Designing and Developing a Beautiful Responsive Website for Kaazing

KAAZING

Fully Responsive Website

Reduced Clicks

Beautiful UI & Eased UX

> "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.
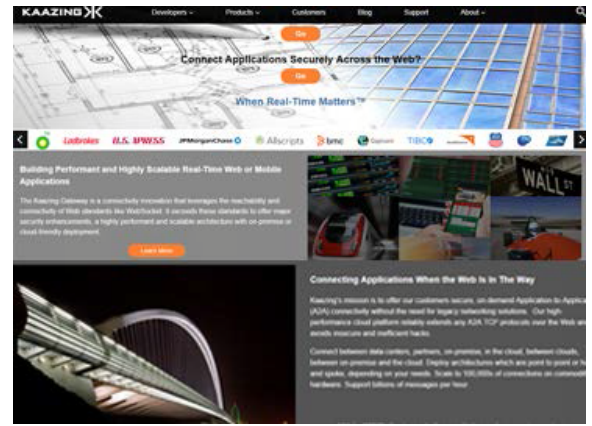
About Kaazing

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.

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.**