

**DEGENKOLB MARKETING OBJECTIVES IN THE REDSIGN:**

- ATTRACT NEW EMPLOYEES
  - ELEVATE ONLINE IMAGE
  - REDUCE CONTENT MANGEMENT COST AND TIME
- 



**AFTER MOONSTONE REDESIGN:**

- INCREASED ENGAGEMENT ONLY 40% HOMEPAGE BOUNCE
- 86% INCREASE IN MOBILE ENGAGEMENT
- INCREASED JOB PAGE VIEWS - 2ND TO HOME PAGE
- 36% TIME REDUCTION TO UPDATE WEBSITE

**2019 DESIGN AWARD**

- 2ND PLACE IN 2019 SMPS SF FUNDERS AWARD

# About Degenkolb

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Founded in 1940, Degenkolb Engineers' practice reflects more than seven seven decades of commitment to expertise, client service, and life-long learning.

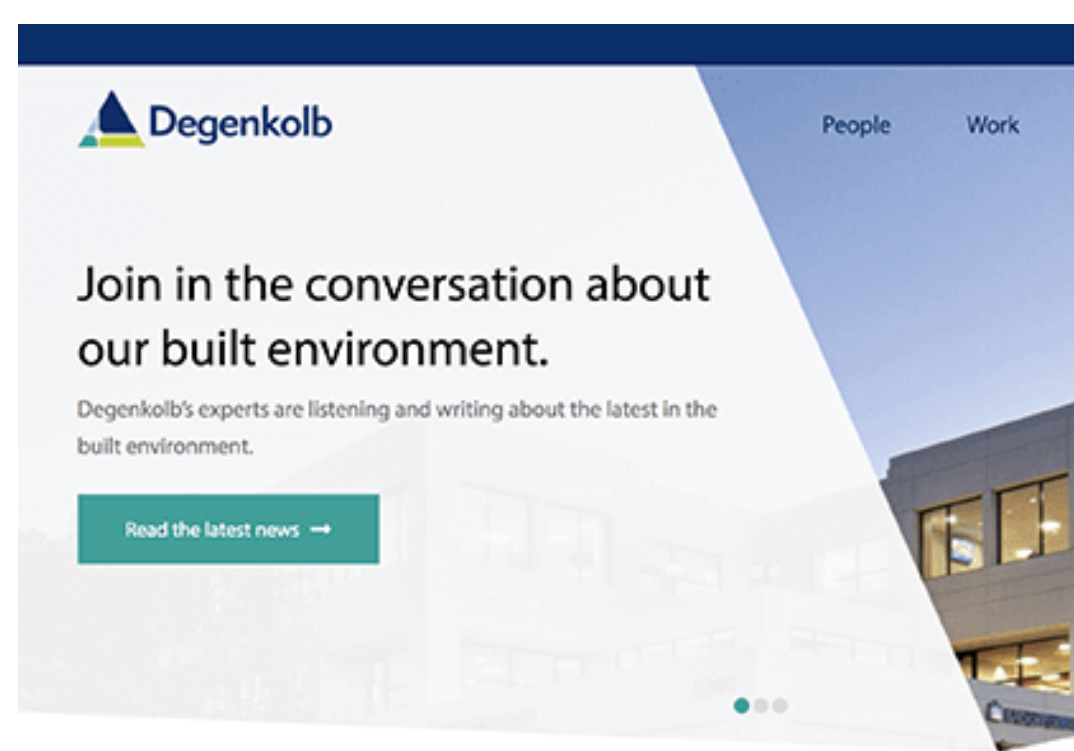
## Business Objectives

Degenkolb recognized that they needed to refresh their website to address changing expectations of mobile visitors and to gain efficiencies in their content management capabilities. Their business objectives were;

- Attract new employees
- Reinforce Degenkolb Brand for sales and partner relationships
- Elevate the online image:
  - Reinforce online image as an industry leader
  - Simplify the menu structure and layout
  - Enhance the user experience on mobile devices, including mobile phones and tablets
- Reduce content management cost and time:
  - Identify an easy to use CMS that addresses Degenkolb features and functional needs
  - Expand capabilities for content and structure editing by Degenkolb employees

### Services Provided

Website redesign  
Website development on Wordpress CMS  
Responsive Development  
Identify an easy to use CMS that addresses Degenkolb features and functional needs  
Expand capabilities for content and structure editing by  
Hosting / Maintenance



