

## CriticalRiver Offers User Interface Design, Development, Executes Web Marketing and Generated Analytics Data for a Large Manufacturing Enterprise



<b>The Customer</b>	<b>Customer is the leader in advanced embedded solutions for the world's most innovative automotive, industrial, smart home appliances, consumer electronics and medical products</b>
<b>Business Challenge</b>	<ul style="list-style-type: none"><li>• Migration of the web portal from Drupal 7 to Drupal 8</li><li>• Building user interfaces and experience design and development</li><li>• Implementing and executing web marketing</li></ul>
<b>Solution Delivered</b>	<ul style="list-style-type: none"><li>• Deployed developer, designers and digital marketing specialists to help the customer</li><li>• Envisaging, creating rich user experience (UI) and User Experience (UX) for Drupal based CMS portal</li><li>• QA &amp; Testing teams analyze and consolidate bugs and report</li><li>• Conversion of design elements in responsive HTML designs</li><li>• Analyzing and executing competitor analysis using SEMRUSH and generate reports</li><li>• Publishing company-related documents and deploying on portal through back-end dashboard</li><li>• Generating analytics reports to help customer make informed decisions</li><li>• Periodic review meetings with all stake holders</li></ul>
<b>Impact Created</b>	<ul style="list-style-type: none"><li>• 55% improvements in efficiency and productivity levels</li><li>• 43% reduction in IT operations and enhanced resource optimization</li><li>• Optimum applications uptime empowered faster time-to-market</li><li>• More focus on core business objectives resulting in more demand generation</li><li>• Enabled employees to improve, enhance customer experience</li></ul>
<b>Solution Component</b>	Drupal 8, SEMRUSH, HotJar