

CASE STUDIE ENZO LIFE SCIENCES



Customer Enzo Life Sciences Inc.
Project Relaunch Online Platform with Webshop
URL www.enzolifesciences.com



CORPORATE PROFIL.

Enzo Life Sciences, Inc. is a subsidiary of Enzo Biochem, Inc. based in Farmingdale, New York. The company is a recognized leader in labeling and detection technologies across research and diagnostic markets. Its portfolio of proteins, antibodies, peptides, small molecules, labeling probes dyes and kits provides life science researchers tools for target identification/validation, high content analysis, gene expression analysis, nucleic acid detection, protein biochemistry and detection, and cellular analysis.

Its success in the market is based on 30 years of experience implementing outstanding operational capabilities, and establishing a state-of-the-art electronic information and ordering marketplace.

Facts and Figures per January 2011

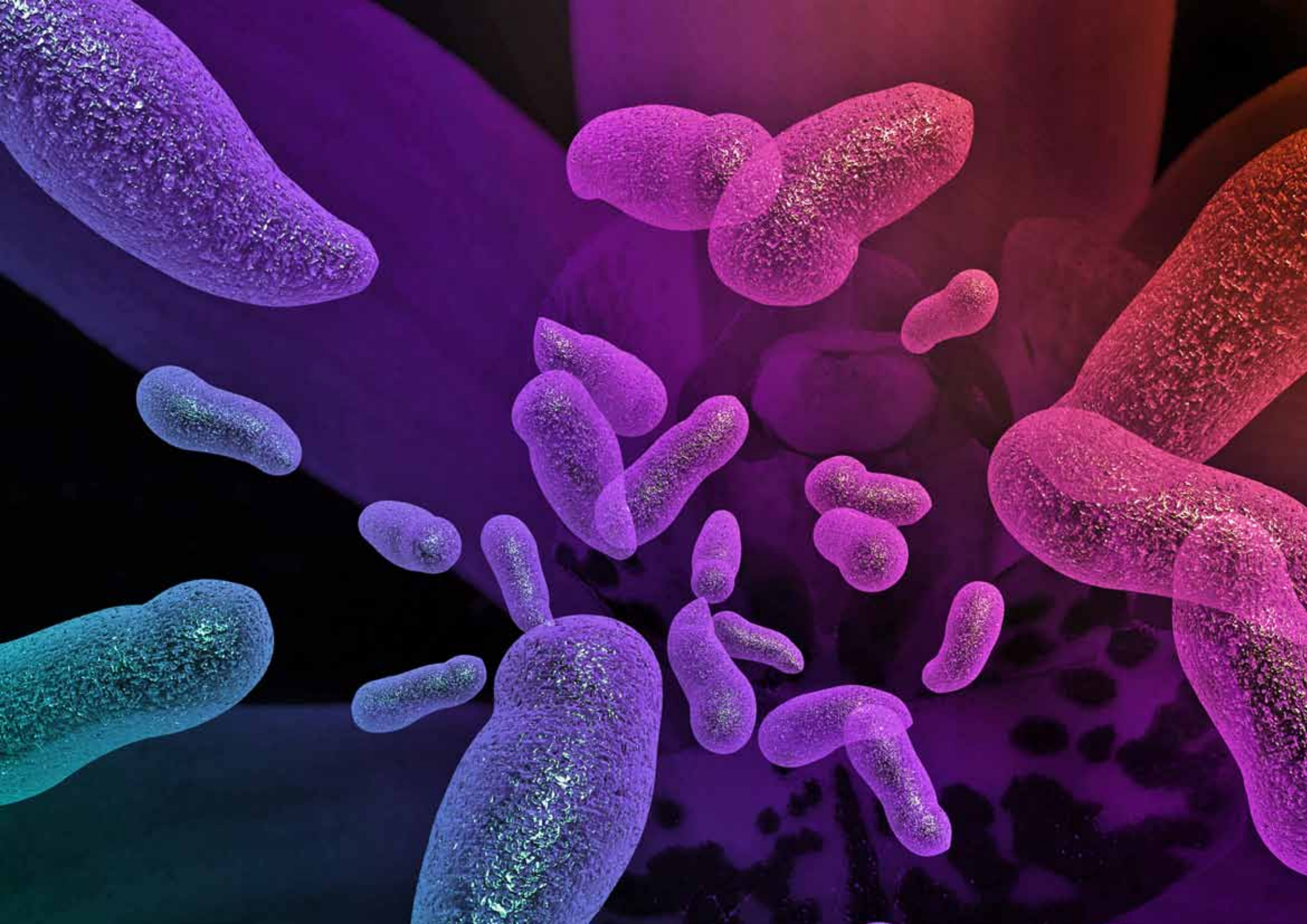
Enzo Life Sciences Inc.

