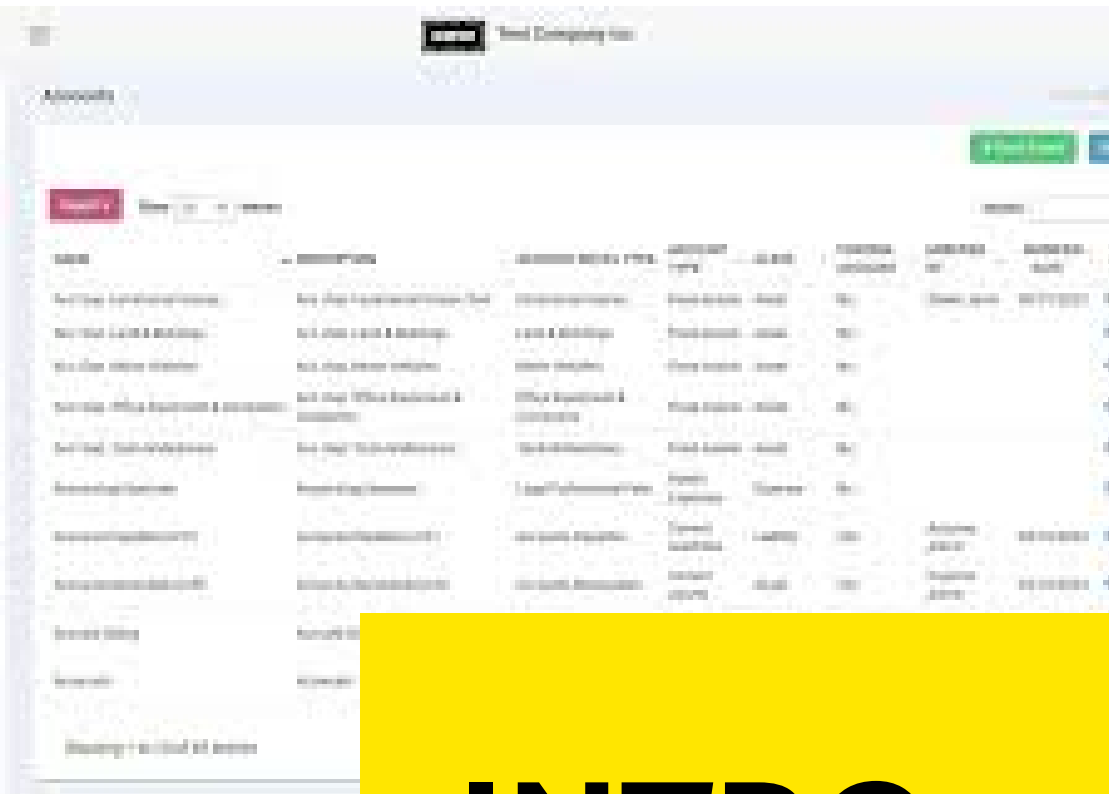


# BE UNIIC | AUSUMA

SITE TRANSFORMATION  
CASE STUDY



BE UNIIC



# INTRO

## AUSUMA

Ausuma ERP is a fully customizable cloud-based ERP Solution for small businesses that saves both time and money for its users. The goal was to improve retention metrics, make the home page a little more friendly, and develop a digital environment that would allow for smooth customer engagement...

In partnership with CETDIGIT, Be Uniic not only managed the design and development of the new site but also managed the project from ideation to hand-off...

# CHALLENGES & STRATEGY

## Understanding User Preference/Behavior

**Challenge:** Identifying why users leave the site or do not engage with the homepage

**Strategy:** Using existing tools such as Google Analytics and Microsoft Clarity we were able to get where users dropped off, how deep they've scrolled, and more. However, instead of just trusting the data as is we had 4-5 UI/UX experts "roast" the existing home page to see what was wrong

## Technical Obstacles

**Challenge:** Ausuma is based on Azure, a platform in which we weren't familiar with.

**Strategy:** Taking advantage of the learning curve, we were able to integrate our repository with the clients' existing Azure repository

## Revisions

**Challenge:** While the original SOW included just an overhaul of the homepage, we ended up developing 2 pages in addition to revamping the home page

**Strategy:** Understanding the client's request and to maintain expectations throughout the project

## Balancing Aesthetics and Functionality

**Challenge:** Ensuring the homepage is visually appealing while maintaining ease of use and functionality

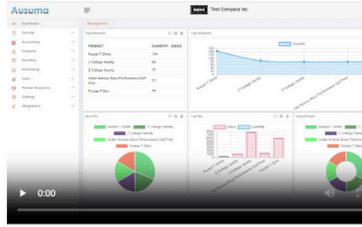
**Strategy:** Implement user-centered design principles, conduct A/B testing, and gather user feedback to find the right balance

# BEFORE

1.  [View Module Samples](#) [View Demo](#) [Contact Us](#) [Sign In](#) [Try Ausuma](#)

Introducing **Ausuma**.  
Next generation cloud ERP software designed to help your business thrive.

