



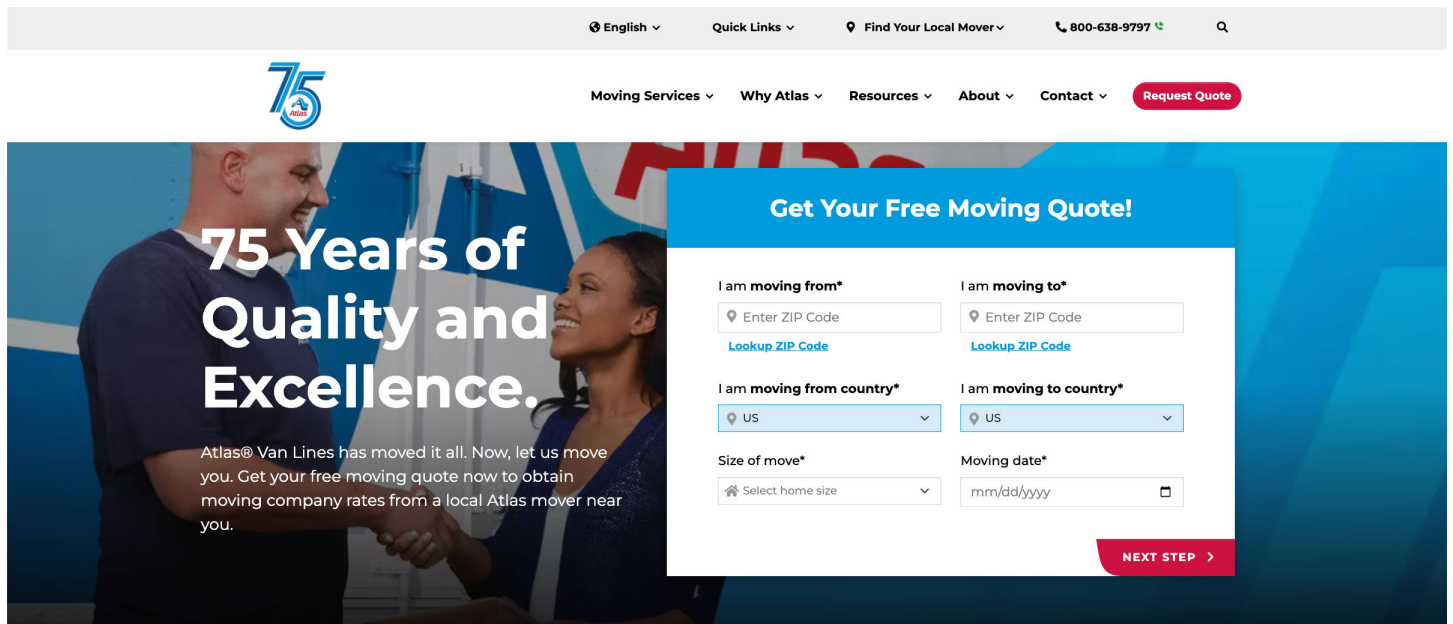
Atlas® Van Lines is the second largest household goods mover in the United States. Atlas is comprised of a family of companies headquartered in Evansville, Indiana. Atlas provides comprehensive, global services for people and businesses that need to relocate.



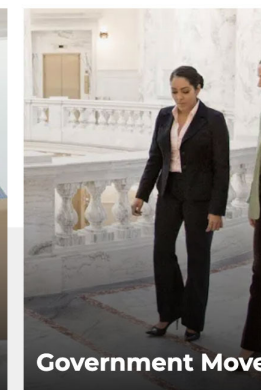
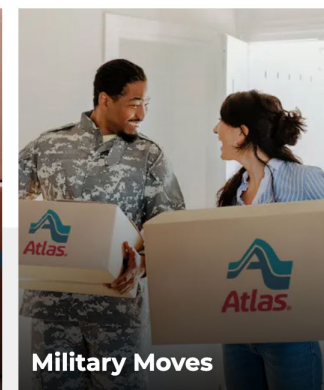
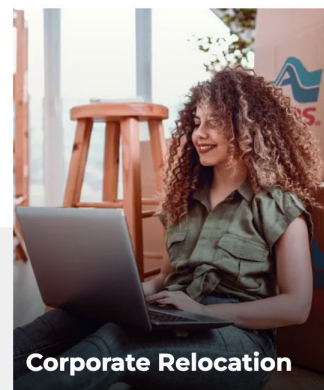
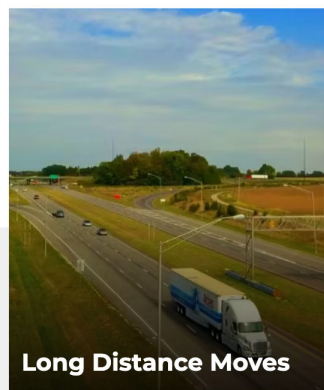
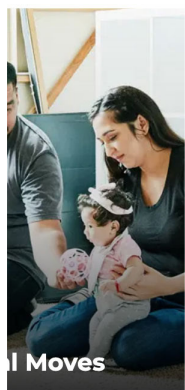
Background