Subsidiary of Enzo Biochem

Revenue \$ 43.1

Founded in 1976

Facilities 8 in 6 countries (USA, Switzerland, Benelux, Germany, United Kingdom)



REQUIREMENTS.

SITUATION

Enzo Life Sciences provides a wide variety of different products ranging from antibodies, ELISA Kits and neurochemicals to peptides, proteins and inhibitors. All these products can be purchased on an online platform which is a combination of webshop and information channel.

Since the sum of all products amounts to more than 10'000 the key factor to a satisfactory user experience is an efficient search feature. Only if the visitors quickly find the exact product they need, they will purchase the item and revisit the platform.

Yet the former website did lack in a sophisticated search facility. The results were often too general and the user was confronted with a selection that delivered too many products.

Therefore Enzo Life Sciences commissioned CS2 to develop a new platform that entices the user by means of an accurate and fast search engine. The big challenge that had to be faced was the hierarchical complexity of the product assortment.

OBJECTIVES

The main objective of the website was the increase of conversions. All features of the website should add up to a satisfactory user experience and hence turn visitors into active buyers of the products. To accomplish this the web site has to provide a powerful search facility that is easy to use, matches the classification needs of the complex product structure and allows an efficient administration of the data.

Objectives with regards to the front end:

- Design a search facility tailored to the specific nature of the product catalogue.
- Implement a navigation that allows the user to drill down into the product catalogue.
- Allow searching for products based on characteristics and ensure progressively narrowing down the choices.

Objectives with regards to the administration environment:

- Create tools to facilitate the management of the products. This implies adding, modifying, grouping and approving products.
- Design an environment that allows the management of search parameters

To meet those sophisticated requirements CS2 had to develop a platform that rather resembles an application than a traditional web site.

IMPLEMENTATION.

WORK PROCESS

To keep control over the complexity of the project CS2 and Enzo Life Science opted for a step-by-step work process.

First several workshops were held in which CS2 and Enzo Life Science addressed all the relevant issues and defined the requirements in terms of features and content. The main focus was, of course, on the search process and the results it has to deliver.

Based on this definition the project team soon came to the conclusion that only an intelligent search using facets could provide satisfactory search results.

In step two the project team specified the rules that applied to the facets. This included how facets are created and assigned to specific products. In addition to this other parameters of the intelligent search engine were defined.

