moonstone INTERACTIVE

CROSSMATCH IS A WORLD LEADER IN BIOMETRIC IDENTITY MANAGEMENT SOLUTIONS

RESPONSIVE – EKTON CMS – SEO – LANDING PAGES – UPGRADES

About CrossMatch.

Crossmatch is a world leader in biometric identity management solutions. Their technologies and expertise are helping organizations of all sizes achieve new levels of efficiency, expand in new markets and find powerful new ways to protect people, property and profits. Founded in 1996 and privately held, Crossmatch employs more than 300 employees and serves customers in more than 80 countries. We are headquartered in Palm Beach Gardens, Florida, with offices worldwide

Business Objectives

Increase visibility

Increased visitors

Increased leads

Track specific goal paths

Configure and customize CMS for operational efficiency

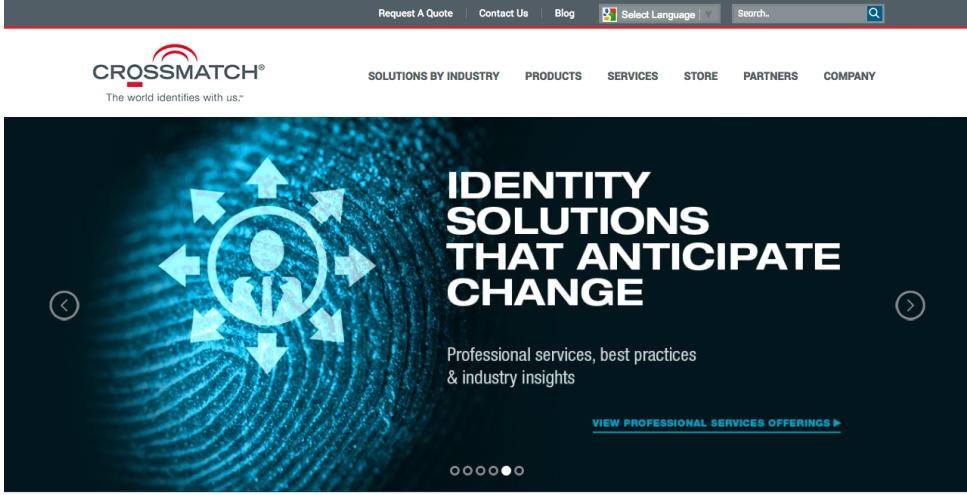
Services Provided

Website development on Ektron CMS

SEO – goal funnels

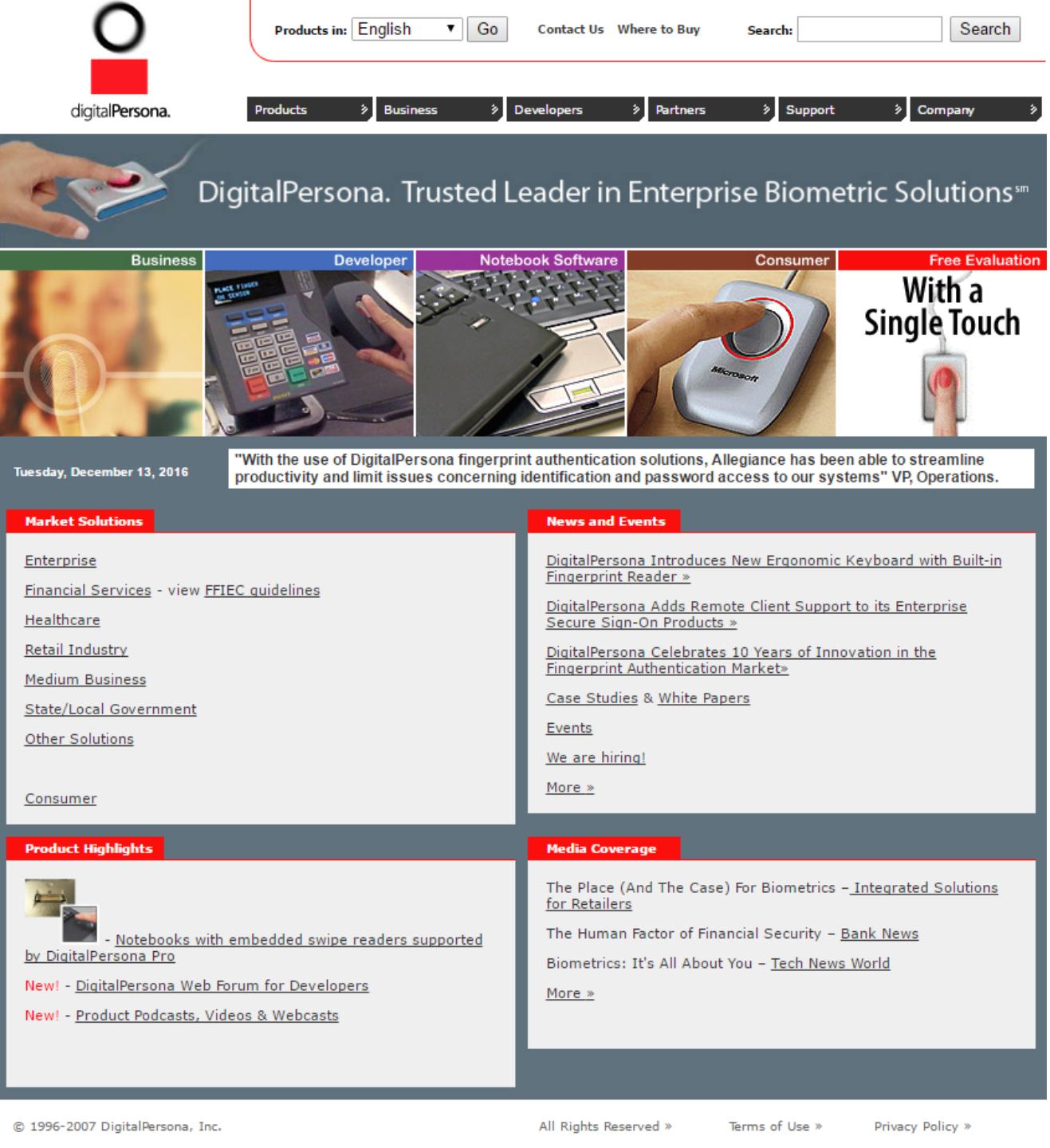
Hosting/maintenance

Integration with OnDemand and ActOn



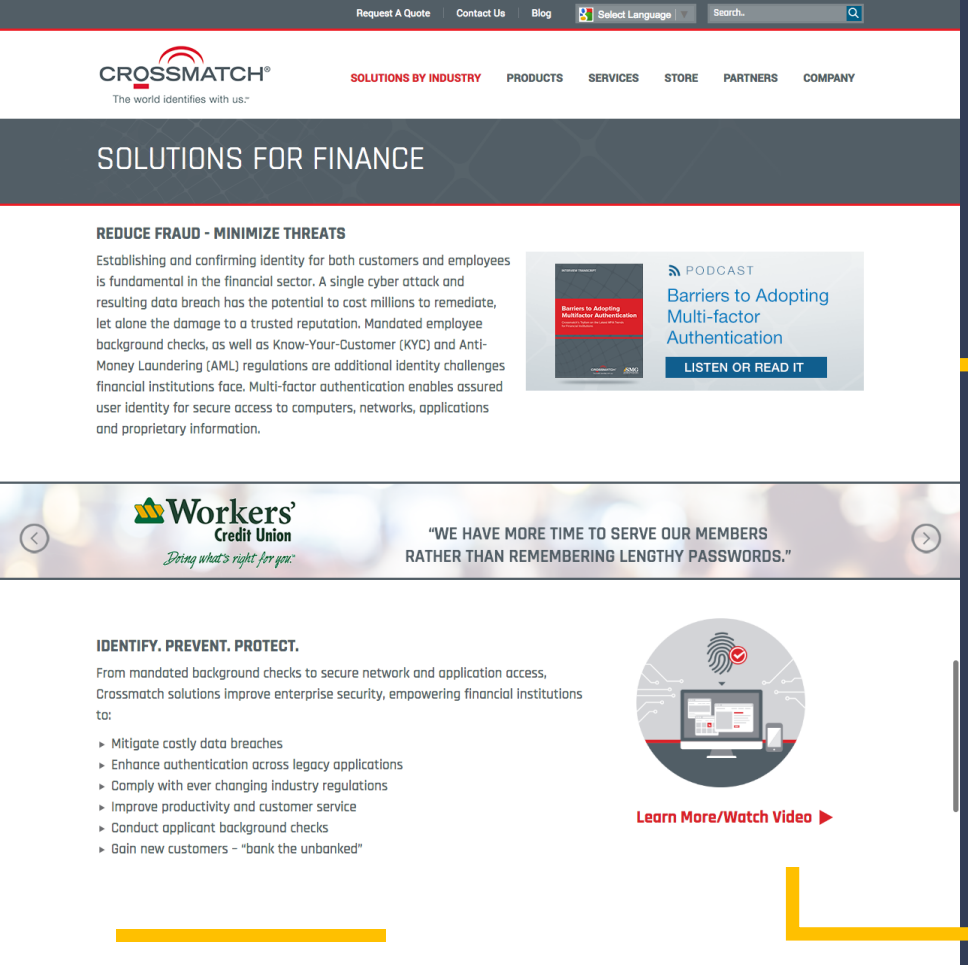
Our Mission

Moonstone has been hosting, developing, and supporting Crossmatch (formerly Digitalpersona) website since 2008. Our original mission was to take their existing site and during a redesign develop the new site on Ektron 7. Since 2008 our mission has been to support and host Crossmatch through multiple