## Collaborators. Listeners. Experts.

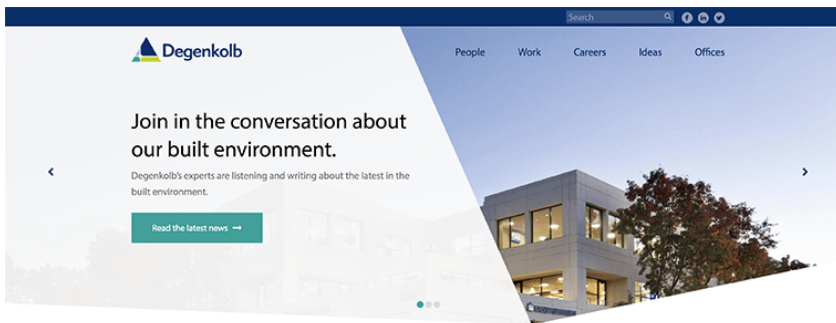
Founded in 1940, Degenkolb Engineers' practice reflects a commitment to technical expertise, exceptional client service, and life-long learning. Our innovative structural designs have saved millions of dollars and are delivered by taking full advantage of our

## Our Mission

Analyze and redefine Degenkolb brand as industry leader in architectural engineering. Promote Degenkolb culture that values people, teamwork, curiosity, ingenuity, and fun. Apply industry best practices in navigation, responsive design, optimal user experience reinforcing Degenkolb brand and culture across all devices.

Degenkolb Engineers and Barrish Pelham Consulting Engineers announce plans to combine forces





Collaborators.  
Listeners. Experts.

Founded in 1940, Degenkolb Engineers' practice reflects more than seven decades of commitment to technical expertise, exceptional client service through close collaboration, and life-long learning. Our innovative structural designs have saved clients hundreds of millions of dollars and are delivered by taking full advantage of our expertise and experience.

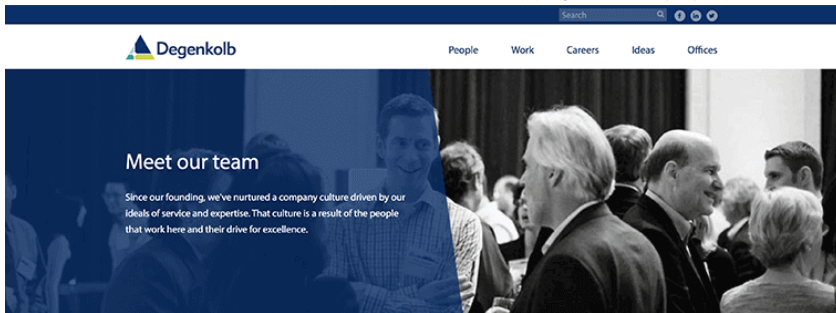
**Bringing New Life to the Hazard Park Armory**  
Legacy LA Celebrates Before Evaluation and Renovations. [...] [Read More](#)