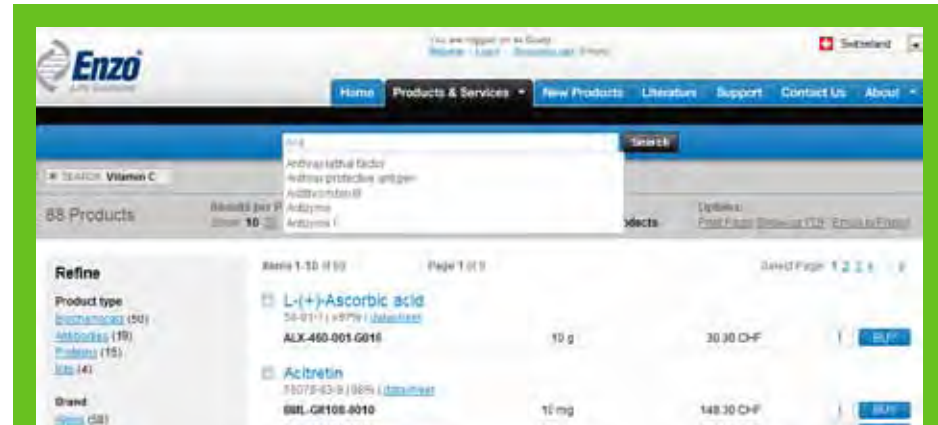
Further steps consisted in creating the layout as well as programming and testing the entire application.

The screenshot displays the Enzo Life Science website interface. At the top, the Enzo logo is on the left, and navigation links for Home, Products & Services, New Products, Literature, Support, Contact Us, and About are on the right. A search bar is located below the navigation. The main banner features the text "Products for Cellular Analysis" with bullet points: "Sensitive CELLestial® kits for live cell analysis", "Fluorescent probes for organelle, ROS, and ion detection", and "Broad selection of antibodies and biomarker assays". A "Learn More" button is present. To the right of the banner are several product categories: Cellular Analysis Tools, Proteostasis Research Tools, Immunoassay Kits, and Worry-free Antibody Trial Program. Below the banner, the "Our Expertise" section lists Cellular Analysis, Assay Systems, Research Reagents, Drug Development, Protein Modifications, and Molecular Biology. The "Latest Literature" section highlights a product flyer for PI 3-K, Akt/PKB, and mTOR. The "New Products" section lists HSP90 (human), IL-13 (human), EJA kit, Angiotensin A EIA kit, PBS concentrate, and RIPA cell lysis buffer. A "Keep in Touch" section offers an email newsletter subscription and RSS feed. The footer includes logos for ALEXIS, assay designs, BIOMOL, and Stressgen, along with copyright information for Enzo Life Sciences, Inc. and a link to the CS2 website.



FACETED BROWSING GIVES USERS WHAT THEY ARE LOOKING FOR.

A key factor for user acceptance is the speed and accuracy of the search facility. Using the so called faceted search CS2 provides a comfortable and efficient way to get relevant search results. Since facets are properties that are assigned to the products, the user does not have to navigate a complex hierarchical tree. Instead, he can use the facets as entry points that lead him to the right product. With each facet that is applied to a search he narrows down the results until, he gets a small and relevant selection of products.



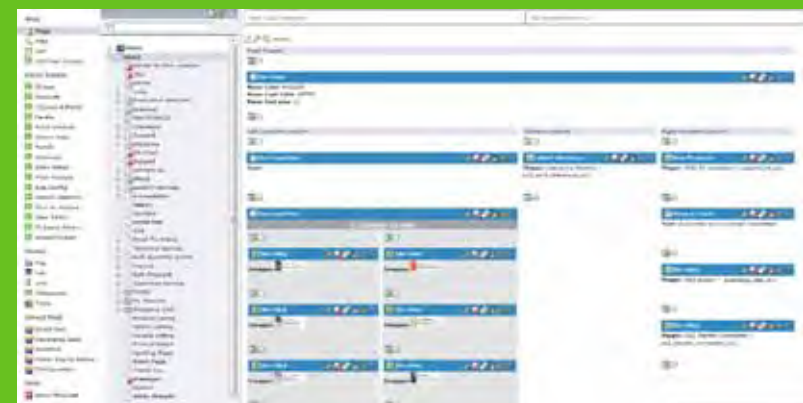
INTELLIGENT SEARCH OFFERS ADDITIONAL VALUE TO THE VISITOR.

