moonstone
INTERACTIVE

OSIsoft®

OSISOFT PROVIDES AN ENTERPRISE ARCHITECTURE CONNECTING SENSOR-BASED DATA, SYSTEMS AND PEOPLE

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RESPONSIVE – EKTRON WCMS – DYNAMIC - MODULAR PAGE BUILDING – DXH

About OSIsoft

OSIsoft delivers an open enterprise infrastructure, The PI System™, connecting sensor-based data, systems and people. The result is real-time, actionable insight that empowers business, and is supported by major industries around the world.
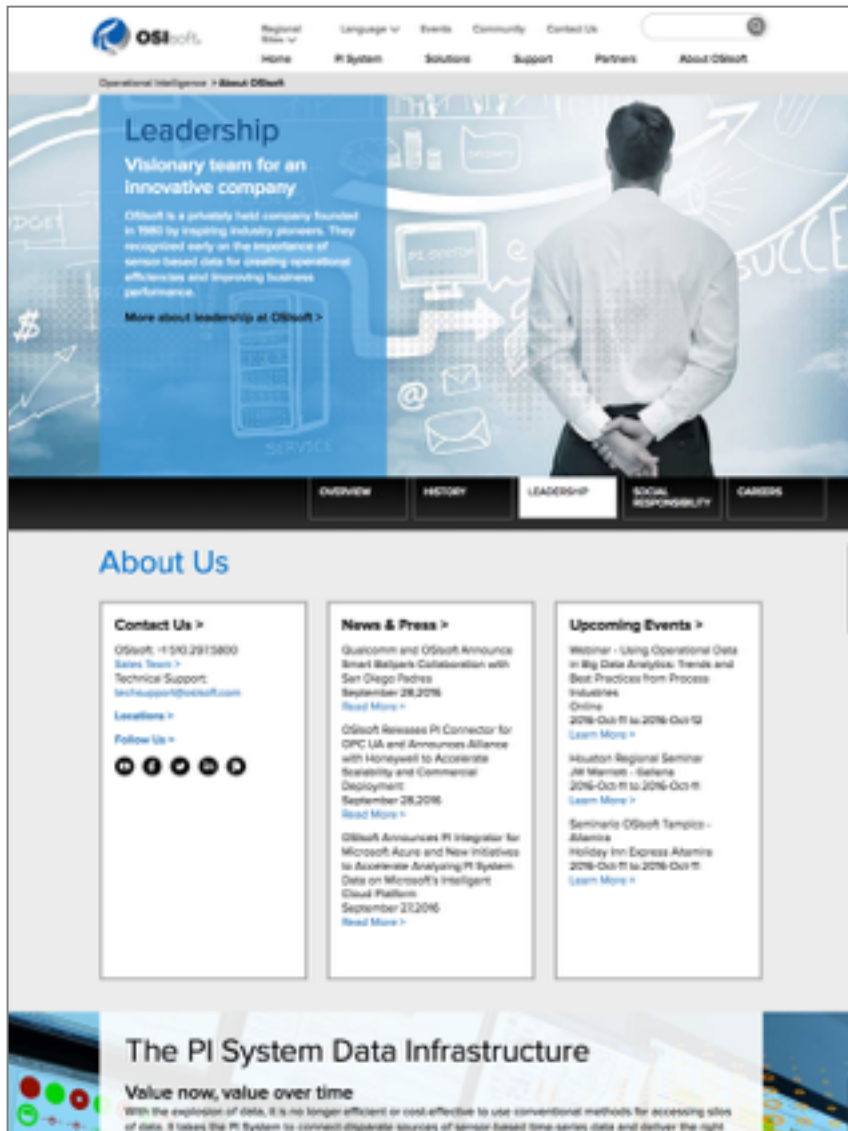
Business Objectives

