Designing and Developing a Beautiful Responsive Website for Kaazing

“This site is a massive positive move for us! We are now serving the corporate clients and developers in a very effective manner”

EVP
Kaazing

A Need for more Targeted, New, Responsive Website for Kaazing

Kaazing being an expert in the hi-tech industry, had an up and running website. But, the website being 2 years old, needed an upgrade. Their current & future business needs for lead-gen, branding, and look & feel did not fit within the structure or the user experiences of the current website any longer.

They looked for a vendor that could help them with a complete website re-structure both from design & development aspect. The goal was to provide a streamlined website - where target users (C-level and developers) could easily find the content they looked for. They required a responsive, easy-to-maintain, and cost effective solution that suited their branding guidelines.

Challenges

- Disrupted User flow
- Integration of website with CRMs
- New fully responsive design based on original design
- Revamp in sync with Marketo assets, Wordpress needs, HTML/CSS requirements, content-import from Drupal, & more

Solutions

- 2 separate websites for Corporate & Developer Customers with Single Sign On
- Website fully integrated with Marketo, Salesforce, for lead gen
- Theme integration with Marketo LPs and Emails
- Target oriented, SEO inclined content & sitemap

Results

- Fully Responsive Beautiful UI
- Enhanced UX with reduced number of clicks
- Crisper & easier navigation
- Boosted Kaazing branding within the 2 websites
- Easy to understand & maintain CMS
A Beautiful Responsive Website each for their Corporate & Developer Customers

Kaazing required a complete website revamp to target their twofold clientele – C-level & Technical. They looked for a vendor with extensive experience in high profile website design, development, and deployment. This is where Grazitti came in the picture and went about delivering Kaazing everything that they needed:

- **Customizable CMS:** A highly customizable website in terms of existing content, forums, and reusability of CMS widgets.

- **SSO with both Websites:** Both Corporate Website (Kaazing.com) & Developers’ Website (developer.kaazing.com) were accessible with a Single Sign On.

- **Custom coding within Wordpress:** Desired WordPress theme installed with administration, optimized for multi-site, versioning, SEO, Marketo Assets, and spam plug-ins – custom coded, configured, and tested.

- **Seamless Mapping:** With most data pulled from the existing site, a highly distinguishable mapping was done, resulting in retention of all the desired and important URLs.

- **Multiple Device-friendly UX:** the websites worked flawlessly with all devices delivering an improved UX.

- **Various OOB Integrations:** Users who registered via a Marketo Registration Landing Page got stored in Marketo/Salesforce CRM systems for lead-gen purposes.

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**About Kaazing**

Kaazing platform provides the ideal modern web architecture to support real-time solutions that can solve business problems that include real-time trading & transactions, real-time monitoring & analytics, extending enterprise applications to web and mobile, establishing virtual private data channels across the Web (NoVPN), and live collaborative communication including mobile notifications and chat.

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**About Grazitti Interactive**

At Grazitti Interactive™, we believe that web development work its magic when it has the right balance of need fulfillment, design, and usability. We develop responsive web solutions across a wide range of technology platforms. Companies like Konferry, Cloudwords and DCGWest have entrusted us for their web development needs. To know more about our Web Development Services, just drop us a line at info@grazitti.com.