



Infinity IT Group

Website & Digital Experience

Company Profile



*Be **Seen** for Who You Are*

Does your digital presence communicate your value clearly and attract the right opportunities?

We help you build a digital experience that does.

Your digital presence is more than a website. It is how customers discover, understand, and experience your business.

At **Infinity IT Group**, we help businesses create digital experiences that truly reflect who they are, combining strategy, design, marketing, technology, and connected systems to build trust, improve customer journeys, and drive growth.

Every business has its own identity. Your customers want to understand who you are, what you offer, and why they should choose you.

Combining *Art,* *Technology &* *Strategy*

We believe the best digital experiences happen when technology, creativity, and human insight come together.

That's why we design every website with care, empathy, and a deep understanding of the people who use it.

Every detail, from visual aesthetics and user journeys to content and functionality, is thoughtfully crafted to create meaningful experiences for your brand.



Digital Experience Is More Than a Website

A successful digital experience connects every interaction customers and employees have with your business.

From your website and online presence to your internal systems and business applications, every digital touchpoint should work together.

Client Experience

Everything your customers see and experience.

Employee Experience

Everything your employees see, use, and experience at work.

Business Applications

Software and workflows that run your business.

IT Infrastructure

The hardware and technology foundation that powers your business.

The Four Pillars of Digital Experience



Website & ERP Integration

Your website is often the first interaction customers have with your business. Your ERP is where your business operates.

When these two systems work together, your business can deliver a faster, more accurate, and more connected experience, from the first customer interaction to the final transaction.

Infinity IT Group helps businesses connect their website with Odoo ERP, creating a seamless flow of information between customers, sales teams, and operations.

Why Connect Your Website with ERP?	Eliminate manual data entry and repetitive administrative work.	Automatically sync customer information, enquiries, orders, inventory, and invoices.
Connect your website directly with your business operations in real time.	Improve accuracy while reducing delays and human error.	Deliver a faster, more seamless customer experience with connected data.

E-Commerce Solutions: Turn Online Sales Into a Connected Business Experience

A successful digital commerce experience connects your customers, sales channels, and business operations into one seamless ecosystem.

Infinity IT Group helps businesses build e-commerce solutions that are designed around how they operate.

Customer visits your website, Browses products and submits an enquiry

Customer information is captured in CRM

Order is processed automatically

ERP updates inventory and financial records

Our Expertise

Digital Brand Audit
Website Strategy
Website Design & Development
E-commerce Solutions
CRM Integration
UX/UI & Customer Experience
Content Strategy
SEO Optimization
Website Maintenance & Support



Every interaction creates useful data

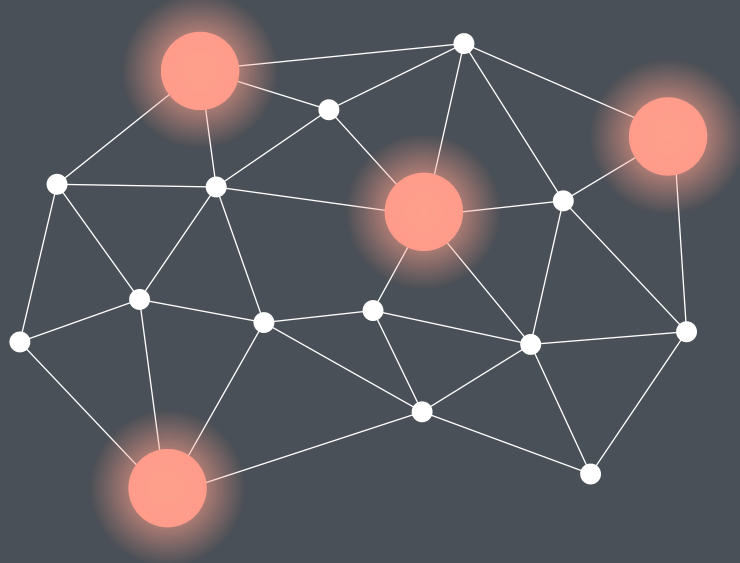


Customer receives faster, more accurate service



Sales and operations teams have real-time visibility

The Connected E-Commerce Ecosystem



Customer Experience

Create a seamless buying journey.

- User-friendly online store
- Product discovery
- Personalized customer experience
- Online enquiries and support
- Mobile-friendly shopping experience

CRM

Understand and build stronger customer relationships.

- Customer profiles
- Lead tracking
- Sales follow-up
- Customer segmentation
- Marketing campaigns

ERP

Connect sales with business operations.

