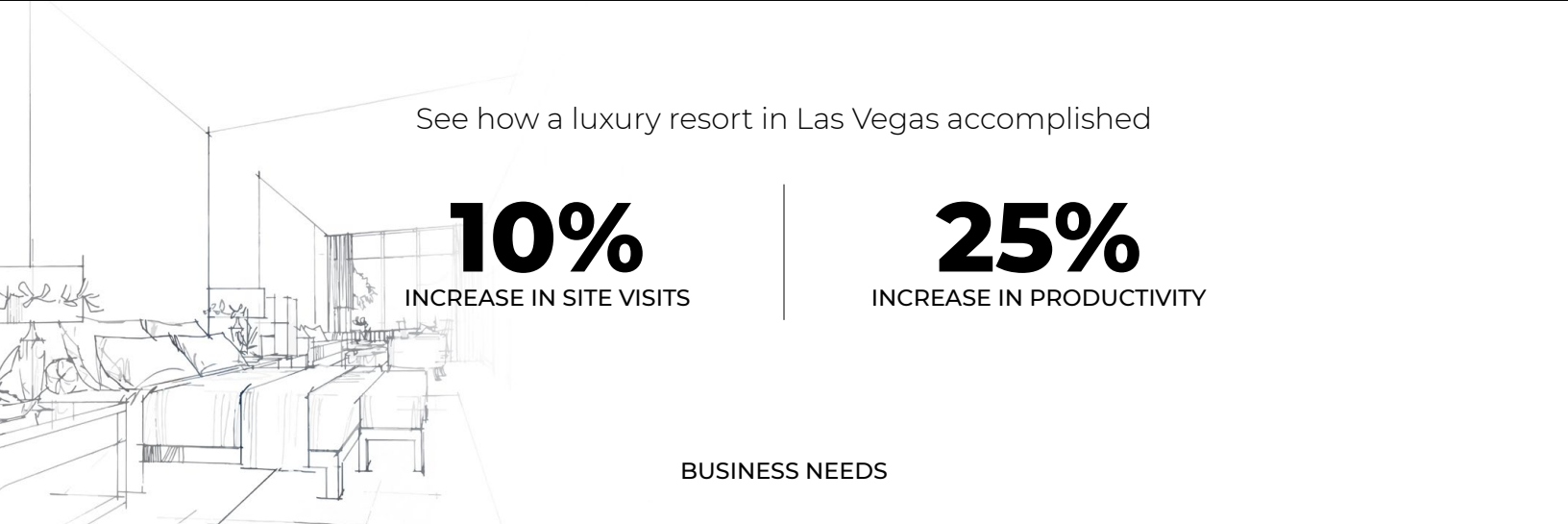




WHAT HAPPENS IN VEGAS, STAYS IN VEGAS.

NOT in this case!



