



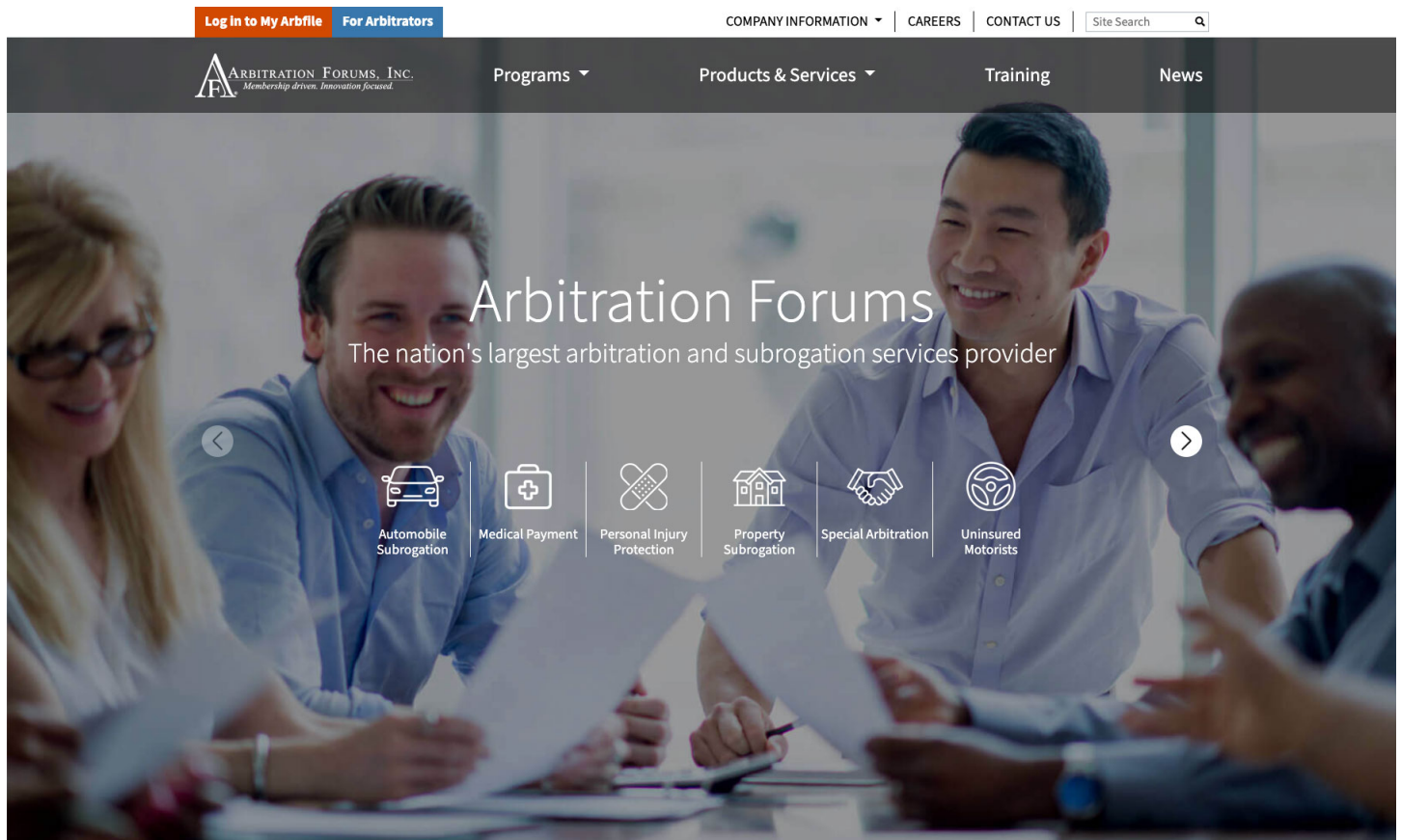
Arbitration Forums is a membership-focused organization dedicated to providing its membership best-in-class service and ensuring they are at the center of everything Arbitration Forums does.