- Order management
- Inventory control
- Procurement
- Accounting
- Reporting and analytics

IT Infrastructure

Ensure reliable and secure operations.

- Hosting and cloud solutions
- Cybersecurity
- Data backup
- System monitoring

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Case Study (Scenario-based): Website Relaunch & Digital Experience

Industry:

B2B Industrial Manufacturing,
Advanced Materials & Engineering
Solutions

Location:

Germany (Global Operations)

Background

A global manufacturer of technical and industrial materials planned to relaunch its corporate website to better reflect its position as an industry leader.

While the company had established a strong reputation through engineering excellence and decades of industry experience, its existing website no longer met modern user expectations or supported its evolving digital strategy.

Challenges

Outdated website structure with poor navigation and information architecture	Content-heavy pages that made technical information difficult to discover	Limited lead generation and ineffective calls-to-action
Weak mobile responsiveness and slow page performance	No integration with CRM, ERP, or a secure customer portal	Difficult-to-manage CMS with outdated content workflows
Limited multilingual support for international audiences	Website did not fully reflect the company's innovation, expertise, and global market leadership	

Approach

The website relaunch focuses on creating a modern, scalable digital experience that improves customer engagement while supporting future business growth through connected digital systems.

1. Homepage & Brand Experience

- Modern, persona-driven homepage
- Clear value proposition
- Strong visual storytelling
- Industry-focused messaging
- Strategic lead generation CTAs

2. Navigation & User Experience

- Simplified information architecture
- Sticky navigation
- Clear product categorisation
- Faster access to technical resources
- Fully responsive across all devices

3. Product Discovery Journey

- Streamlined product journey
- Improved product search & filtering
- Technical resources & downloads
- Industry application pages
- Product comparison tools

4. Secure Customer Portal

- Secure customer login
- Order & product availability tracking
- Online documentation
- Role-based content access
- Personalised user experience

5. Connected Digital Platform

- CRM & ERP integration
- Real-time product & inventory updates
- Marketing automation
- SEO & AI search optimisation
- Analytics & performance monitoring
- Flexible CMS for marketing teams

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Case Study (Scenario-based): E-Commerce Website Relaunch & Digital Experience Transformation

Industry:

Industrial Manufacturing
(B2B & B2C)

Location:

Bangkok, Thailand

Background

Despite being a global leader in technical materials, the company's e-commerce website no longer reflected its long-standing expertise.

Serving both B2B and B2C customers, the site supported quotation requests, multiple delivery options, and extensive coupons and promotions. However, poor UX/UI made it difficult to navigate, reducing engagement and sales conversions.

The client needed a strategic partner to redesign the digital experience, integrate the website with Odoo ERP, and combine UX/UI design and technical implementation into one cohesive solution.

Challenges

Outdated digital experience Poor navigation, content-heavy pages, and inconsistent user journeys made information difficult to find.	Limited lead generation The website served mainly as an information hub rather than a platform for generating enquiries.	Disconnected customer journey No integration with CRM, ERP, or customer portal limited personalized digital services.
Difficult content management An outdated CMS slowed updates, content publishing, and multilingual communication.	Brand experience gap The website did not reflect the company's innovation, expertise, or market leadership.	

Approach

Infinity IT Group proposed a digital experience programme focused on redesigning the corporate website as the foundation of the company's broader digital ecosystem.

Part A

Digital Strategy &
Customer Experience

Started with a review of the company's digital presence, customer journey, and information architecture to identify opportunities for improvement.

- Persona-driven UX
- Improved information architecture
- Brand messaging
- SEO & AI search optimization
- Lead generation
- CRM & ERP integration planning

Part B

UX/UI Design &
Website Experience

Designed a modern, responsive website experience centered around customer needs rather than organizational structure.

- New homepage highlighting market leadership
- Persona-based navigation
- Simplified mega menu & product discovery
- Responsive UX across all devices
- Modern visual storytelling
- Consistent corporate design system

Part C

Connected Digital
Platform

Prepared the website as a scalable digital platform capable of integrating with existing business systems.

- CRM for lead management
- ERP integration & data synchronization
- Secure customer portal
- Marketing automation
- Analytics & performance tracking
- Multilingual CMS

Part D

Website
Development &
Content
Optimization

Developed the website using a flexible content management system that enabled internal marketing teams to manage content independently.

- SEO-ready content structure
 - AI search optimization
 - Multimedia content support
 - Campaign landing pages
 - Technical SEO
 - Performance & accessibility optimization
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