

Case Study | **Mobile and Web Services**

Overview

Kubota was established in 1890 and has become an international brand leader with a focus on contributing to society by offering environmentally compatible equipment designed to improve quality of life. Kubota has subsidiaries and affiliates that manufacture and/or market products that are sold in more than 130 countries.



Challenges

Kubota Tractor Corporation, while armed with a highly visited consumer website, was in need of a mobile web presence. Web analytics clearly showed an increasing number of visitors that accessed the Kubota site using mobile devices. Kubota's lack of a mobile web presence was impacting their mobile branding and restricting them from acquiring additional customers. The company engaged Calance, previously known as Partners Consulting, to design, develop and launch a mobile version of the consumer site.

Our Solution

After working closely with Kubota, the Calance team gained a deeper understanding of the requirements, desired outcomes and ideal user experiences for the project. Calance then developed a technical roadmap to outline Kubota's vision for the design and project management of the mobile version of their consumer site. The resulting plan was to launch a mobile version of the website with the URL "m.Kubota.com" which would provide crucial and prominent features for the mobile audience. Calance also enabled Content Management System (CMS) capabilities, allowing Kubota to manage their site content.

Results

The resulting site is compatible on any mobile device. Web analytics confirm a 16% increase in mobile site visitors, particularly seen in tablet users. The mobile site was launched coinciding with Kubota's National Dealer Meeting. There was an overwhelming response to the new addition. The mobile site continues to be well received by consumers, dealers and corporate staff members.

About Calance

Calance is a global IT company with operations in the United States, Canada, and India. Over the years, Calance has grown organically and has acquired numerous successful IT Services firms along the way. As a result, the company today is a mix of diverse cultures, talents and expertise that collaborate globally to bring our best capabilities and thinking to clients. www.calance.com

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