redesigns, Ektron upgrades, their acquisition, multiple landing page campaigns, setting up goal funnels for them and much more.



Before.

Digitalpersona website was in need of a design update as you can see from their previous look and feel. Along with the new design changes came a change in CMS platform. Digitalpersona was on an old cumbersome custom CMS system.



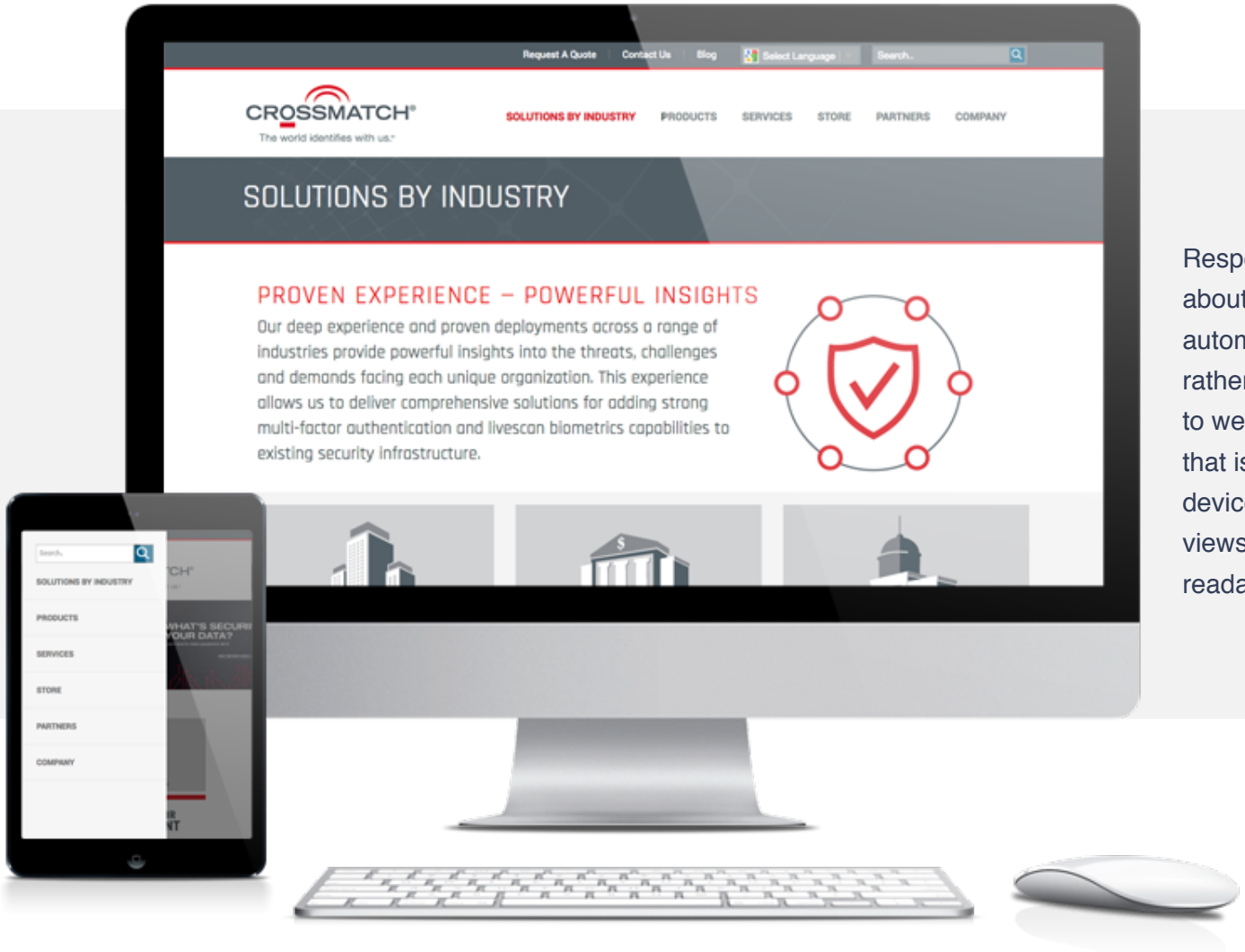
Moonstone took the new design and developed the site on Ektron 7 in 2008. Since then we have done 4 other redesigns with them and 3 Ektron upgrades to always keep them on the most current version of Ektron in order to full advantage of its' new features and functionality.

