

## CASE STUDY

# Agion Technologies

Industry: *Manufacturing*



### Abstract

Agion Technologies, a leader in providing engineered antimicrobial solutions based on silver, wanted to implement a new Web site with easily managed and navigated information architecture to enforce its brand, engage its user community, and generate leads. Their implementation of CMS400.NET has led to a strong online presence with a unity of branding across the Web site and an increase in site traffic.

### Challenge

As a global organization, Agion found it imperative to accommodate multiple target markets in their respective native languages. Additionally, in order to better serve their customers, Agion wanted to develop a password-protected customer portal where clients could access specific information to help them plan, develop, and market Agion's antimicrobial product.

Previously having no content management system meant that the task of editing content on the Web site fell into the hands of the technical staff members at Agion. Sections of the site needed to be updated frequently. When implementing a content management system it was essential that edits and additions to site content could be managed by marketing professionals at Agion.

### Solution

Ektron Premier Partner Wakefly utilized Ektron's CMS400.NET Web Content Management (WCM) platform to launch a successful Web site for Agion Technologies. Each aspect of the Web site was built on CMS400.NET. Based on Wakefly's recommendations, Agion implemented call-outs on each page to educate its target market, describe its unique value proposition, and encourage users to participate in the company's community. Agion has consistent branding across the site and have implemented a password-protected portal where clients can login to view information specific to their needs.

Marketing professionals at Agion have found CMS400.NET easy to work with. They make frequent updates to the events, press releases, and featured story sections on the Web site. With a successful integration with SalesForce, a customer relationship management application, Agion has taken full advantage of the flexibility of CMS400.NET.

With content in five languages on their website, Agion is providing information to clients in their global market. They continue to build out and increase content in multiple languages on their Web site.

### Result

Agion's customer portal has been successfully adopted by the partner community; so far 150 organizations have registered. These partners are now provided access to privileged information that was not available to them beforehand. Site traffic has increased since their implementation of CMS400.NET and has stayed consistent for the last 2 years.

As a result of marketing professionals being able to make content edits and additions, Agion has experienced a lower total cost of ownership for maintenance and upkeep of the site.

Agion's Web site is now providing information to their global audience and partner community, increasing awareness and generating leads.

### Overview

- ➔ Agion Technologies has launched a new Web site that is enforcing the Agion brand, engaging their user community, and generating leads.

### Challenges

- ➔ Required five languages to address their global organization
- ➔ Empower non-technical professionals to manage the Web site
- ➔ Strengthen branding and consistency throughout the site

### Results

- ➔ CMS400.NET's multi-lingual functionality is being utilized
- ➔ Site traffic has increased since their implementation and has stayed consistent for two years.
- ➔ Marketing professionals are in charge of content edits and additions

*“Ektron's WCM platform has allowed us to change, modify, and manage content without programmers. In terms of business impact, this has been a positive fundamental change for our company.”*

*- Joel Makhluf, Marketing Manager at Agion Technologies*

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