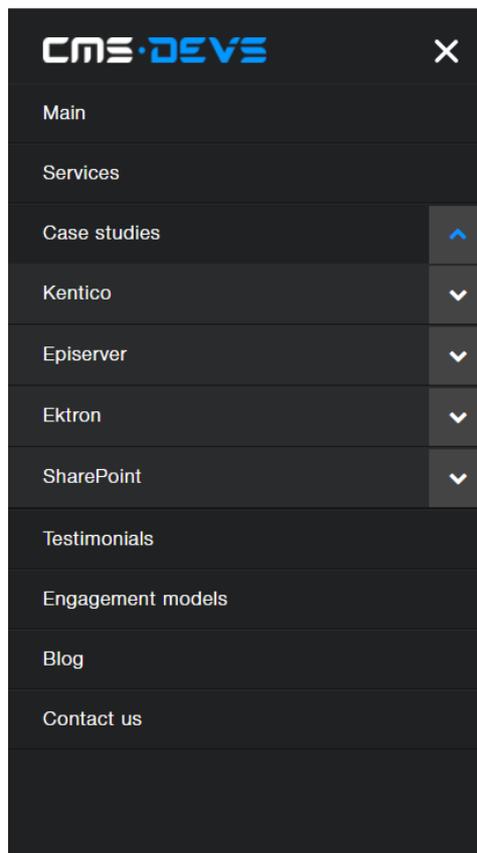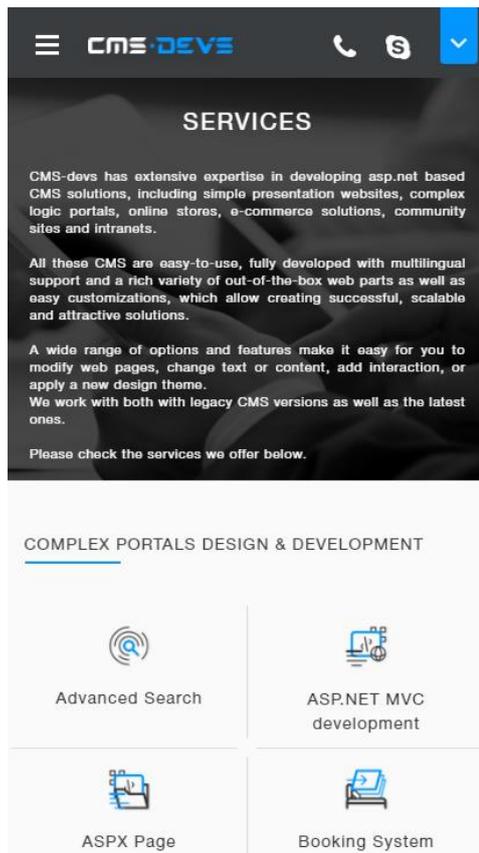
Kostanyan Arkadiy
CTO
SSA Group

Solution

A fresh new design was created in addition to a new logo for CMS-Devs.

Then, a new website was built using responsive web design techniques to ensure an optimal experience across all devices and browsers.

The new site is built on Kentico 10 using a Portal Engine approach with Page Types, Page Templates, Online Forms, Caching, WYSIWYG editor, and integration with Microsoft Azure.

TECHNICAL SOLUTION

The entire website and logo design were conceived and executed entirely by the digital marketing team. The development team coded the user interface of the responsive site using HTML, CSS, JavaScript, and Bootstrap.

The site was then built in Kentico and hosted on the Microsoft Azure App Services platform. It hasn't much content and rarely changes, so caching was used for the pages and content. It is enabled with hosting on a free version of Microsoft Azure, without any performance issues.

Results

CMS-Devs' business and marketing goals, i.e., showcasing their experience, services, and technology stack, were achieved by using a responsive design and framework that leverage Kentico features and functionalities.

- The website was delivered very quickly based on Rapid Browser-Based Development
- On-line forms, "Contact us", enable getting customer's feedback
- Page Templates and Web Parts helped in implementing the required design
- Custom Pages helped to present unique content
- Microsoft Azure support allows running the site within a high level of stability and security
- SEO optimization

The website clearly shows CMS-Devs' experience in working with such CMSs as Kentico and integrating it into a Microsoft Azure environment.

Key Criteria for Choosing Kentico

One of the key motivations for using Kentico was the out-of-the-box features offered, for example, a support for multilingual content. Using Kentico for this site made this aspect extremely easy.

- Flexible development framework
- Cloud supported
- Online Marketing capabilities
- Easy to use regardless of user's technical knowledge
- Ability to update and manage content quickly and in-house
- Social media integration
- SEO Optimization module
- Best value for lowest price

SSA Group

Created in 2007 in Ukraine, SSA Group now has a staff of more than 80 specialists and has developed about 100 projects using Kentico CMS.

They work both with legacy versions as well as the latest ones, such as Kentico in Azure. SSA Group offers a broad range of services designed to provide solutions for the IT needs of customers and partners. They have extensive expertise in developing Kentico-based solutions, including both simple presentation websites and complex logic portals and e-commerce solutions.

They are serious about their work and would be pleased to implement your ideas into the real Kentico CMS web solutions.

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