To further support the customer in his search for the right product CS2 has developed several intelligent search features such as

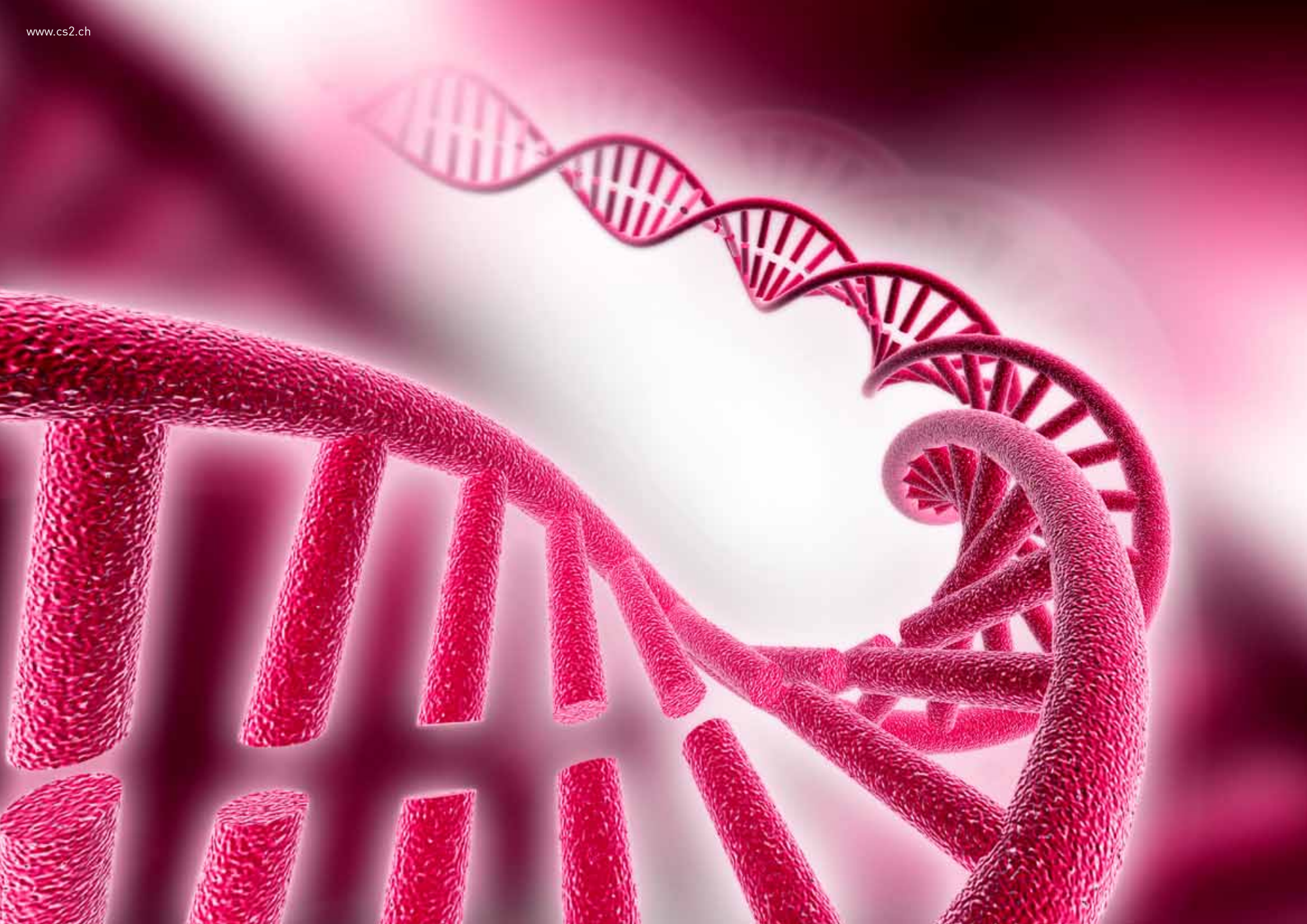
1. Expression of Greek characters written in Latin letters are matched. The user can enter "alpha" and the system automatically finds products which contain the Greek character α in their name.
2. Fuzzy search compensates for typing error. The system interprets typing errors such as "antibodies" and retrieves results with the correct spelling, namely "antibodies".
3. Predictive Search suggests alternative terms. The terms that are displayed can be defined by the administrator.
4. Synonyms are taken into account. When the user enters a search term as for instance vitamin C, the system also delivers results containing the expression "ascorbic acid".

