

Hypori Gets **Drupal Power** with Root Info Solutions

Product Overview

Hypori is a W3C compliant website built on the Drupal web development framework, and is competent in delivering seamless experience to users across smartphones, tablets and desktops.

Hypori Overview

Hypori is a renowned IT company that offers user-centric enterprise mobility solutions to help their partners adopt BYOD (Bring Your Own Device) strategy and drive workforce efficiency with effective collaboration and communication.

Company Challenges

Low website traffic, increased marketing budget, poor Internet visibility, mundane user-experience and low conversion rate, among others, were deteriorating the ROI.

Being a B2B (Business to Business) IT solution provider, Hypori’s challenge was to give an awesome and consistent experience to business professionals across multiple devices so that they can have a trust in the brand’s capability.

Investing in our Drupal Web Development Services: Objectives

- Improve the brand’s reach with higher Web visibility
- Improve user-engagement and conversion across multiple display formats
- Give users a secure platform to connect and communicate
- Reduce brand’s customer-acquisition cost
- Improve brand reputation

Solution



Leveraging the Drupal open source web development framework, we built a website that is highly customizable, scalable, flexible, reliable, interoperable and secure.

Key Features


- Extended support for social media APIs including Facebook, Twitter and YouTube
- Effective integration of Google Analytics for website monitoring
- SEO-friendly website to reduce digital marketing budget
- A mobile-ready website to engage with users on the move

Result


- Increased reach and traffic
- Improved user-engagement & conversion
- Improved content management
- Improved brand reputation

Instant Mobility for Your Contract and BYOD Workforce



Wednesday, September 21



12:30pm CT (30 minutes)

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Strategy

Before getting started with the Hypori Drupal website development work, we had an interactive session with the client. This acquainted our Drupal web development team with the key information on business objectives, and the digital consumer-insights -- how users want to consume content and what kind of navigation and interaction style they prefer on different devices.

We took stock of the search algorithms of different search engines as we wanted to build a Drupal website that was truly SEO-friendly. Knowing that consumers love to bring their experience on social media, we also explored ways to integrate social plugins with the website.

Development

Utilizing Users, Taxonomy, Content types and Menus, often dubbed as the 4 key building blocks of Drupal, our web developers built a user- and SEO-friendly, responsive, stable and secure website to let Hypori maintain a sound digital presence and perform its business with grace. We also educated the client as how to effectively handle the dashboard to manage content and users effortlessly in future.

About Us

Root Info Solutions (RIS) is a globally recognized Information Technology consulting and software outsourcing company based in the UK. In addition, we have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.

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