Our Re-Design

"Moonstone has been a valued partner with our many website projects. Their ability to consistently meet tight deadlines and their expertise with the Ektron platform have allowed us to continually improve our website and user experience. Mary does a wonderful job in managing our requests and providing guidance when needed.

Lori Paxton, Senior Manager
Marketing Communications, Crossmatch

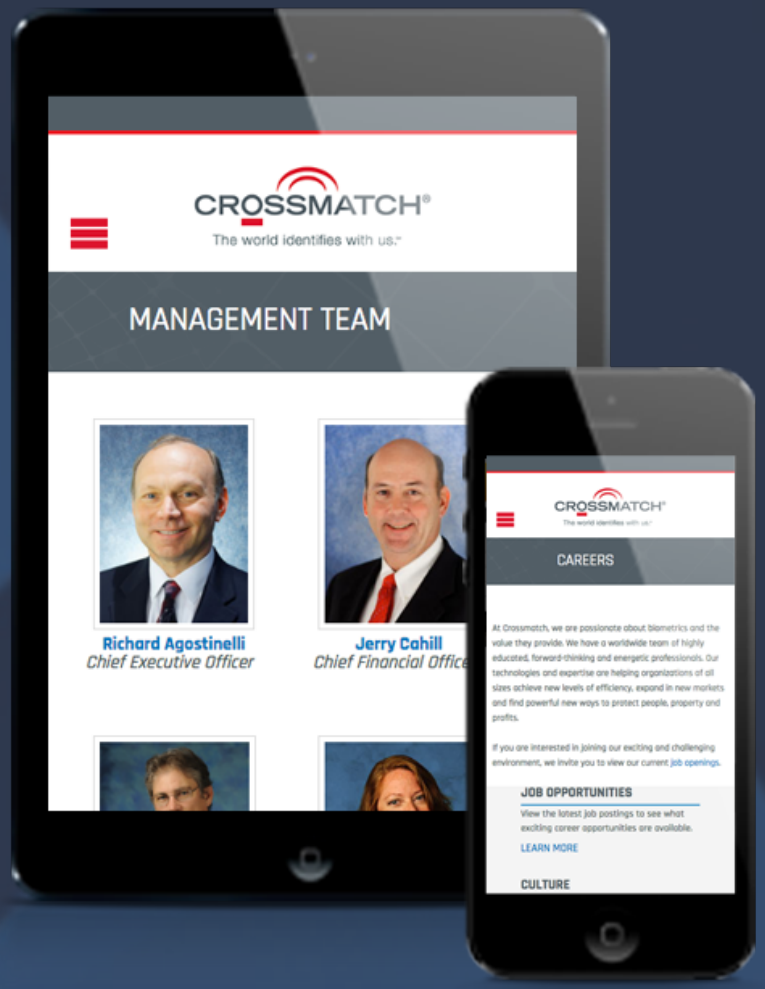
Responsive

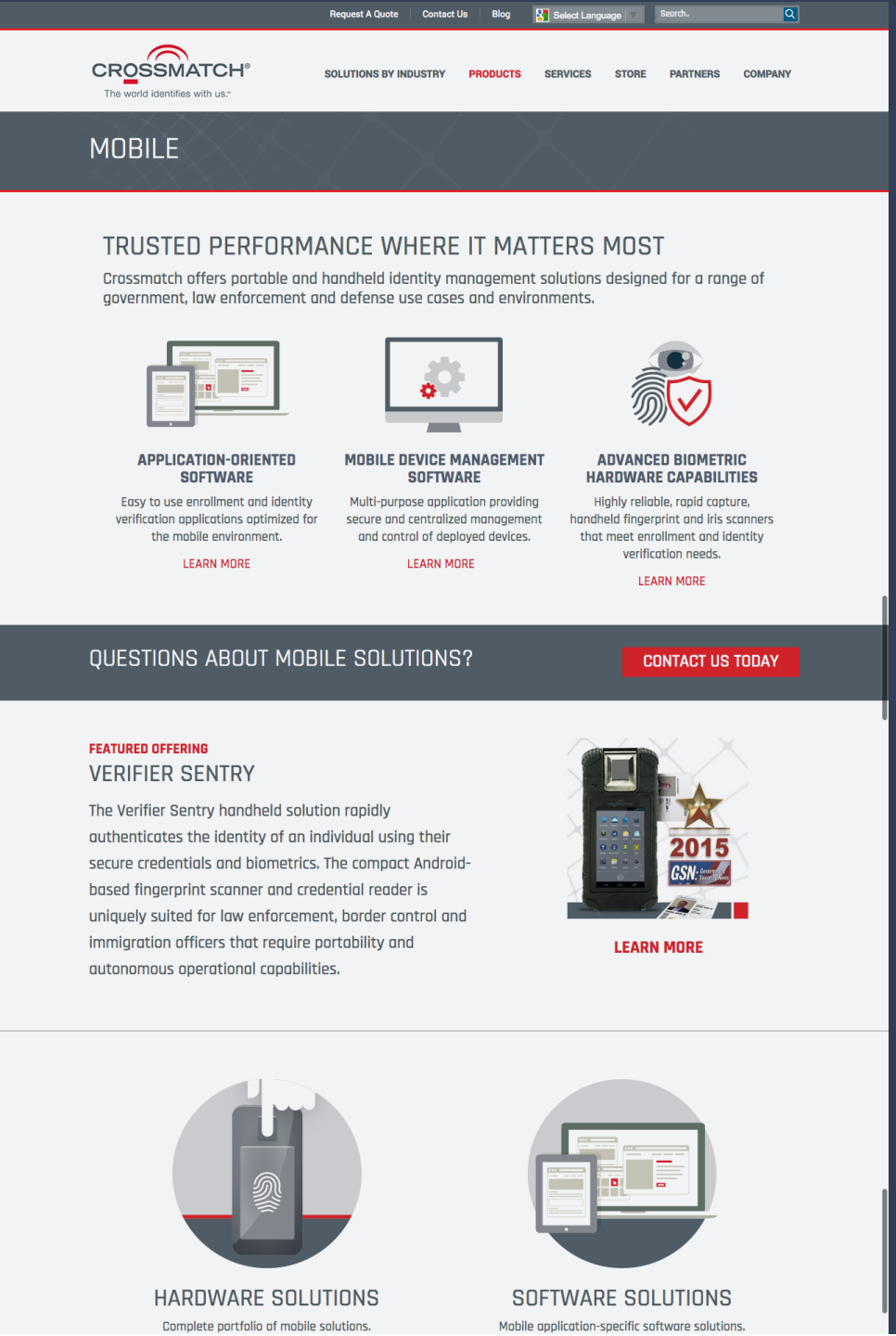


Responsive web design is not only about adjustable screens and automatically resizable images, but rather about a whole new approach to web design - you build one site that is has the ability to adapt to all devices. The adaptable page views improves usability and readability on smaller devices

Ektron CMS.

We developed the Crossmatch website on the Ektron CMS. Ektron CMS is a web content management system written in .NET. It allows Crossmatch to make content updates directly on the site using a browser-based editor. They can also access most of their interaction from the Workarea. The Workarea provides an interface to manage the folder structure, content, menu system and metadata, system setup — just about anything that is configurable and manageable for the site. Structured content modeling and authoring are done using Ektron's Smart Forms. Smart Forms provide a mechanism for creating strongly typed content definitions used for content authoring. These definitions are called Smart Form Designs and are created using the WYSIWYG form builder called Smart Form Designer





Our Project Goals & Accomplishments

Crossmatch has been a very active client over the years with redesigns almost every year, keeping up with current versions of Ektron, running multiple landing page campaigns, integrating with OnDemand and then with ActOn, along with standard daily updates and maintenance. Each redesign and upgrade was under tight timelines where Moonstone delivered on time and deployed smoothly.