

Case Study

Atalasoft

www.atalasoft.com



Industry
IT, Software

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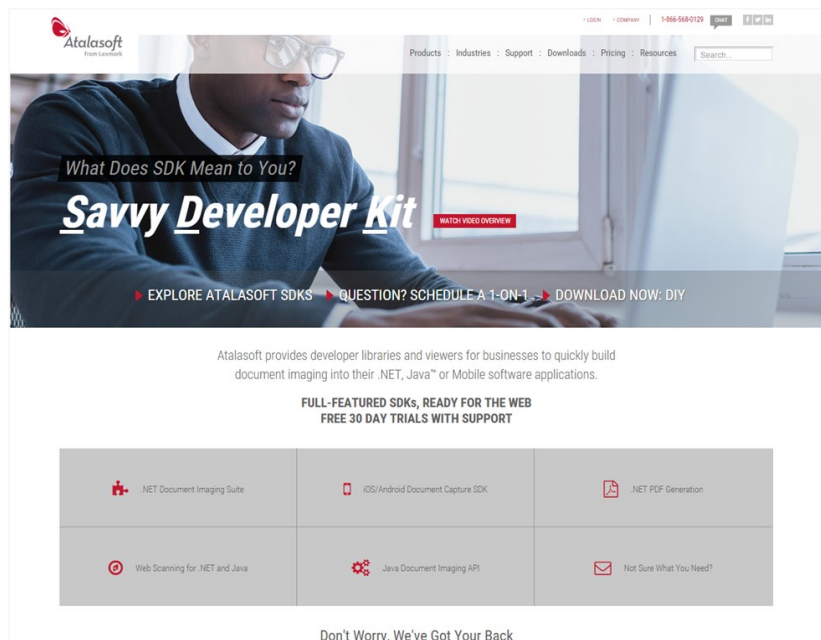
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Background

Atalasoft has developed a variety of software programs and imaging libraries that help other developers build document scanning, viewing, and processing into their applications. One of the main needs of Atalasoft was to be seen as an industry leader utilizing the latest technology. This was accomplished by implementing an innovative design on a robust .NET CMS platform.

Goals and Challenges

- To improve usability across desktop, tablet, and mobile devices.
- To create an industry-leading website design that complies with the parent companies' brand standards.
- To create conversion paths that lead their target audience to sales material or technical documentation as needed.
- To implement a CMS platform that can be updated by the marketing team.



Solution

BlueKey worked with Atalasoft to design a contemporary web presence that engages website visitors and provides an intuitive experience across various devices through responsive design techniques. The website provides a professional and modern look and usability that facilitates user action and converts website visitors into leads and customers. The site was built on Kentico 8 CMS and provided the marketing team with the tools necessary to create and add interactive content on their own.

Case Study

Results

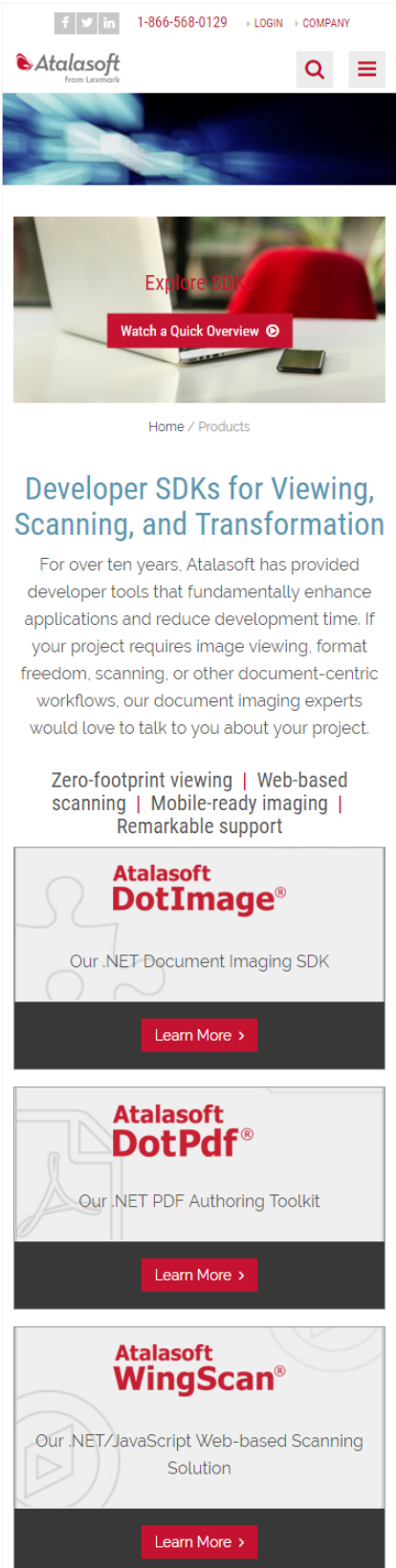
Atalasoftwarexperienced the following improvements:

- Improved usability of the website.
- A decrease in help calls due to information being found on the website.
- An increase in the quality of the leads through the website.
- Increased internal use of the website as a resource to locate content easily.

Key criteria for using Kentico

In addition to the reasons stated above, BlueKey and Sawgrass chose Kentico for the following reasons:

- Ease of use
- Level of control and editing provided to marketing staff
- API Integration capabilities
- Multilingual capabilities



The screenshot shows the Atalasoftware website interface. At the top, there are social media icons (Facebook, Twitter, LinkedIn), a phone number (1-866-568-0129), and links for LOGIN and COMPANY. The Atalasoftware logo (from Lexmark) is on the left, and a search icon and a menu icon are on the right. Below the header is a banner image with the text "Explore SDKs" and a "Watch a Quick Overview" button. The breadcrumb "Home / Products" is visible. The main content area features three product cards: "Atalasoftware DotImage" (Our .NET Document Imaging SDK), "Atalasoftware DotPdf" (Our .NET PDF Authoring Toolkit), and "Atalasoftware WingScan" (Our .NET/JavaScript Web-based Scanning Solution). Each card has a "Learn More" button.

Home / Products

Developer SDKs for Viewing, Scanning, and Transformation

For over ten years, Atalasoftware has provided developer tools that fundamentally enhance applications and reduce development time. If your project requires image viewing, format freedom, scanning, or other document-centric workflows, our document imaging experts would love to talk to you about your project.

Zero-footprint viewing | Web-based scanning | Mobile-ready imaging | Remarkable support

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Our .NET Document Imaging SDK
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Our .NET PDF Authoring Toolkit
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