

# 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

LET'S CREATE EXPERIENCES | [www.cybage.com](http://www.cybage.com) | [digital@cybage.com](mailto:digital@cybage.com) |  