- Drive online sales through demand and lead generation

- Improve the user experience by fulfilling an initiative UI web design

- Support effective calls to action and clear navigation

- Engaging and guiding prospective customers

- Deliver an integrated content strategy

- Leverage Ekrton WCM capabilities to empowering marketers

- Optimizing website performance and content updates

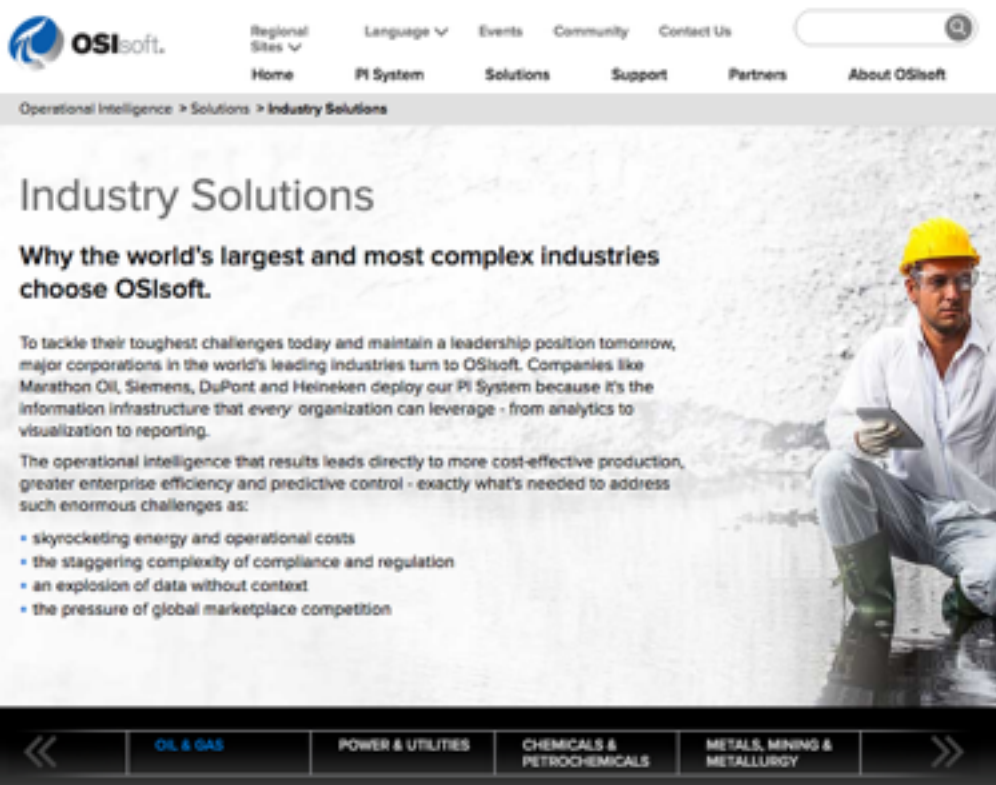- Collaborate with OSIsoft resources for intuitive knowledge transfer

Our Mission

At Moonstone Interactive we implement a modern, complex design with a modular CMS structure, enabling dynamic page construction, supporting a library of diverse widgets. Through enabling your staff to adopt the new architecture, we provide our clients the freedom to optimize industry practices.

Services Provided.