Facet Name	Facet ID	Facet Type	Facet Properties
Facet 1	1	Product	...
Facet 2	2	Product	...
Facet 3	3	Product	...
Facet 4	4	Product	...
Facet 5	5	Product	...
Facet 6	6	Product	...
Facet 7	7	Product	...
Facet 8	8	Product	...
Facet 9	9	Product	...
Facet 10	10	Product	...

RULE BASED CREATION OF FACETS ALLOWS FLEXIBILITY
 A special facet administration table enables the administrators to define various facets and assign them to a product. The table applies rules to specify what a facet is composed of. As a result the creation of facets is very flexible, because each field or property of a product record can be used as a facet.



SPECIAL BACKEND TOOLS FACILITATE THE USE OF THE SYSTEM
 To make daily administration work easier, CS2 developed a special user interface that provides fast and comfortable access to key features. It also incorporated tools to manage newsletters, brands and backend user rights. An import and export facility is also included in this tool kit.



RESULTS.

MULTI-PURPOSE WEB PLATFORM

The website of Enzo Life Sciences is a combination of online shop, information channel and marketing tool. Its sophisticated system architecture offers a wide range of features and configuration possibilities that provide several advantages to the client:

1. An intelligent and accurate search facility allows the visitor to quickly find the products he is looking for. This results in a satisfactory user experience and increases the conversion rate of the shop.
2. Due a to special user interface in the administration environment the client benefits from an easy to use data management. The website can be easily updated and products can quickly be added and modified. The centralized data management also prevents redundancy and mistakes.
3. Special administration tools enable the client to configure the faceted search parameters and other features by himself. As a result the client is more independent from the company that programmed the website and the administration costs are reduced.

PROJECT SCOPE

- Concept, specifications and layout by CS2
- Implementation and programming by CS2

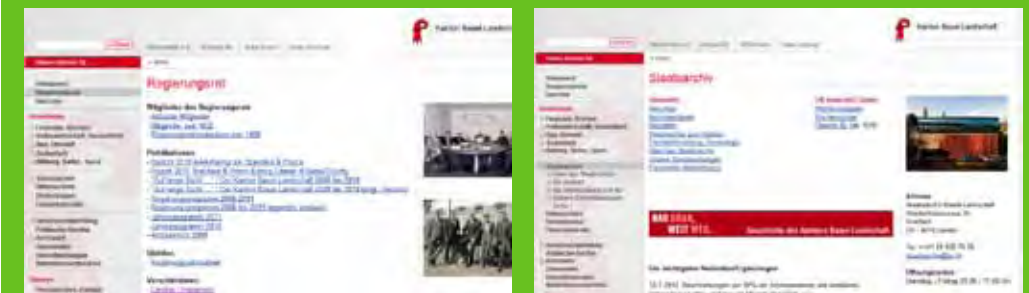
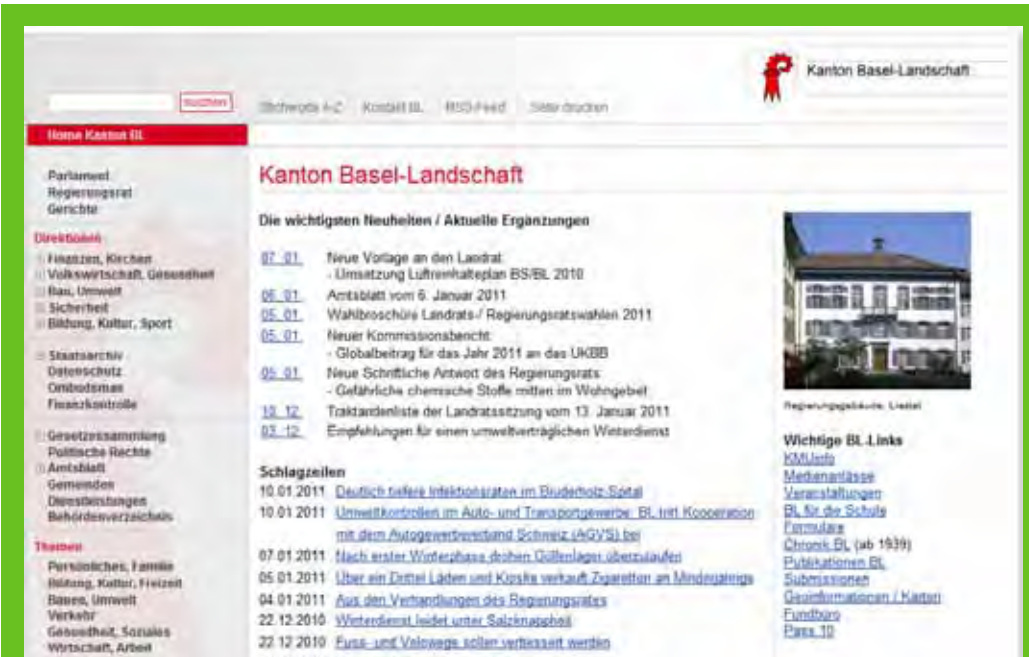
Software used for the project:
CMS TYPO3

