

Case Study

Bart M. Schwartz, Counselor at Law

www.bartmschwartz.com



Industry
Law/Legal

Partner

iMedia inc.
612 Main Street
Boonton, NJ 07005
USA
www.imediainc.com

John Huffstutler
jhuffstutler@mediainc.com
973.539.5255

A simple and straightforward website that gives site visitors a comprehensive look at legal accomplishments and practice areas

Challenge

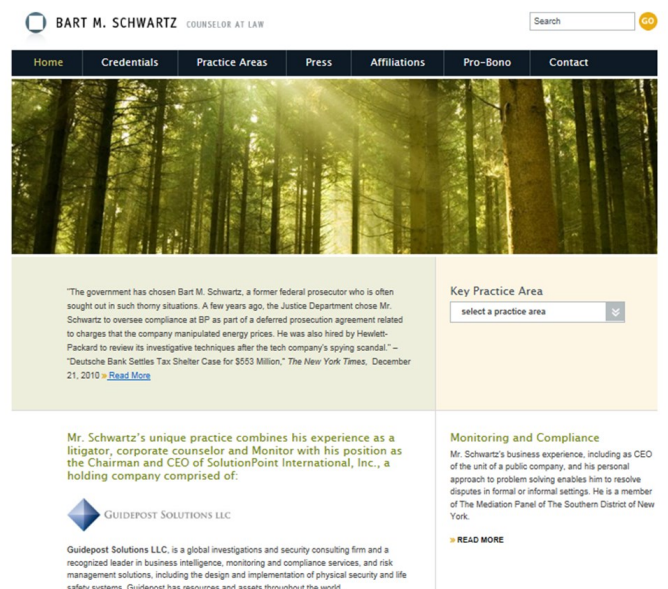
Bart M. Schwartz is an extraordinarily busy lawyer. Described by the New York Times as the person “often sought out in...thorny situations” by corporations and having served as Chief of the Criminal Division of the U.S. Attorney’s Office in New York, Mr. Schwartz has wide experience providing advice and support to corporations, governments and individuals.

Mr. Schwartz wanted a website that gave a snapshot of his expertise without being overly elaborate. As Chairman and CEO of SolutionPoint International, he reserved most of his web presence to a variety of other sites, including the iMedia-designed and created Guidepost Partners LLC. The site for his professional practice, he felt, needed to be simple and straightforward, while still giving site visitors a comprehensive look at his accomplishments and the practice areas he offered.

Solution

iMedia designed the site using the versatile Kentico Content Management Solution (CMS). Kentico CMS is a .NET Web Content Management platform that iMedia has implemented to successfully realize our clients’ web strategies and organizational goals. By providing a cost effective Enterprise scalable CMS, Kentico is a cost effective, enterprise-scalable CMS, with capabilities in delivering for high performance websites.

The completed website features an easy-to-follow navigation scheme, leading users through Mr. Schwartz’s credentials, practice areas, affiliations, and more. A secondary navigation, for Key Practice Areas, is featured on the homepage. Every section includes a graphical banner that picks up on the home page’s optimistic but deliberately non-legal-themed imagery.



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Results

The site is now extremely easy to update, using Kentico's WYSIWYG content editing platform. It delivered precisely the clean, professional, yet nontraditional design for the site. Legal clients now have a destination for their initial questions about the services Mr. Schwartz offers. The site serves as a model for other iMedia clients who want a simple, easy-to-manage templated site using Kentico CMS.

Key criteria for selecting Kentico CMS

The key criteria for selecting Kentico CMS was:

- Flexibility,
- Publishing interface and
- Price.

Client's previous site was built on Adobe contribute which is now unsupported. The client was looking for a flexible, reasonably priced solution which could grow with their needs. iMedia recommended Kentico as the perfect solution. The customer is extremely happy.