**Degenkolb Engineers and Barrish Pelham Consulting Engineers announce plans to combine forces**

**City of West Hollywood, Building Inventory Survey and Seismic Ordinances**

Degenkolb worked with the city to help



Practice Areas Location Position / Department Search

 <p><b>Abe Lynn</b> Associate I met the Dalai Lama in the Himalayas at age 8...</p> <p><a href="#">Read More</a></p>	 <p><b>Adam Hugo-Holman</b> Associate I lived in Ploze, Czechoslovakia as a kid for a year while my parents...</p> <p><a href="#">Read More</a></p>	 <p><b>Adrian Nacamuli</b> Principal I played suffering through 100 mile long bicycle rides...</p> <p><a href="#">Read More</a></p>	 <p><b>Alan Roberts</b> Project Engineer I played cornet in a semi-professional British brass band in high school...</p> <p><a href="#">Read More</a></p>
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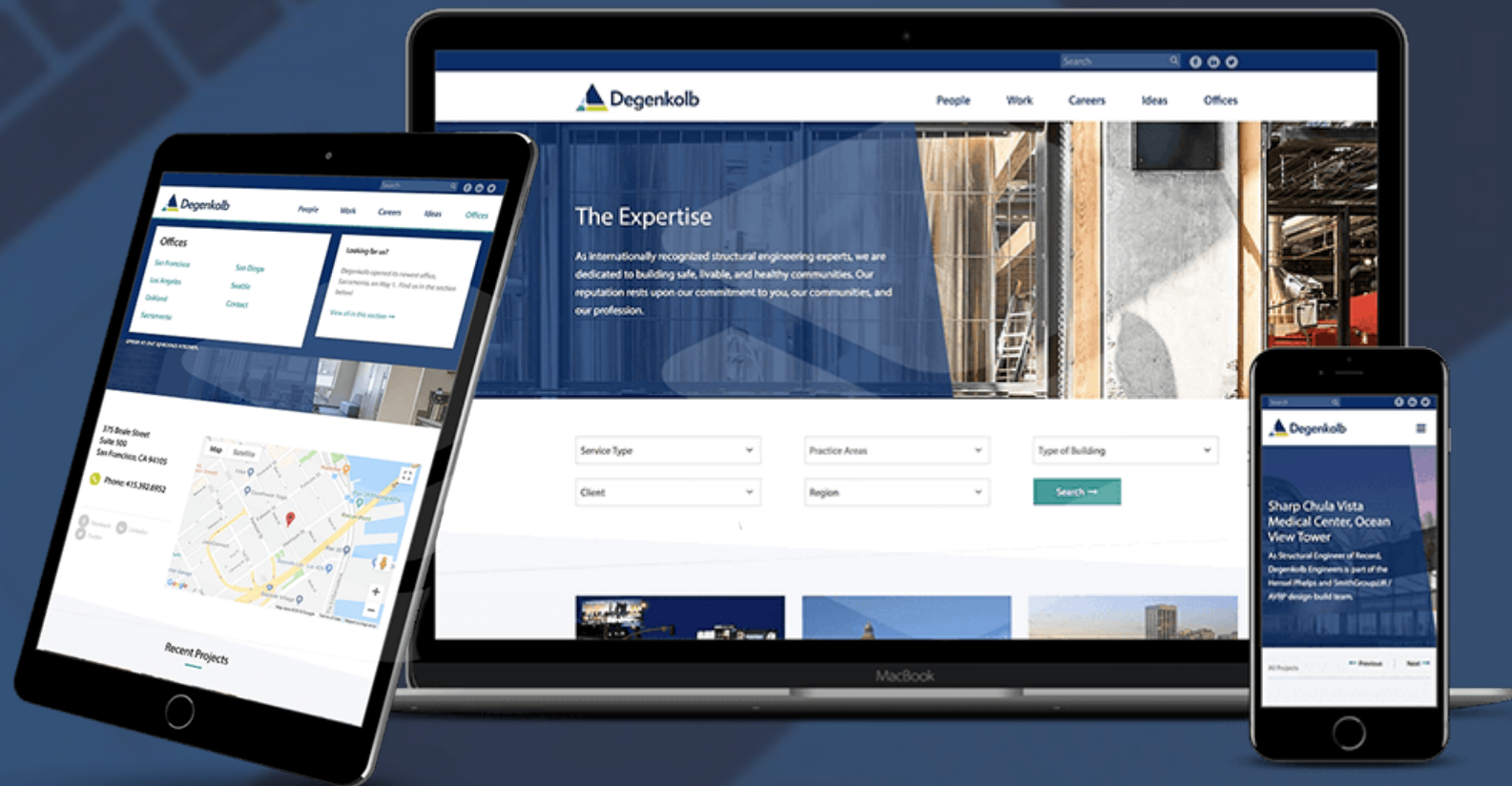
## Services Provided

- Create taxonomy for efficient use content across People, Project and Practice Areas
- Create custom People “smartform” feature for efficient content management
- Reinforce Degenkolb online presence
- Website redesign
- Website development on Wordpress CMS
- Enhance user experience on mobile and tablet devices
- Multi-browser, multi-device QA testing
- Wordpress CMS training
- Hosting / Maintenance

# Responsive

We customized Bootstrap framework to support the complexity of modern devices with widgets within widgets, necessary for a multi-layered UserInterface across multiple browsers and devices. We ensured a consistent experience, right down to the framework the code.

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# Our Project Goals & Accomplishments

Effective design reflected in usage statistics indicate advancements in project objectives

85% increased Job Openings visitors making it the number one page

86% increase in Mobile engagement over desktop

36% reduction hours needed per quarter to update the website

15% under project budget

2019 AWARD:  
2nd place in 2019 SMPS SF Funders Award



Services at the six-story steel frame structure include radiation therapy, education classes, pharmacy, neurology, pediatric rehabilitation and adult physical therapy.



## Kaiser Permanente, Oakland Cancer Care Center, Medical Office Building

Degenkolb designed this 165,000 square foot, \$59 million medical office building with 50 provider offices and a cancer treatment center. Services at the six-story steel frame structure include radiation therapy, education classes, pharmacy, neurology, pediatric rehabilitation and adult physical therapy. The structural system is a buckling restrained braced frame supported on concrete basement walls and a mat foundation. The foundation design utilized drilled piers to control displacements at the heavy concentrated loads of the linear accelerator vault and the adjacent parking garage two-story basement. Unique project features included load dock access to the building adjacent to an existing hotel and existing creek that transitioned to a culvert that travels underneath the loading dock ramp.

### Features:

- 50 provider offices
- Cancer treatment center
- Load dock access to building adjacent to an existing hotel
- LINAC (linear accelerator)

### Benefits:

- Multiple services, including pharmacy, neurology, and pediatric rehabilitation, and radiation therapy

Photos by Mikki Piper

### Project Stats

Client  
Kaiser Permanente, NBBJ

Square Footage  
165,000

Construction Cost  
\$59 million

Completion Date  
May 2009

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## Staff on the Project



**Holly Razzano**

Practice Area Leader Principal

One of my bucket list items is to do a triathlon...

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**James Liu**

Principal

If time and money were no object, I would be a professional fisherman...

[Read More →](#)



**Jorn Halle**

Practice Area Leader Senior Principal

I had an 'aha' moment in a second year mechanics of materials class...

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