



INDUSTRY

Modular Instruments and systems

PARTNER

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ABOUT THE CLIENT

VTI Instruments performs on a very broad platform. It deals with modular instrumentation and systems that are used for electronic signal distribution, acquisition, and monitoring of highly demanding test applications. VTI instruments are primarily used to monitor and record data that characterize the physical integrity and performance of aircraft, engines, and other large structures.

VTI caters to a large, global customer base that has been associated with VTI for a long time. This client holds a very strong reputation in the market that has been nurtured through years of dedicated service and product delivery. When VTI approached Clavax, it was looking for a platform that would give a better projection to its services and products and also build a more effective communication bridge with its clients to better interact with its customers.

GOALS

After getting familiar with the client and understanding their needs, delivering a solution was not a challenge for Clavax anymore. They decided to develop a completely new website for the client and support it with an advanced Content management system in order to build up an online platform through which the client will be able to experience business growth and regulate the following:

- Thoroughly regulating the website content and information dissemination, so that clients can derive a clear idea about the services and products of VTI Instruments.

- ✔ Confirming, first, that current or potential customers of the client are not just be passive readers of the website content, but also active participants in the dynamics of the website. Second, that the potential customers extract information according to the necessary requirements and also leave feedback.
- ✔ Ensuring a very smooth usability for the visitors via a proper navigation system.
- ✔ Tracing the visitors and their activities over the website, so that the administrator can generate business leads from it.
- ✔ Obtaining an Installation of Ajax Search to facilitate a smooth navigation for the users.

VTIINSTRUMENTS.COM

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"Clavax's professionalism, technical ability and focus on customer satisfaction are unmatched by any other organization I've worked with.

They are able to understand requirements and translate to results very quickly and effectively. They have recommended us Kentico CMS with which our team is capable of publishing more content pages in minimum time required,

which is very much beneficial. I give them my wholehearted recommendation."

— Anirudh Narayanan, Lead Applications Engineer VTI Instruments Corporation

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CHALLENGES

The VTI project has been very captivating. Clavax decided to develop a high-end website supported with a complete backend CMS. Therefore, they started to prepare a concrete plan of action: They designated clear goals and had to face certain challenges to attain them. Some major challenges that put their expertise to the test and successfully emerged out of the following challenges:



✔ THE CONCEPTUALIZATION OF THE WEBSITE:

In any website development project, the main challenge is to build the complete framework of the website. VTI Instruments is a global brand and also complex in terms of the services and products it offers. Hence, it was a challenge for Clavax to design a unique, yet very much expressive website that could rightly project the business concept of VTI to its customers.

✔ MEETING THE SPECIFICATIONS:

Like every other client, VTI also put forth some very complex specifications. Meeting those specifications were mandatory on Clavax's part in order to bring uniqueness to the website and also to best meet the business requirements of the client.

✔ INTEGRATION OF CMS PLATFORM:

Clavax's prime goal was to integrate the CMS into the website. The user interface of a website depends entirely on the CMS of the site. Thereafter they had to decide which of the CMS features had to be integrated into the site in order to acquire the desired outcome.

✔ LIMITED TIME PERIOD

For years VTI has been an active service provider rendering modular instruments and systems to the industries of Defense And Aerospace, Energy And Power Generation, Automotive, Electronics and others. But, when they decided to reach out to their customers through the internet medium they wanted, they received nothing short of a prompt delivery from Clavax. Having to launch the website in a limited amount of time, they had certain complexities in compiling the team for this project, as members were busy on other ongoing projects as well. But the project manager got everything on the right track and Clavax successfully delivered the project within the scheduled time frame.

✔ SOURCE FOR BUSINESS LEADS

VTI wanted the website to be an equally promising platform in terms of business lead generation as well. So, Clavax had the challenge of making the website useful in terms of generating business leads.

● RESULTS

When VTI came to Clavax and shared their requirements, they didn't take much time to decide to implement the site in Kentico. With the content management system it became very easy to publish content pages and Clavax saved lots of time. It became easy and time efficient to utilise existing data from ERP (Sugar CRM) to Kentico with the Integration Bus.

At times Clavax received sudden implementation requirements from the client but with the help of the custom table generation concept, it became very easy and saved lots of development time.

● KEY CRITERIA FOR SELECTING KENTICO CMS

- ✔ Easy-to-Use Content Management System
- ✔ Flexible Website Development Platform
- ✔ URL aliases and SEO
- ✔ Smart Search
- ✔ Integration Bus

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