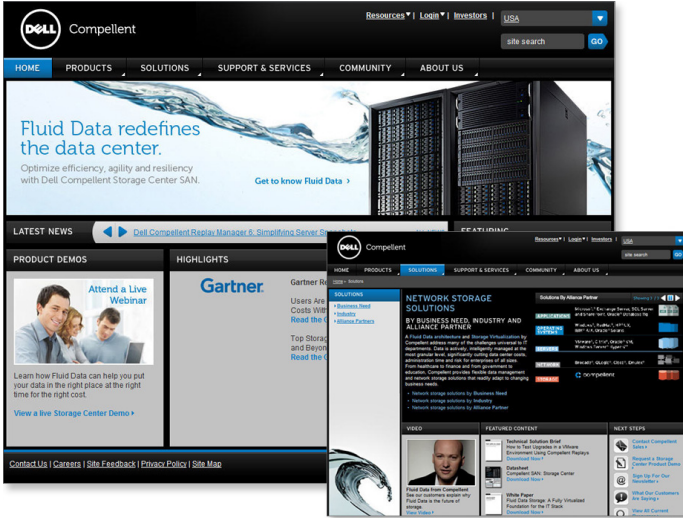


CASE STUDY

DELL COMPELLENT

The only SAN so sophisticated, it's simple



Summary

Compellent is a leading provider of enterprise-class network storage solutions that are used worldwide to automate the movement and management of data, enabling organizations to constantly adapt to change and growth. Named 'Technology of the Year' award winner by *Info-World* for three consecutive years, Compellent is used in every type of industry and has installed systems in more than 35 countries. Aware Web Solutions was selected as Compellent's web partner charged with implementing a scalable content management system, redesigning its corporate website and mobile site as well as building a secure business partner portal.

Visit Site > www.compellent.com

Visit Mobile Site > <http://m.compellent.com>

Challenge

Aware collaborated with Compellent staff to understand how its storage solutions (SAN) are different and how they're brought to market. Together, the teams identified the components necessary to preserve and reinforce Compellent's position in the online storage market.

Compellent wanted an updated online presence to better accommodate its marketing campaigns, improve awareness of its products (via webinars, webcasts, blogs, whitepapers, etc.), improve search engine positioning, and improve its investor relations presence as the company prepared to go public on the stock market. The site needed to feature a simple design and a usable navigation structure to support a variety of audiences including mobile device users.

The project also included the design of a secure extranet portal for partners that, in addition to the corporate site, needed to be managed with a robust, scalable content management system.

Solution

Aware delivered a compelling corporate web design that supports marketing efforts and audiences while driving users to action by encouraging them to request demos or to contact Compellent via email or phone. The new design was created to easily accommodate the mobile site while still maintaining the same look and feel as the previous design. The mobile site supports both online and offline marketing activities and provides visitors the ability to view videos, download whitepapers or email pages to others using social media links.

Aware Web Solutions At a Glance

Our greatest strength at Aware is translating complex business needs into well-organized Web sites. Leveraging our strategic, creative and marketing insights, Aware implements robust content management solutions that are uniquely tailored to meet the needs of mid- to large-sized organizations.

- Founded in 1998
- A mid-sized firm
- Over 100 CMS Implementations
- Our teams include: Strategists, Designers, Developers, Marketers, and Project Managers
- Consistently ranked among the top 15 Web firms in the region

A new design and architecture was also created exclusively for the secure business partner portal. The design and improved organization help Compellent communicate with business partners and manage large volume of information. The design gives partners the ability to customize the volume of articles or information they want to view at one time.

Aware helped Compellent implement Sitecore, a content management system that is scalable and provides a framework for future growth while allowing non-technical content authors to maintain content. The Sitecore framework is being utilized by Compellent to manage all of the web properties — including the corporate site, the partner extranet and the mobile site — all from the same backend system. Sitecore was extended with a custom blog framework solution and comment moderating. Content authors are able to manage all of the post content, categories, tags, and comments and more from within Sitecore.

Result

The solution allows for maximum flexibility to ensure that Compellent is able to easily maintain the current sites and add other features in the future. The solid Sitecore platform allows non-technical users the ability to manage all content and delivery to multiple audiences. The end result and streamlined process supports the company's marketing goals as well as the business.