



Case Study:

Wakefly's Implementation of Kentico Content Management System (CMS) Enhances Lumension's Web Presence & Lead Generation

Overview

Lacking a robust Content Management System (CMS), Lumension, a global leader in operation endpoint security, was prevented from achieving its online marketing goals. The company turned to Wakefly to recommend and implement a new, robust and scalable CMS. Lumension also tapped into Wakefly's creative services to elevate the company's brand with a new design and look and feel for its website.

Challenges

Lumension's former website posed the following challenges for the company:

- CMS was a built-on proprietary technology
- Marketing relied on IT to make even minor changes, which resulted in bottlenecking IT's critical resources
- Heavy custom code made adding new additional features problematic
- Required a significant time investment to create landing pages for marketing campaigns
- Lacked workflows to approve content prior to going live



For assistance with your SEM and SEO campaigns contact us @
Wakefly, Inc., 33 Lyman Street, Suite 310, Westborough, MA 01581
or call - **1.508.616.2042**



Solutions

Wakefly's decision to implement Kentico on the Lumension project addressed all of the above issues. Because Lumension also uses SalesLogix for its customer relationship management system (CRM), Wakefly built web parts to create a form capture (based on Kentico's open architecture) that intuitively and asynchronously pass data to SalesLogix, allowing the company to accomplish the goal of reusing web parts across several landing pages.

In order to accomplish Lumension's goals for the new website, Wakefly was able to quickly and efficiently implement the following Kentico features:

- Forms
- Internationalization
- Workflows
- Templates
- API
- Search
- Menus

Results

- Common branding and look and feel for an umbrella of websites
- Streamlined content publishing
- Increased traffic
- Better lead capture
- Better security controls through workflows
- EAI (Enterprise Application Integration) with the open API
- Internationalization
- Reduced external webmaster expenses by enabling marketing to publish content directly



For assistance with your SEM and SEO campaigns contact us @
Wakefly, Inc., 33 Lyman Street, Suite 310, Westborough, MA 01581
or call - **1.508.616.2042**



Key Criteria for Selecting Kentico CMS

Wakefly selected Kentico for Lumension because the CMS system provided the best feature set at the best price. Plus, Wakefly offers Lumension the Kentico knowledge and experience to continue to meet the company's online business, technical and functional requirements.

Read more about Wakefly's Kentico implementations, or contact us at 1.508.616.2042 to learn more. You may also complete our online contact form. We look forward to hearing from you!



For assistance with your SEM and SEO campaigns contact us @
Wakefly, Inc., 33 Lyman Street, Suite 310, Westborough, MA 01581
or call - **1.508.616.2042**