PROJECT TEAM

Project Management at Enzo Life Science:
Christian Hofer

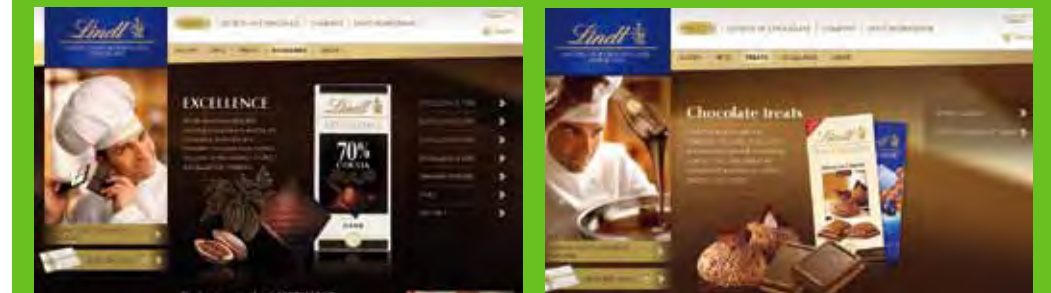
Team at CS2:
Consulting and project management: Pascal Stucki
Engineering: Andreas Gunzenhauser, Tonda Zodjac

EXCERPT FROM OUR PORTFOLIO.



