



Case Study

Hydratech

Client Profile:

Hydratech is one of the leading manufacturers of wind and fluid energy products. Hydratech Industries has seven locations worldwide and employs approximately 600 people. Headquartered in Denmark, they design and manufacture wind power components and hydraulic cylinders in multiple locations including Denmark, USA, China and India. Hydratech Industries, is a merger of two companies Hydra Tech and AVN Energy. The merger gave the impetus to the company to position itself as one brand with a global presence, as it operated from different countries. They aimed at achieving this through a well orchestrated online presence.

Technology Used:

Microsoft SharePoint 2010.

Business Situation:

The presence of the company in different geographic locations with different languages needed to be represented well on their corporate website. The corporate website needed to be readable in both English and Chinese since these two languages were what the users primarily spoke. The client also had a bunch of specifications on how the website was to be branded and positioned. The website's expansive three-layered web architecture was also required to be managed.

Solution Approach:

Compassites went about gathering requirements from the stakeholders on the client side, before embarking on solutions for the corporate website. This project also helped Hydratech since it opened the doors to their intranet across four different geographic locations. Some of the key aspects of this website development project were.

- ❑ A Content Management System was used instead of the traditional website development approach.
- ❑ Microsoft SharePoint2010 was used as a web application platform to get the entire website up and running.
- ❑ The User Interface designs were kept in mind to develop a bilingual website (English & Chinese), which had all the relevant content updated in both languages.



Benefits & Results:

- ❑ The company website was hosted using SharePoint2010, which upheld the brand message it intended to deliver. The content of the website was totally refurbished and the website's metamorphosis was incredible.
- ❑ The revamped website included all the functionalities and features that the client specified. We ensured that Hydratech had complete control over the website and they were able to managed the content independently.

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