

# CONFLUENCE-R

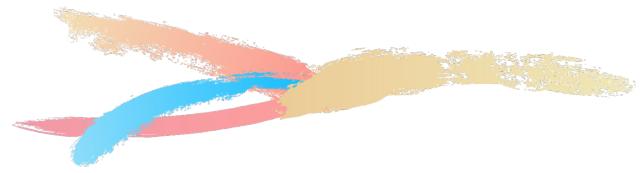
Where business meets digitisation



# Dynamatic Technologies Ltd.

Case Study - [www.dynamics.com](http://www.dynamics.com)





# Overview

Dynamatic Technologies Ltd. is one of the globally leading designer and manufacturer of highly engineered Automotive, Aerospace and Hydraulic products. Our challenge was to create a high data and info website for them and bring their older design and back end to the current digitally competitive space.

## Overview

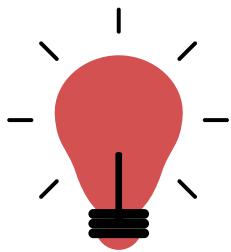
## Process and Solutions

How Confluence-r was able to help Dynamatic achieve its website goals.

## Goals of the Client

- To create a newly designed website which showed clean and simple navigation
- To constantly update their high volume of data in order to function in a tightly controlled regulation space.

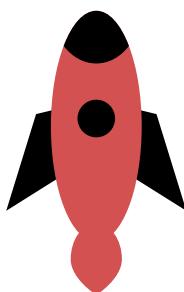
# Challenge Points



High data of the website which caused design and back end constraints



Regulatory Authorities that require constant maintenance (high volume of data had to be efficiently updated)



SEO to be maintained and increased

## Confluence-r

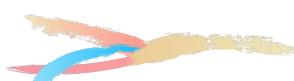
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# Process and Solutions

- Communication with the HQ team at Dynamatic Technologies was the key to our entire operation, for which we were available 24x7.
- To organise the data, our team worked relentlessly for about 3 months to finalise the actual content and placement of data with the DTL team.
- The final clean and efficient design of the website was decided upon after choosing among 15 variations of the red, black, grey, and white themes.
- In order to keep up with the constant updation of data, (due to DTL being a private limited company and having to answer to many regulatory boards such as defence, aviation, etc.), we allocated a member of our team specifically for their maintenance package.
- The News tab of the website was by far the most challenging as we had to find a way to include 10GB into the website without compromising on load time. In order to overcome this, we added a link to the old website (with the news tab updated) onto the new one so that viewers could access the news without compromising on speed.
- We worked on producing several backlinks and keywords to bring their ranking up on SERP.



# Final Results

[www.dynamics.com](http://www.dynamics.com)

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