

CASE STUDY

Arcturus Networks Inc. Case Study

website redesign & development

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romtex Limited
the best solutions for your business

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rcturus, a leading embedded middleware and technology provider needed an easier way for its customers to interact with product and support resources. The existing Arcturus site was developed as a clearing house for static publications primarily aimed at driving sales. Arcturus wanted to expand the resources available upfront to its customers as well as creating a self-service post-sale support infrastructure that could increase organisational efficiencies and create a better quality of experience for their customers.

“Our old site had intrinsic limitations restricting the materials that could be posted, how they are viewed, and who can post them. This marginalized our ability to provide the level of upfront information our customers required to make an educated purchase. In turn, this increased our pre-sales support.”

Arcturus approached Romtex because of its expertise in dynamic content management systems and custom plug-in applications.

“We recognized that dynamic content management would solve the back-end maintenance issues, but, we really needed a tool that could apply these benefits in way that would directly result in value to our customers.”

“Previously, we used static tables embedded in PDFs which required constant maintenance and were frequently out of date. We were limited to comparing subsets and could not compare broadly across the product line. This model was of limited use to customers that were not already familiar with our product line.”

Romtex prepared a proposal by working with Arcturus to define requirements. This process helped Arcturus to identify key strengths and leverage these into a tool for their customers.

“One of the advantages of our product line is that we offer a broad array of derivative parts and configurations of our hardware products. This means our product line may only be five or six products wide, but maybe 30 or 40 products deep including subsets and supersets. This model allows our customer to select parts for specific applications, this creates efficiencies for them and giving us more design wins.”

Romtex worked with Arcturus to develop a custom plug-in application that allowed the marketing team to add, change or remove any products and parameters. This matrix is then presented in a highly searchable way that allows prospective customers to quickly identify a specific part suitable for their application.

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The second requirement identified was the need for an authenticated product support area that could offer centralised self-service for FAQs, new software releases, how-to's, documentation and other value-add resources that Arcturus provides to customers only.

"To date, product support has been offered ad-hoc, by email. This may mean the same question gets asked 10 or more times, and gets answered each time, individually, the same way. Obviously we recognized we could create significant efficiencies and improve the quality of the service we provide by centralizing product support into individual sites."

Arcturus wanted to ensure that only customers could access the support resources as proprietary information such as hardware designs would be made available. Romtex developed a second plug-in that created authenticated product support pages and allowed customers to request access. Arcturus remains in complete control of the authentication process and validates customer access.

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Thank you to Arcturus Networks Inc., in particular, Michael Durrant, Vice President Engineering, for participating in this case study.