



Case Study

Web Development for Swisslog Healthcare



Healthcare

ABOUT US

BlueArc Technologies is a leading provider of AI-driven business process automation, empowering organizations worldwide to achieve operational excellence.

We help businesses turn inefficiencies into growth opportunities, driving innovation through tailored, transparent automation solutions that deliver measurable results and sustainable impact.

CHALLENGE

Swisslog Healthcare required a robust, user-friendly web platform to showcase its advanced healthcare automation solutions. Their existing site lacked modern design, intuitive navigation, and scalability, which hindered user engagement and brand positioning. Additionally, they needed seamless integration with backend systems and a responsive interface optimized for multiple devices.

COST OF NOT CHANGING

- Poor user experience leading to reduced customer engagement
- Limited scalability restricting future growth and innovation
- Inefficient backend integration causing operational delays
- Missed opportunities for global brand visibility and lead generation

SOLUTIONS

BlueArc Technologies assembled a dedicated team of web developers and UI/UX designers to create a modern, responsive website for Swisslog Healthcare, featuring a custom CMS for effortless content management, a design optimized for all devices, seamless backend integration for smooth operations, robust security measures to safeguard sensitive healthcare data, and comprehensive SEO enhancements to boost search visibility and rankings.

OUTCOME

The redesigned website significantly elevated Swisslog Healthcare's digital presence by providing a sleek, intuitive platform that enhanced user engagement and strengthened brand credibility, resulting in a 40% surge in traffic within the first quarter, faster load times with improved mobile responsiveness, simplified content management that reduced administrative effort, and expanded global reach through strategic SEO-driven lead generation.



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