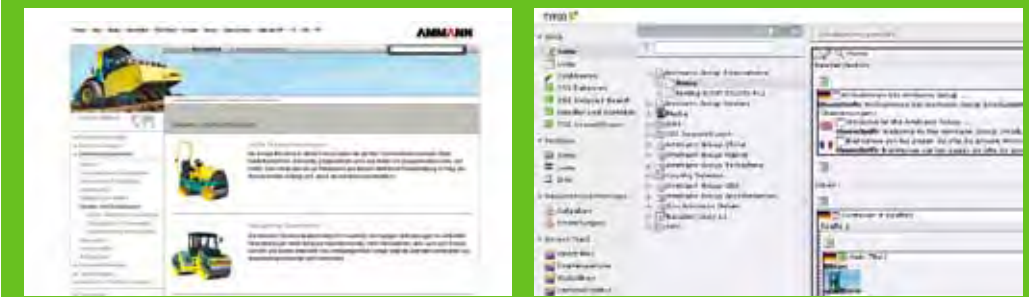
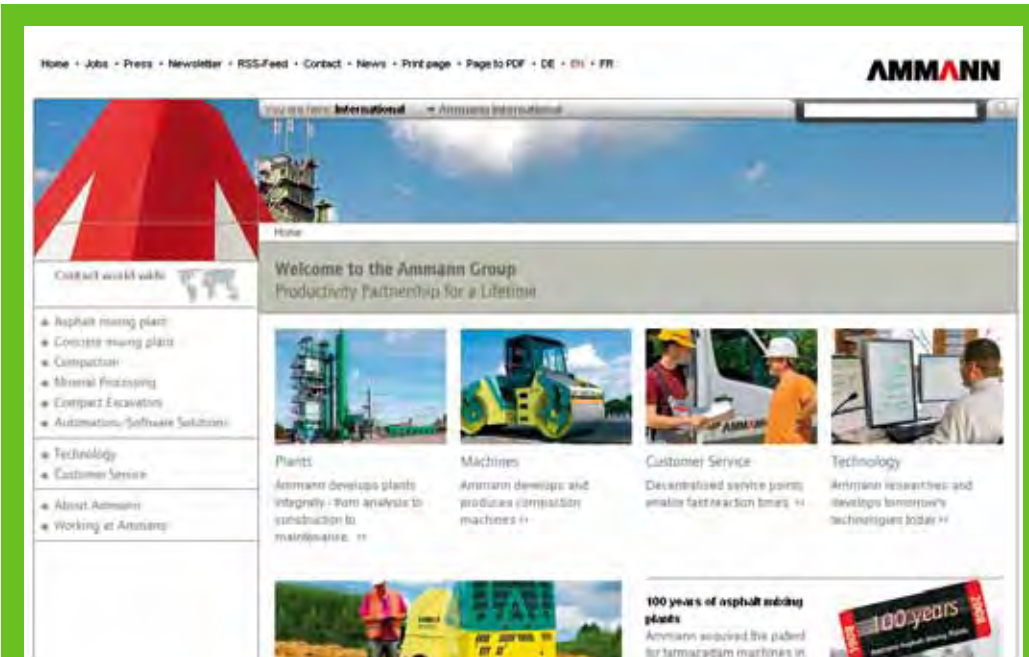
WEBSITE OF KANTON BASEL-LAND.

Relaunch and migration of the Website of the Kanton Baselland. A special interface developed by CS2 imported about 67'000 pages from the old web site into the new one. The migration was automatized and saved a large amount of time and resources.



RELAUNCH FOR THE CHOCOLATE BRAND LINDT.