Since 2017, Wakefly has been collaborating with Atlas Van Lines, a prominent leader in the Transportation and Logistics sector and a highly trusted name in the moving industry. Over the years, Wakefly has undertaken numerous website enhancement and redesign projects for

Atlas, employing the advanced features of Kentico Xperience and Kontent. Notably, the most recent effort involved the complete reconstruction of www.atlasvanlines.com using the Kentico Xperience platform.



MOVING SERVICES



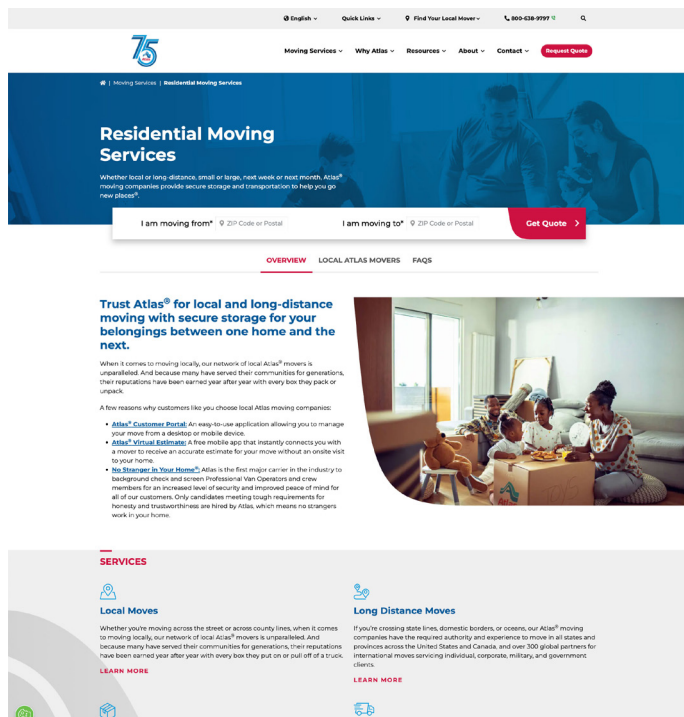
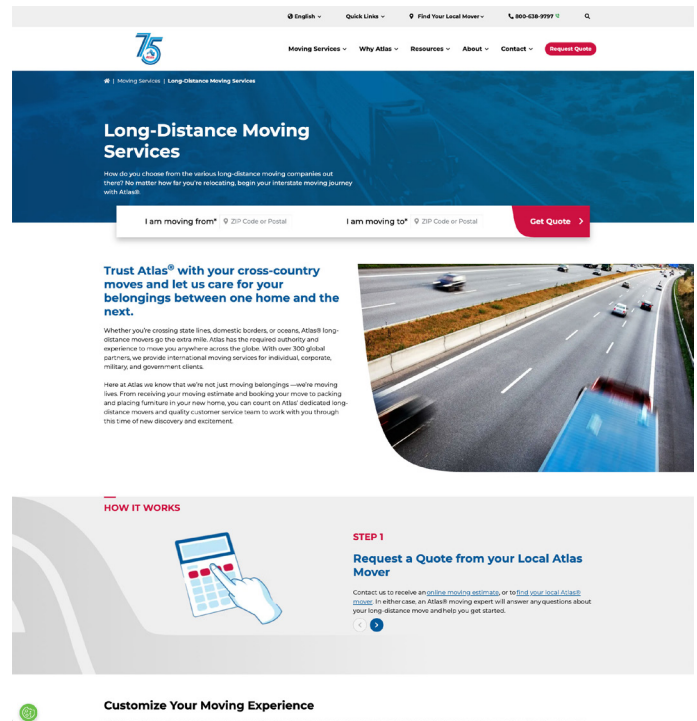
Goals & Challenges

Since partnering, Wakefly and Atlas Van Lines have cultivated a dynamic working relationship, leveraging Wakefly's expertise in website development and design to enhance Atlas's online presence. Operating in the competitive Transportation and Logistics industry, Atlas is recognized as a leader and has earned a reputation for reliability in the moving business.

Wakefly's commitment to optimizing Atlas's digital platform is evident through the implementation of various website upgrades and redesigns. Kentico Xperience and Kontent have proven instrumental in these endeavors, providing the tools needed to create a seamless and engaging online experience for Atlas's audience.