Background

Arbitration Forums previously partnered with Wakefly to re-platform their public facing marketing website from an unsupported version of Ektron in to Kentico. During this project, while the front-end design of the website remained the same, Wakefly was able to garner an understanding of the

type of controls that Arbitration Forums needed in order to efficiently manage their website. Thus, when it came time to begin the redesign, Wakefly already had a foundational understanding of the website's content structure and needs to build upon.



Membership Driven = Success

Founded in 1943, Arbitration Forums is a membership-focused organization dedicated to providing its membership exceptional service and ensuring they are at the center of everything AF does. AF embraces this member-centric mindset by implementing member feedback at all points of service.

1.1M**5k+****2.3M****\$25.4B**

Goals & Challenges

At the outset of the redesign project, Wakefly and Arbitration Forums collaborated closely to craft a design that aptly mirrored the contemporary technological offerings and services of the company. The website, before undergoing this transformation, failed to visually convey the cutting-edge tools provided by Arbitration Forums to its members. It suffered from a dated appearance, necessitating a complete overhaul. Wakefly's design team rose to the challenge, developing a modern, clean design that authentically represented the brand's personality.

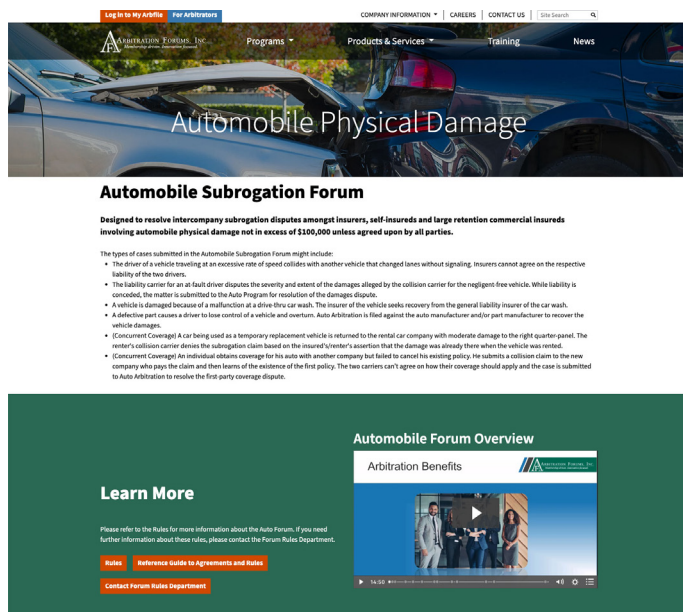
Solution

Throughout the development phase, Wakefly harnessed the capabilities of Kentico Xperience 13 CMS, delivering an intuitive platform for the Arbitration Forums marketing team. This empowered them to efficiently manage and expand their website. Building Content Staging into the system allowed Arbitration Forums to update content or create new pages, facilitating an internal review process for approval before synchronization to the production environment.

A notable addition was the implementation of a Training Library, a feature equipped with multiple search filters. This innovative tool enables website visitors to precisely narrow down their search, ensuring they can easily access the specific content they seek. By incorporating such functionalities, Wakefly aimed to enhance the overall user experience and make information retrieval seamless for visitors.

The culmination of these efforts is a website that not only captivates visitors with its visual appeal but also provides a user-friendly interface for the internal marketing team. The modern, clean design now aligns seamlessly with the brand's identity, reflecting Arbitration Forums' commitment to staying at the forefront of technology. Simultaneously, the implementation of Kentico Xperience 13 CMS empowers the marketing team with a dynamic and easily navigable platform, offering the flexibility needed for ongoing management and growth.

In essence, the collaborative efforts between Wakefly and Arbitration Forums have successfully transformed the website into a visually engaging and efficiently managed digital asset. The project not only addresses the immediate need for a contemporary redesign but also positions Arbitration Forums for sustained online excellence, allowing them to showcase their offerings effectively and provide an enhanced experience for their website visitors and customers.



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.