See how a luxury resort in Las Vegas accomplished

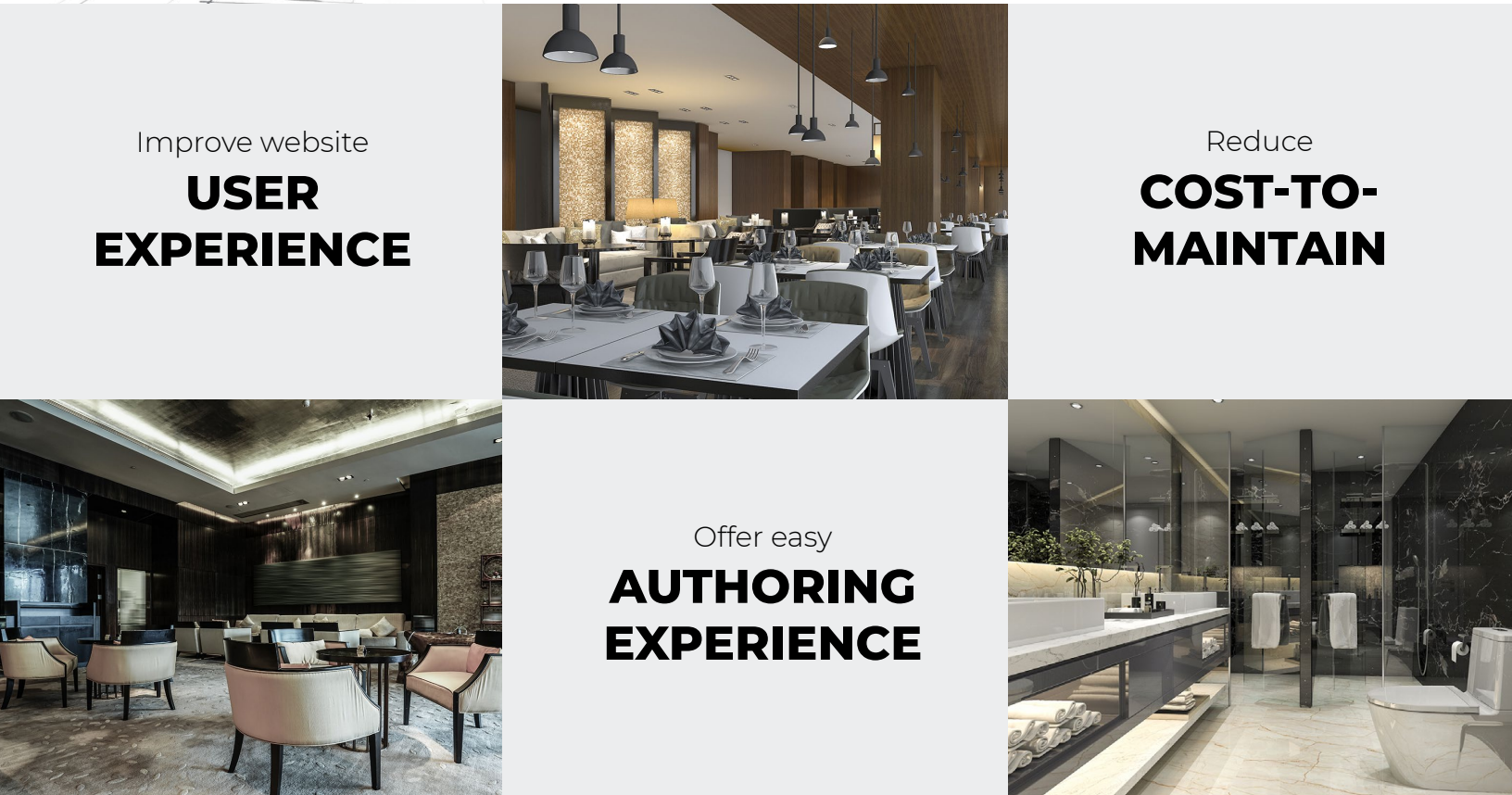
10%

INCREASE IN SITE VISITS

25%

INCREASE IN PRODUCTIVITY

BUSINESS NEEDS



Improve website

**USER
EXPERIENCE**

Reduce

**COST-TO-
MAINTAIN**

Offer easy

**AUTHORING
EXPERIENCE**

EXECUTION

- Chose a new-age CMS platform
- Built mobile-optimized website for reservations
- Enabled multi-vendor system integration
- Worked in close collaboration with the design agency
- Crafted in tandem: content and design
- Offered post go-live support



SYSTEM INTEGRATION

- HRLogix for careers
- Agilysys and ResNet for reservations
- Wireless Universal Resource File (WURFL) library customized for mobile device OS and version detection

TOOLS AND TECHNOLOGIES

- Sitefinity
- Latest Microsoft technologies: .NET, Visual Studio, and SQL Server

BUSINESS IMPACT

10%

INCREASE IN
SITE VISITS
PER MONTH

60%

DECREASE IN TIME
REQUIRED TO MAKE
EDITORIAL CHANGES

25%

HIGHER PRODUCTIVITY
OF CONTENT
PUBLISHING TEAM

20%

DECLINE IN
BOUNCE RATE



CYBAGE MARKETING SERVICES



Design
Thinking



Content
Marketing



CMS-driven
Personalization



Video
Production



Campaign
Management



Marketing
Automation

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