In the most recent project, the complete rebuilding of www.atlasvanlines.com on the Kentico Xperience platform showcases Wakefly's dedication to staying at the forefront of technology and design trends. This initiative aligns with the ever-evolving nature of the digital landscape, ensuring that

Atlas's online presence remains not only current but also cutting-edge. The ongoing collaboration between Wakefly and Atlas Van Lines reflects a commitment to innovation and excellence in the digital realm, underscoring Wakefly's role as a strategic partner in enhancing Atlas's visibility and user experience in the online domain.



Prior to the recent website redesign, users faced multiple challenges in navigating the site, making it difficult to access essential information. In response, Wakefly partnered with Atlas Van Lines' branding agency to revamp the website's navigation.

The result was an enhanced design and aesthetic that not only fortified but also elevated the Atlas brand. Meeting one of Atlas's key success criteria, the implementation strategically included call-to-action elements, encouraging potential clients and customers to request quotes for moving and various other logistics services. The collaborative effort aimed to improve the overall user experience, ensuring visitors could effortlessly find the information they needed while enhancing the online representation of the esteemed Atlas brand.

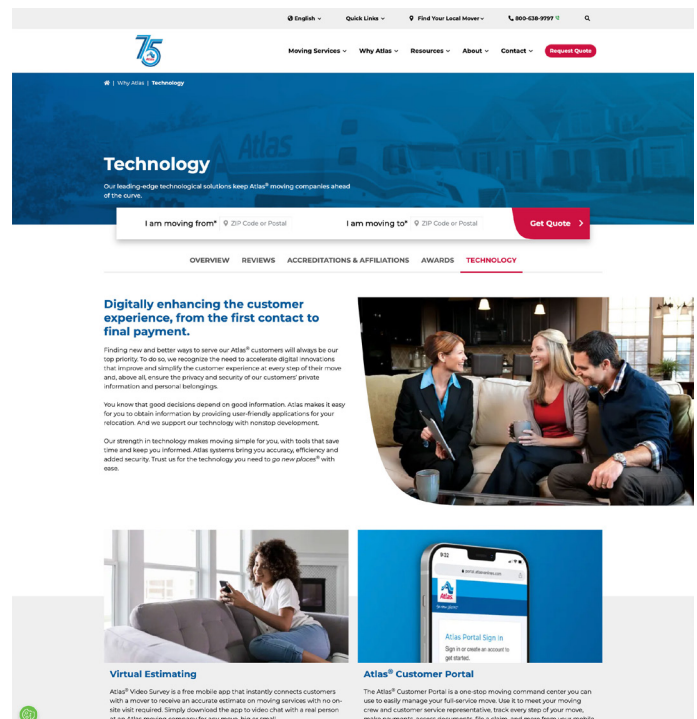
Solution

The new version of the Atlas website was brought to life through the implementation of Kentico 13. This latest iteration introduced the robust and easy to use Page Builder for content management, granting Atlas's marketing team the flexibility to craft new web pages. Additionally, Kentico Xperience facilitated seamless editing of existing pages, enhancing overall efficiency in content management.

From a developmental standpoint, adopting the Kentico 13 MVC core represented a significant leap forward. This approach ensures component reusability and code standardization all the while streamlining the

entire development process. Consequently, any new updates to the Atlas website are arranged to be more manageable, cost-effective, and efficient. The integration of Kentico 13 not only reinforces current enhancements but also positions the website for ongoing adaptability and responsiveness to evolving requirements, contributing to a sustained and impactful online presence for Atlas Van Lines. This strategic approach underscores a commitment to user satisfaction, effective brand representation, and the seamless evolution of the digital platform to meet the dynamic needs of the audience and industry.

By introducing pivotal features, including the incorporation of Kentico Xperience, the implementation of fresh responsive designs, and the seamless integration with third-party platforms, Wakefly's development approach signifies a strategic effort to elevate the overall functionality and user experience of the digital platform. The adoption of Kentico Xperience underscores Wakefly's commitment to employing advanced technologies, facilitating efficient content management and ensuring a dynamic online presence. The implementation of new responsive designs reflects a dedication to user-centric design principles, optimizing the website's performance across various devices and screen sizes. Additionally, the successful integration with third-party platforms highlights Wakefly's versatility in creating a cohesive digital ecosystem, enhancing the website's capabilities by seamlessly connecting with external systems. Collectively, these key features embody Wakefly's comprehensive approach to web development, encompassing cutting-edge technology, user-centric design, and strategic integrations to deliver a robust and seamless online experience for users interacting with the digital platform.



Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.

