

# Services Overview

## Ektron CMS

A summary of eDynamic's expertise, solutions and capabilities on Ektron CMS

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# eDynamic – Ektron Partners for North America

Rated as a “Strong Positive” product by leading analyst firm Gartner, Ektron is a leading, .NET Web Content Management (WCM) product that's one of the most flexible, Web 2.0 friendly WCM and authoring solutions around. eDynamic is your Ektron partner in North America & India.

## eDynamic – A Global Web Consulting Company

We are a Global Web Consulting Firm offering a wide range of services including Web and Enterprise Content Management (WCM), Portals, Web Design/User Experience, Online Marketing, Custom Application Development, Business Intelligence, CRM and Managed Services. We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical Web initiatives.

With global reach through our offices in New York, Phoenix, Toronto, Dubai, New Delhi, eDynamic can be your ideal Ektron CMS solutions partner. Our customers include PepsiCo, RGE Monitor, Barista-Lavazza, Aviva, New York Life, Moneris Solutions, North Hennepin Community College, Samsung, Canadian Council on Learning among many others.

## Our Global Delivery Model

eDynamic has a significant global presence with offices across the US, UK, UAE, Canada and India. Using our Global Delivery Model that offers rapid deployment, cost efficiencies and exceptional value, our WCM Center of Excellence provides strong user experience, information architecture, development and managed services. Some key advantages of our Global Delivery Model:

- ▶ A 20:80 onsite-offshore delivery model that brings the best of strategy & delivery together
- ▶ Unmatched deployment & project efficiencies
- ▶ Savings in development costs of up to 60%
- ▶ Proven model that is successfully servicing Sitecore solutions customers such as NYMAGIC, New York Life, PepsiCo, Moneris Solutions, DMTI Spatial, Preferred Commerce

## Why should you consider eDynamic for Ektron CMS solutions

- ▶ More than 25 WCM implementation projects over the past 5 years
- ▶ Proven Global Delivery Model for offshore outsourcing advantages
- ▶ Savings in Development costs of up to 60% for clients through Global Delivery Model
- ▶ Offshore & onsite WCM Center of Excellence with skilled Ektron CMS teams
- ▶ Best-of-breed User Experience expertise around Ektron CMS
- ▶ Clients include PepsiCo, New York Life, Aviva, NYMAGIC, Preferred Commerce, Moneris Solutions, North Hennepin Community College, Canadian Council of Learning, DMTI Spatial among many others

## eDynamic offers end-to-end Ektron content management solutions for:

- ▶ Corporate Websites
- ▶ Intranets
- ▶ ePublishing
- ▶ Knowledge Management
- ▶ Social Networking

## eDynamic's Ektron Services

- ▶ End to end, cost-effective implementation for Ektron using our Global Delivery Model
- ▶ .NET development
- ▶ Migration from existing content management systems to Ektron
- ▶ Consulting and Strategy
- ▶ Information Architecture

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- ▶ User Experience
- ▶ Version upgrades
- ▶ Application Outsourcing on Ektron

## Ektron – Web 2.0 Content Management Systems

Ektron CMS400.NET provides a complete platform with all of the functionality necessary to create, deploy, and manage your website. Ektron is a proven .NET based WCM solution deployed widely across industries for Intranets, Corporate Websites & eCommerce sites.

## Ektron CMS

- ▶ Manages all of your Web content and documents using its industry-leading WYSIWYG editor
- ▶ Builds your Web site with 80+ Server Controls or customizes with its open architecture.
- ▶ Makes your site the place for people to meet with the Social Networking Framework.
- ▶ Provides fast, accurate and rich search results with Ektron's enterprise search.
- ▶ Harnesses the power of your own online community with easy to deploy and use Web 2.0 Wiki authoring, blogs, forums, threaded discussions, and message boards.
- ▶ Increases customer loyalty and keeps them coming back to your site with subscriptions, Web alerts and RSS feeds.

## eDynamic's Web Content Management Customer Portfolio