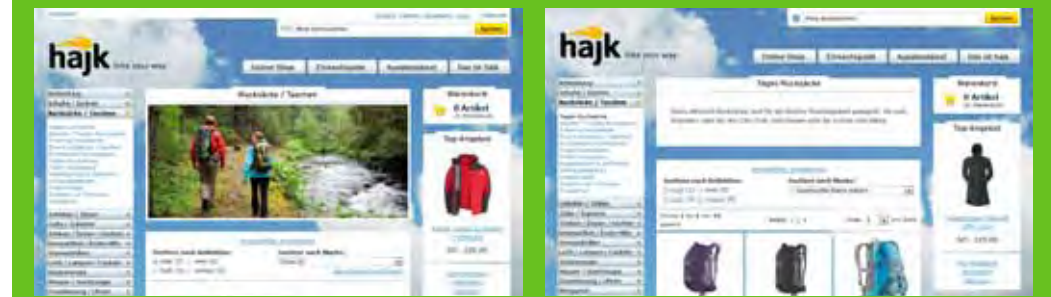
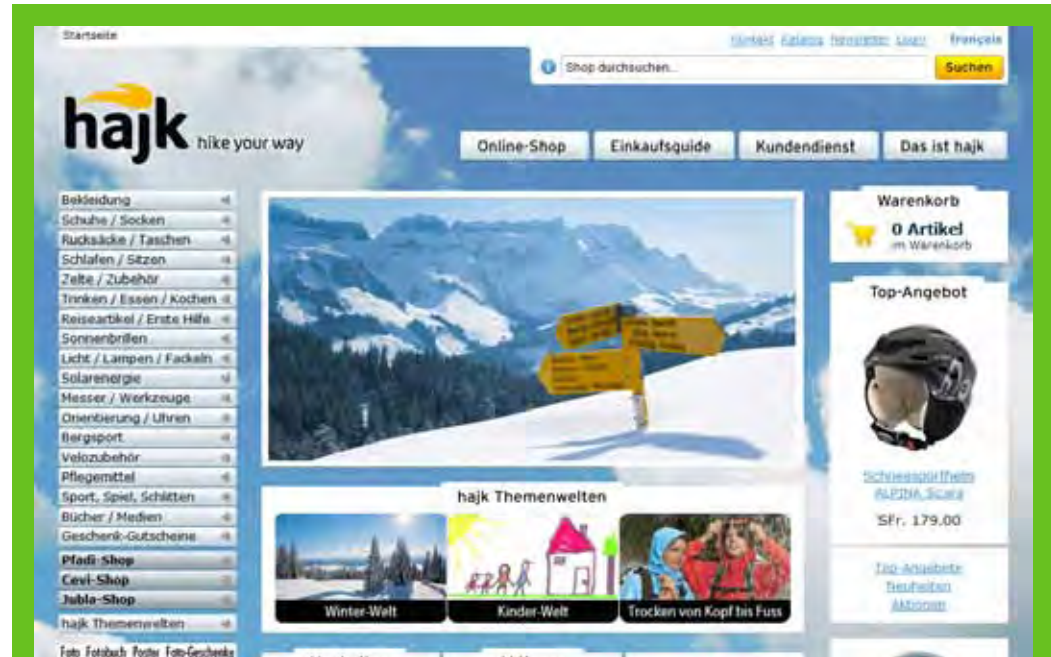
In collaboration with the ad agency DRAFTFCBi CS2 developed and implemented the new website of Lindt & Sprüngli International. The software used for the relaunch was the Open Source CMS TYPO3. To facilitate the content of the complex web site CS2 developed customized plug-ins which allow easy access to the wide range of predefined content elements.



WEBSITE FOR AMMANN GROUP.

The Ammann group is a leading supplier of machines and services to the asphalt and road building industry. CS2 developed, designed and implemented the new web site which is used as a marketing tool to inform about the product assortment of the Ammann Group. Additionally the backend of the website allows publishing all product data on other channels such as PDF, brochures etc.

www.ammann-group.ch



WEBSHOP FOR HAJK.

Hajk supplies a wide selection of products for outdoor activities. To enhance the shopping experience CS2 developed the relaunch of Hajk's Online Shop. The platform is based on Magento Commerce and was extensively tailored to the special needs of the customer. In September 2010 the magazine "an-thrazit" awarded the shop with the distinction "one of the 100 most useful e-shops in Switzerland"

www.hajk.ch

ASK CS2

Software itself does not always provide a viable solution. Very often the requirements of a project are too complex to be met with standard applications. Therefore CS2 is focusing on custom tailored consulting during and after the development of a project. Because we know that success in the Web is always a matter of listening to the needs of you and your customers.

So if you have questions concerning your web project, call +41 (0)61 333 22 22 or send a mail to info@cs2.ch. Our web professionals will translate your questions into tools that improve the success of your online marketing.

We offer fresh and forward thinking solutions in Online Marketing, E-Commerce, CRM (Client Relationship Management) and CMS (Content Management System). CS2 is one of the official Swiss consultancies of the Open Source CMS TYPO3,

Professional Partner of the E-Commerce application Magento and integration partner of SugarCRM software.

For more information visit www.cs2.ch