Discover the power of Ausuma's all-in-one Cloud ERP software, where your work gets done seamlessly. Our comprehensive solution is designed to help you get organized, work better, and drive growth for your business.



2. What is an ERP? Enterprise Resource Planning, is a powerful category of business software designed to automate various business processes. It offers a centralized database that collects inputs from multiple departments, such as accounting, manufacturing, supply chain management, sales, marketing, and human resources (HR). By integrating these different functions, ERP systems provide valuable insights, internal controls, and streamlining capabilities that enhance operational efficiency and decision-making.



#### Built for small businesses

Ausuma saves time and money by facilitating communication between departments, quoting, supply chain, invoicing, and inventory control creating a standard procedure for all aspects of your business practices.



#### User-friendly

Designed with the latest design and technology trends in mind. Ausuma has a modern appeal, is robust, and intuitive.



#### 24/7 customer/technical support

Help is a click away with full product support. Built-in application help offers quick answers to common product questions along with technical content definitions.

3. [View Module Samples](#) [View Demo](#) [Contact Us](#) [Sign In](#) [Try Ausuma](#)

#### Ausuma and QuickBooks

Accountants: Looking for a solution to help your clients organize their business processes while still maintaining good financial records? Try Ausuma Cloud ERP!



#### The most useful resource ever created for online

Using Ausuma to manage your business means never worrying about keeping track of your business costs.

4. [View Module Samples](#) [View Demo](#) [Contact Us](#) [Sign In](#) [Try Ausuma](#)

#### The most useful resource ever created for wholesaler

Using Ausuma to manage your business means never worrying about keeping track of your business needs manually and eliminating double entry into multiple disconnected systems. Our ever-growing library of business modules and pre-designed layouts will make your business processes run smooth.



- ✓ Continuous Updates
- ✓ Inventory Management
- ✓ Sales and Purchasing
- ✓ Dashboard
- ✓ Reporting
- ✓ Invoicing
- ✓ Accounting
- ✓ QuickBooks Integration
- ✓ Ecommerce Integration
- ✓ Human Resources
- ✓ User Roles Security
- ✓ Data Security

#### Why Cloud Based?

5. [View Module Samples](#) [View Demo](#) [Contact Us](#) [Sign In](#) [Try Ausuma](#)

#### Why Cloud Based?

No software to install and no backups to worry about.

Our cloud-based app follows a continuous improvement strategy and is mobile, tablet and computer friendly.

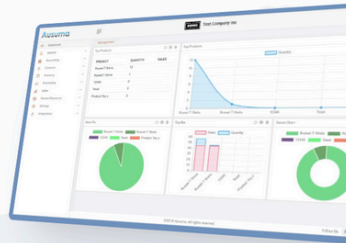
#### ERP Modules

All modules are integrated with the system's central database so there's a single source of accurate data.



#### Custom Modules Available

Written according to your company's specific needs. Helps you tailor your ERP system to handle your non-standard business processes.



[View Module Samples](#)

6. [View Module Samples](#) [View Demo](#) [Contact Us](#) [Sign In](#) [Try Ausuma](#)

Stay focused on your business. Let us handle the business processes.

You have a business to run. Stop worrying about maintaining servers, server and data backup, keeping your ERP up to date. Use our continuously updated Cloud Based ERP Application.



#### Fair, simple pricing for all.

Experience the benefits of Ausuma's all-in-one platform tailored to the needs of small businesses. Save time, reduce costs, and establish efficient procedures for your business practices. Start using Ausuma today and unlock the full potential of your small business.

[View Demo](#)

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STANDARD

## FREE

- ✓ 30 day trial
- ✓ Latest design and technology
- ✓ Robust business processes

CUSTOM DEVELOPMENT

We offer custom development for organizations that require non-standard business modules. Contact us to discuss your needs and pricing.

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STANDARD

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- ✓ Secure data
- ✓ Full support included

Get it now

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Contact us

# BEFORE CONT.

9.

- Can I Use Ausuma from any computer?  
Absolutely. Since Ausuma is cloud based you can access it from any computer, tablet or mobile phone.
- Is our data safe?  
Yes. Our databases and servers are backed up.
- Do I get free updates?  
Yes. We subscribe to a continuous improvement strategy and update all of our modules, plus are constantly adding new components, and features.
- How do we get started?  
For the standard ERP [click here](#) and get your ERP up and running. We will be there for set up support if you need it. For a custom version [contact us](#) and we'll set up a meeting to discuss your needs.

GET STARTED

## Supercharge your business with the latest cloud ERP suite.

Learn how to manage your operations more efficiently and effectively with a cloud-based ERP solution.

*What is online ERP software?*  
Online ERP software is a suite of applications that allows businesses to manage their operations more efficiently and effectively. Cloud ERP for small businesses and large corporations are designed to help companies to automate and streamline their processes, making it easier to keep

10.

GET STARTED

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Online ERP software is a suite of applications that allows businesses to manage their operations more efficiently and effectively. Cloud ERP for small businesses and large corporations are designed to help companies to automate and streamline their processes, making it easier to keep track of finances, customers, and inventory. They can also provide users with real-time updates on asset and liability status and allow for better communication between employees and management.

