

REVOLUTIONIZING ONLINE PRESENCE FOR ENHANCED MARKET REACH

ABOUT DYNOVIS INC. UTS Systems LLC, located in Fairfield, Virginia, is a leading provider of rapidly-deployable military shelters, mobile power, and environmental control systems. Known for their state-of-the-art folding frame design, UTS shelters are engineered for quick assembly and extreme durability. In June 2022, UTS Systems acquired Dynovis Inc., enhancing their engineering and manufacturing capabilities. A need for a collaborative website presence along with a marketing strategy was put into place with the support of GENEDGE to reflect their expanded offerings.

THE CHALLENGE. Following the acquisition of Dynovis Inc., UTS Systems faced the challenge of integrating the newly acquired company's capabilities into their marketing and branding strategy. They needed to update their online presence to provide a cohesive "single company" experience for their customers. Efforts were needed to create a more vibrant presence, optimize search engines to attract new clients and communicate their expanded product line.

MEP CENTER'S ROLE. UTS Systems collaborated with GENEDGE, part of the MEP National Network™, through the Go Virginia Retooling program to develop a comprehensive website design and integration strategy. Extensive digital competitor research and industry-specific keyword analysis were conducted to develop a targeted SEO strategy. A detailed site map prioritizing intuitive navigation and user experience was created, along with an evaluation and implementation of Search Engine Optimization best practice strategies.

The collaboration with GENEDGE enabled UTS Systems to successfully integrate Dynovis Inc.'s capabilities into a cohesive online presence. The updated website and enhanced digital strategy have positioned UTS Systems for sustained growth and continued success in the competitive market of expeditionary shelters and systems.

"Working with GENEDGE through the Go Virginia Retooling program was transformative. Our new website truly reflects our capabilities and has significantly boosted our business performance."

-Michael Tyson, Vice President, Programs

RESULTS



90 jobs retained



\$2,000,000 in retained sales



\$63,000 in cost savings



\$50,000 in new sales



\$14,000 in new investments

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