

# Case Study

## Digitron Semiconductors

[www.digitroncorp.com](http://www.digitroncorp.com)



### Industry

Manufacturing

### Partner

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## Background

Digitron Semiconductors is a broad-line supplier of high reliability discrete products to military, aerospace, industrial and commercial markets. Digitron semiconductor devices protect circuits as well as amplify and condition signals; they also produce, distribute, convert and regulate power.

Digitron's previous website was a static HTML site and they were unable to easily update the content. It had not been refreshed for eight years and was not reflective of their current business model. The most important part of their website, the part selector, was not immediately accessible from their homepage.

## Goals

The key objectives for this website were as follows:

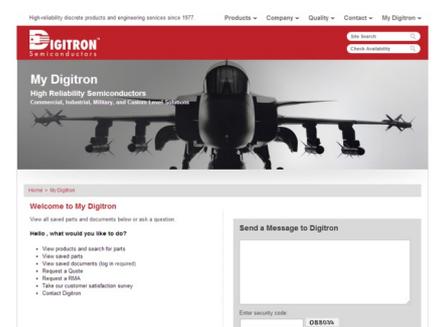
- To allow content to be updated and managed more easily.
- To provide accurate information on Digitron's capabilities, product lines, and competencies.
- To support a multi-level marketing campaign including outside sales reps, print and trade shows.
- To implement a clean, easy-to-use interface that allows customers to find relevant information as quickly as possible, with a heavy focus on the part catalog and selector.

## Challenges & Solutions

Digitron wanted to create a personalized experience for visitors by allowing them to search for and save materials/parts, as well as receive notifications when there were updates.

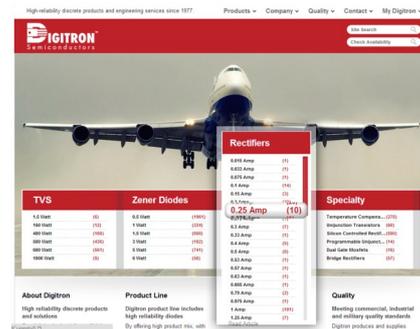
Wakefly built a custom "My Digitron" area of the site that provided visitors with the means to:

- View products and search for parts
- View saved parts
- View saved documents
- Request a quote
- Request a RMA (returns)
- Take a customer satisfaction survey
- Contact Digitron



# Case Study

Digitron offers thousands of products, all of which needed to be imported and updated on a continual basis to maintain inventory.



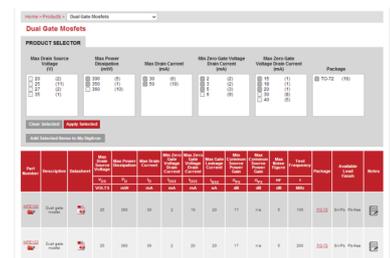
Wakefly used Kentico's import feature to initially import the product data. A script was then written to parse data in an Excel sheet, and replace the quantity with the new data for items where the quantity had changed, thereby creating an easy way for Digitron to maintain their inventory moving forward.



Digitron wanted to provide their visitors with a method for filtering products by attributes, but

different attributes existed across product types.

Wakefly created a custom Kentico document type for each product type, and built a product selector where the attributes used for filtering change based on product type.



## Results

By using Kentico as their CMS instead of a static HTML site, Digitron now owns a website whose content can be updated and managed easily, especially the product inventory, which can be updated through the uploading of an Excel sheet.

The personalized experience created by the "My Digitron" feature improves user experience by allowing visitors to save products they are interested in as they navigate through the site. It also provides them with a hub from which they can submit requests to Digitron.

The product selector, the most important part of their website, is now accessible on the homepage. By clicking a specific product type on the homepage, visitors are directed to a pre-filtered view of the product selector.

## Key criteria for selecting Kentico

Wakefly selected Kentico as the content management system for this project because it allows Wakefly's clients to receive customized CMS modules that leverage industry and platform best practices without paying for custom development. Also, it conforms to best practices for usability and content organization. Finally, the reduction of quality assurance issues through the use of pre-tested modules enable faster time to market.