The use of online ERP software can be broken down into three main categories: business process automation (BPA), customer relationship management (CRM), and supply chain management (SCM). BPA can help organizations automate business processes, such as accounting, human resources, procurement, and manufacturing. CRM can help organizations manage customer relationships, including setting up contact profiles, tracking customer interactions and activities, and managing customer data. SCM can help organizations manage their supply chains, including managing orders, tracking inventory, and forecasting future needs.

*How will Ausuma help your business?*  
Ausuma's online ERP software will streamline your business processes and help you manage your finances more effectively. Additionally, the software will help you track your sales and performance data, enabling you to make informed decisions about your business growth.

11.

*How will Ausuma help your business?*  
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Ausuma's online ERP software will help businesses with their accounting and business management needs. The software will allow businesses to track their finances and operations in a centralized location, making it easier to make informed decisions. Additionally, the software will allow businesses to share information with other members of the organization, improving communication and coordination among teams. Overall, Ausuma's online ERP software is a valuable tool for businesses of all sizes.

Buy Ausuma and get your business on track with cloud-based ERP solutions!

[Try it now →](#)

**Ausuma**  
A better way to do business

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# AFTER

1. **Ausuma** ERP Modules News FAQ Sign In [Schedule A Demo](#)

## Ausuma: Where Innovation Meets Your Business Needs

Streamline your business with our all-in-one ERP solution designed specifically for small businesses

[Schedule A Demo](#)



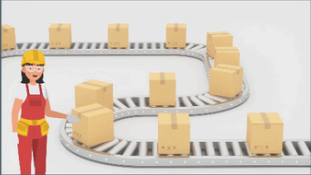
2. Our Partners: Driving Change Together

**CLOUDLOGIX** **easypost** **gusto** **quickbooks** **stripe**

## Streamline Manufacturing with Ausuma:

Using Ausuma to manage your business means never worrying about keeping track of your business needs manually and eliminating double entry into multiple disconnected systems. Our ever-growing library of business modules and pre-designed layouts will make your business processes run smooth.

[Schedule a Demo](#)




3. **Ausuma CLOUD ERP**

## Enhance Your Accounting with Ausuma:

Implementing Ausuma for your accounting operations signifies the end of manual ledger maintenance and the redundancy of entering data into unlinked systems. Ausuma's continuously expanding collection of accounting modules and pre-configured templates promises to streamline your financial workflows effortlessly. Experience seamless integration and efficiency


[Schedule a Demo](#)



4. The most useful resource ever created for manufacturing. |

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- Continuous Updates
- Inventory Management
- Sales and Purchasing
- Dashboard
- Reporting
- Invoicing
- Accounting
- QuickBooks Integration
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- User Roles Security
- Data Security




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**ERP Modules**  
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**Custom Modules Available**  
Written according to your company's specific needs. Helps you tailor your ERP system to handle your non-standard business processes.

[Book a Free Consultation Today](#)



6. Fair, simple pricing for all.

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**STANDARD**

- Latest design and technology
- Robust business processes
- Flexible, simple and intuitive
- Secure data
- Full support included

**CUSTOM DEVELOPMENT**

We offer custom development for organizations that require non-standard business modules. Contact us to discuss your needs and pricing.

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[Get it now](#)

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[Contact us](#)

8. **Book a Free Demo Today**

Contact us to book your free demo and learn how Ausuma can enhance your business today.


[Schedule A Demo](#)

**Ausuma** A better way to do business

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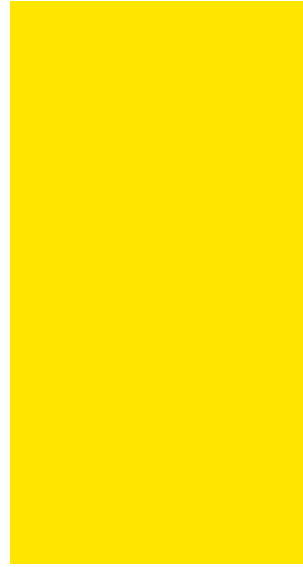
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# Conclusion

The homepage update project for Ausuma initially aimed to improve retention metrics by creating a more engaging and user-friendly experience. However, as we delved deeper into the project, it became clear that a broader digital ecosystem revamp was necessary to achieve our goals effectively. This comprehensive overhaul included not only the homepage but also the addition of three new pages—About Us, Services, and Case Studies—to enhance the overall user journey. The new homepage now features a clear and compelling value proposition, visually appealing design, and intuitive navigation, which have significantly reduced bounce rates and increased average session durations.

Additionally, we implemented a user-centered design approach, incorporating feedback from user testing and analytics to create a seamless and enjoyable user experience. Significant improvements in page load times and mobile optimization ensure that users have a fast and smooth experience on any device. Personalized content and interactive features, such as live chat and customer testimonials, have been added to engage users more effectively and build trust, leading to higher conversion rates and better user retention. This strategic transformation of Ausuma's digital ecosystem has laid a strong foundation for sustained user engagement and retention, setting the stage for ongoing improvement and success.



**WRITTER BY MICHAEL GAVIN**



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