- Responsive CSS and JavaScript development

- CMS architecture

- CMS template development

- CMS widget development

- CMS permissions, approval hierarchy and workflow management

- Digital Experience Hub (DXH) Configuration and Implementation

- Marketo interface

- Visitor content personalization

- Multi-browser, multi-device QA testing

- Training

Our Approach

By refining and installing Enterprise Content Management systems (ECMS) we formalize your means of organization, content and process. At Moonstone we value the Ektron WCMS, a practical and contemporary way of Content Management. This process helps the client utilize an Enterprise CMS with refined features, enabling our partners to configure and develop functionality when creating pages and modules. Additionally we administer a Digital Expertise Hub (DXH), allowing for reciprocal interfacing that suits your business; this keeps our clients well informed of their digital effect. With a tailored marketing suite you can manage Persona features for unique or returning users. Our team is always ready to support your development, ensuring efficient knowledge transfer from our staff to yours.
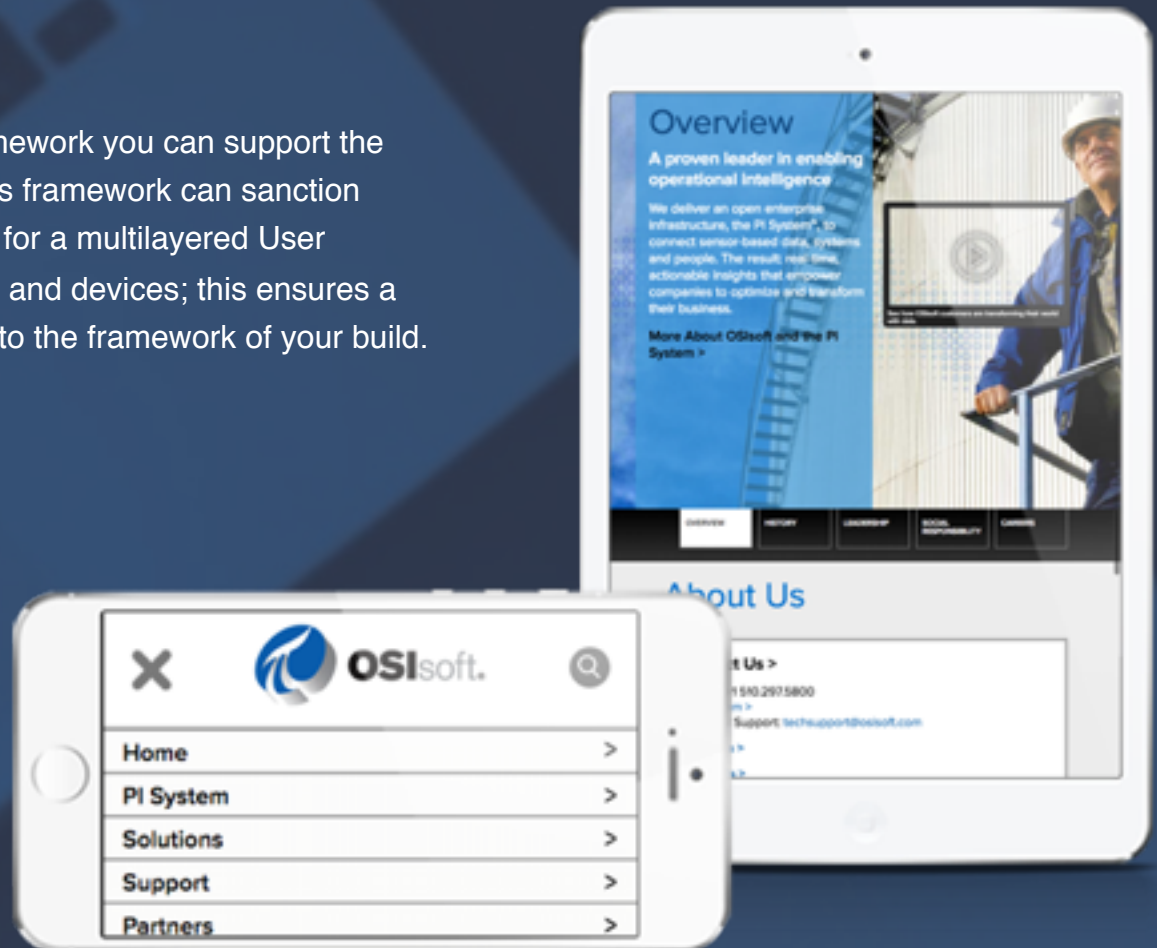
Sophisticated Enterprise CMS Features

- Implemented Ektron WCMS page building structure with over 45 dynamic widgets for optimal flexibility

- Configured Ektron Digital Hub (DXH) for reciprocal information exchange with Marketo software, this enables lead nurturing and dynamic web-content personalization.

- Refined Ektron Marketing module for Persona management

- Precise Esync for both content and source code controls between multiple servers

Responsive

With a customized Boot Strap framework you can support the complexity of modern devices. This framework can sanction widgets within widgets, necessary for a multilayered User Interface across multiple browsers and devices; this ensures a consistent experience, right down to the framework of your build.

Our Project Goals & Accomplishments

At Moonstone Interactive our objectives align with you. With intuitive interfacing our services can provide multiple demand and lead-generation widgets in order to clearly convey your product and direction. We feel strongly that the User Experience should feel natural while compelling in order to integrate page ideas and effective calls to action, supported by clear navigation on any device. By employing Ektron WCM your marketing department can easily build additional pages and update content with limited training and oversight. Our OSIsoft resources provide complete control of your Ektron architecture and applications; this has been a game-changer for our clients. Described as the smoothest website launch in company history and OSIsoft has received many client compliments on the website.