



Enhancing Patient Care and Visibility Through Platform Modernization

Leveraging WordPress and AWS-Powered
Cloud Solutions for CMS Modernization and
Website Transformation.



With operations across the United States, China, and Europe and by integrating technology with medicine, this company stands as a leading biopharmaceutical organization. Specializing in the discovery, manufacture, and commercialization of innovative cell therapies, it addresses diseases previously deemed incurable, enhancing patient care and outcomes.

Recognizing the pivotal role of user experience in today's digital landscape, the company has committed to a comprehensive website redesign, striving to ensure that each interaction with its online platform is intuitive, seamless, and ultimately satisfying for its customers.

The company chose Brillio as its strategic partner to develop a comprehensive roadmap for the website overhaul. The scope of work included integrating new functionalities, updating content, modernizing layouts, and optimizing navigation to augment the business's online presence and customer engagement.

Effortless Website Modernization and CMS Migration with AWS

Following an extensive analysis of the client's ecosystem, a roadmap and solution approach were developed, featuring a twofold strategy: a complete website redesign and migration to a highly scalable, maintainable, and cost-efficient Content Management System (CMS).

The new CMS would leverage WordPress for its exceptional capabilities in seamless content creation and management. This intuitive CMS was designed to reduce non-technical staff's reliance on IT support, streamlining content publishing and enabling

swift transitions from concept development to testing and production. Consequently, resources and time allocated to content management would be significantly reduced, facilitating agile and efficient operations.

Implementing a streamlined CMS would reduce technology expenses and empower the organization to consolidate its operations into a single, centralized platform, expediting time-to-market for new initiatives. AWS was chosen as the optimal solution for cloud deployment of the CMS, specifically recommending deployment on an AWS EC2 instance.

Branding and
change
management
strategy
refinements were
proposed,
prioritizing a rich
UX for aesthetics
and functionality.

Optimizing Processes and Resource Allocation

The redesigned website and streamlined CMS provided agile responsiveness to emerging opportunities and challenges, enabling the company to promptly adapt to market changes and customer feedback. The user-friendly interface and intuitive workflows empowered cross-functional teams to collaborate more efficiently, accelerating decision-making and project execution.

Workforce productivity was maximized by optimizing resource allocation and task delegation, driving innovation and excellence in clinical-stage biopharmaceutical research and development. The redesigned website delivered a seamless and engaging user experience with intuitive navigation, responsive design, consistent branding, and visually appealing content that resonates with the target audience, enhancing accessibility and engagement for diverse users.



ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.



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