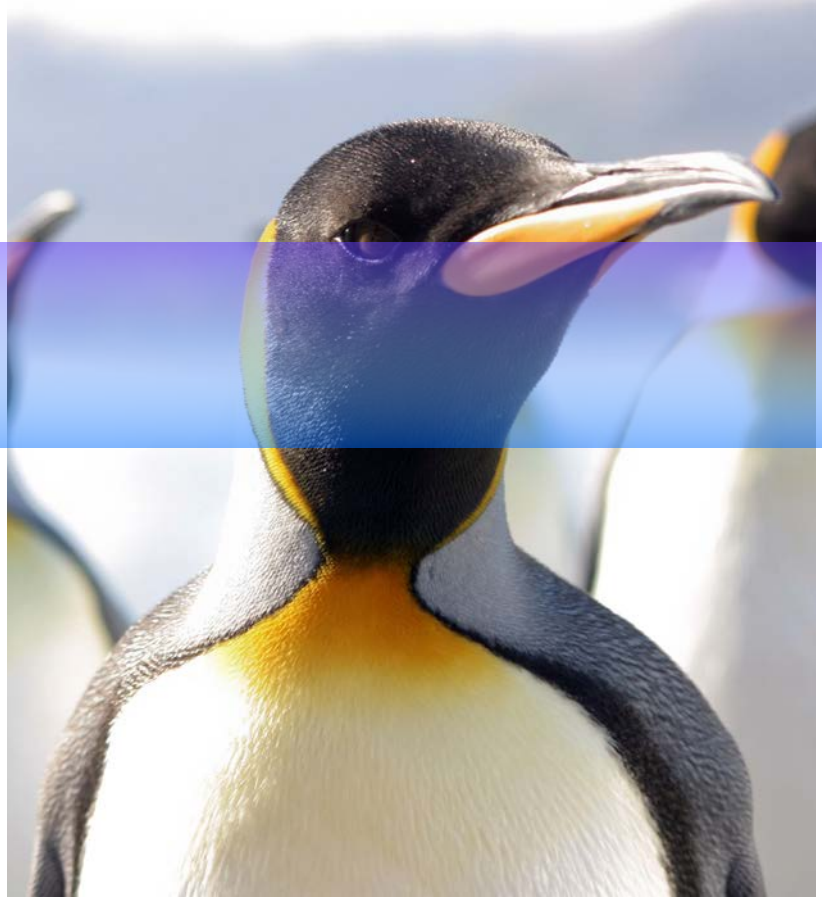# CUSTOM WEBSITE DEVELOPMENT: WORDPRESS

Cymatic needed a development team that could design and implement quickly. BeanMachine rose to the challenge and developed an enterprise-grade website for a tech startup with $4.5m seed funding.

PROTECTING AND SECURING WEB APPLICATIONS

Cymatic was founded in 2016 to simplify the way organizations secure their online applications. They prevent breaches and provide business leaders and auditors with proof of security hygiene by focusing on user behavior attributes.

In 2019 Cymatic raised their first round of seed funding and needed to quickly spin up a website that showcased stability, innovation, security, and strength.

Our Creative Director, Lance Culbreth, took the lead by designing a website that stayed true to Cymatic branding while being able to scale over time. BeanMachine fully developed the website on WordPress for Cymatic in a few weeks time.

We implemented a custom theme with Divi as the main editing component so that non-programming individuals from the Cymatic team could easily update the site as necessary.

cymatic

Cymatic

Cybersecurity

Raleigh, NC

cymatic.io

AT A GLANCE

CHALLENGES
• Develop a website quickly
• Make sure the website can be easily edited by marketers
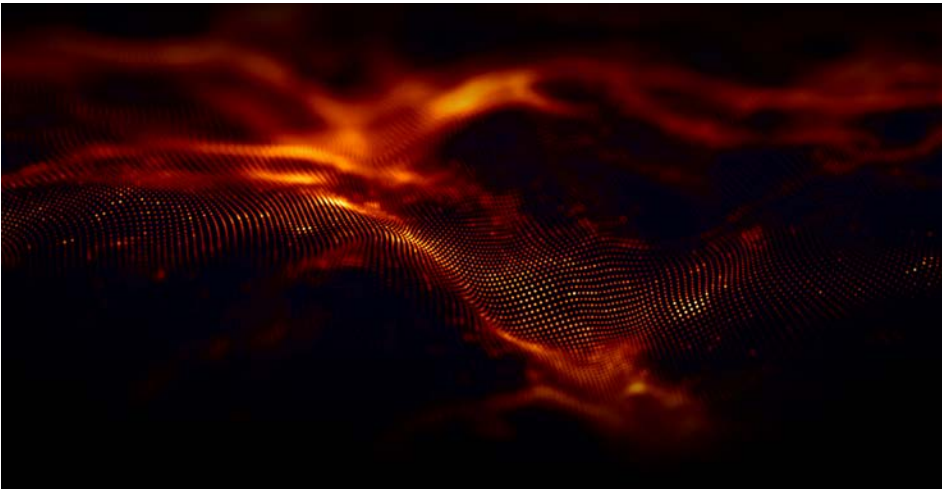• Stay true to strong branding

SOLUTIONS
• Utilized WordPress for a quick and easy framework
• Integrated Divi with customizations so the site could be edited without touching source code
• Kept it real with penguins, orange, and black - adhering to the bold brand Cymatic had created

BeanMachine

SOLUTIONS

BeanMachine knew WordPress would be the right CMS for Cymatic due to ease of use and the time constraint for development and launch. We also opted to utilize Divi as part of WordPress to give Cymatic the option of editing the site quickly so they would not have to wait for a fully custom build that would happen in Phase II rollout.

Cymatic already had a strong brand. Their logo and penguin mascot truly tells a story. BeanMachine made sure to stay true to Cymatic branding, colors, and mood by developing a cybersecurity site worthy of enterprise classification.

STRATEGY & APPROACH

1 WEBSITE DEVELOPMENT, FAST
After successfully bootstrapping and raising seed funding, Cymatic needed to quickly develop a website. They required speed without compromising quality. BeanMachine stepped up to the plate with grace and designed and developed a website in 6 weeks.

2 UTILIZATION OF DIVI
Since the development time frame was fast, BeanMachine opted to integrate Divi, a pre-built WordPress solution, that would make site edits simple. The Cymatic team can make site updates and edits without touching source code.

3 STRONG BRAND, STRONG AESTHETICS
Cymatic already had a strong brand inherently designed into their logo and messaging. We built upon their brand further by designing a website that truly adhered to the core of cybersecurity while enhancing the Cymatic mascot, logo, and colors.

RESULTS

1,800
DAILY WEBSITE VISITORS

Wordpress website and WPengine architecture

3000+
PAGE VIEWS PER DAY

Users are interacting with the site on deeper levels

6 WEEK
DEVELOPMENT TIMELINE

Cymatic needed a site fast and BeanMachine delivered

$4.5M
SEED FUNDING

Development for startups is a core competency

LET'S CREATE
www.beanmachine.dev