

Epson Electronics America

The Challenge

Epson Electronics America (EEA) is known by its parent-company Seiko Epson Corporation and with industry partners for being forward-thinking and making innovative technological advances. EEA realized its website was a key tool in their sales process and wanted the user experience to reflect its image as a market leader. EEA decided to launch a website redesign that would also reduce maintenance costs.

The Solution

Oshyn created a new website design/user experience that was consistent with the EEA brand while simplifying the maintenance of the dynamic portlets. These portlets automatically extrapolated and updated website content such as corporate news and product information.

The key visitors to EEA's website are engineers searching for electronic components, so Oshyn designed sophisticated search capabilities that helped quickly serve up product information as well as provide suggestions for similar products. The Oshyn team provided further advanced usability enhancements by guiding engineers to new EEA product information relevant to their current search, exposing them to new product developments, without requiring a page refresh.

The Oshyn team resolved backend issues with Oracle's J2EE Portal technology to simplify the procedure for uploading press releases, saving EEA time and money. Oshyn provided EEA with documentation (instructions and guidelines) to maintain the website independently giving EEA maximum flexibility and control to make future changes.

The Results

The new visual design gives users an updated user experience with search optimization that beats the competitors'. By providing the target audience with enhanced search capabilities in an easy to navigate website, EEA has continued to see growth while maintaining current clients, leading to increased profitability. Oshyn provided EEA with the ability to independently maintain the website giving EEA maximum flexibility and control to make future changes.

"I would recommend Oshyn for any technology projects. Their know-how and ability to deliver are unsurpassed. My clients as well as other stakeholders are all very happy."

-Harmik Baghdasarian, IT Director - EEA

About Epson Electronics America, Inc.

Epson Electronics America (EEA) is part of the Seiko Epson Corporation (SEC), based in Japan. EEA was established as the regional headquarters for SEC's entire electronic device and component business for the Americas, covering the United States, Canada and Latin America. EEA markets and sells SEC's electronic devices and delivers the engineering support necessary to ensure that designers developing advanced systems select SEC's products over those of competitors. EEA markets a wide array of crystals, oscillators, real time clock modules, SAW products, optical devices and gyro sensors. With an innovative and creative culture, SEC is dedicated to exceeding the vision and expectations of customers worldwide with products known for their superior quality, functionality, compactness and energy efficiency.

The Technology

- Oracle Corporation J2EE Portal technology

Epson Electronics America

- Compliance with the industry-standard Java Specification Request (JSR-168)
- Portal development
- Ajax