DSBWORLDWIDE

DSBWorldWide, Inc.

AI-ENHANCED DEVELOPMENT

BIOMEDIS INTERNATIONAL CASE STUDY

WebItems® Software

AI-Assisted Development in Practice

Rebuilding BiomedisInternational.com with AI and WebItems® Software

- **AI-ASSISTED EXPERIENCE**

  Design, content and front-end development

- **WEBITEMS® BUSINESS PLATFORM**

  Commerce, accounts, resources and administration

- **EXPERIENCED HUMAN DEVELOPMENT**

  Direction, integration, review and ongoing support

BIOMEDIS International

FEATURED CLIENT

BioMedis International

October 2026

dsbworldwide.com

01 / EXECUTIVE SUMMARY

Executive Summary

Biomedis International needed more than a new-looking website.

Its website serves simultaneously as an international ecommerce store, product information center, educational resource, customer-support platform, membership system, affiliate and wholesale channel, and long-term resource for customers using Biomedis devices.

DSBWorldWide rebuilt BiomedisInternational.com using artificial intelligence as an integral part of the design and front-end development process while integrating the finished experience with DSB's WebItems® Software.

AI helped DSB rethink the presentation of a large amount of specialized information, develop the visual interface, organize customer journeys, create and refine content, and accelerate front-end development.

WebItems® provided the business infrastructure underneath that experience - content management, ecommerce, customer accounts, product management, digital resources, administrative functions, and the custom functionality required by Biomedis International.

The result demonstrates DSBWorldWide's approach to AI-enhanced development:

> **AI accelerates what can be imagined and built. WebItems® connects it to the business. Experienced developers make the two work together.**

02 / THE BUSINESS AND THE CHALLENGE

About Biomedis International

Biomedis International sells Biomedis bioresonance devices and related products to customers around the world while providing education and ongoing product support.

Unlike a conventional ecommerce website, the customer relationship does not necessarily end when a product ships.

Customers may need help comparing devices before purchasing, learning how to operate a device afterward, accessing instructional materials, selecting available complexes, obtaining additional training, purchasing digital educational products, arranging service or repair, or participating in membership programs.

The business also serves several different audiences:

- Individual customers
- Existing device owners
- Premium members
- Practitioners and clinics
- Wholesale purchasers
- Affiliates
- Social-media partners
- Customers seeking education and support

The website therefore needed to do considerably more than display products and process transactions.

It needed to organize the Biomedis International business around the customer.

The Challenge

Turning a Large Collection of Information into a Customer Journey

Biomedis International had accumulated a substantial amount of valuable information over years of working with its customers.

There were products, devices, accessories, complexes, educational videos, instructions, downloadable materials, FAQs, services, membership benefits, wholesale opportunities and support resources.

The challenge was not simply putting that information online.

The challenge was helping a visitor understand:

What is this?

Which device is right for me?

What do I receive when I purchase?

How do I learn to use it?

Where do I go when I need help?

And, for an existing customer:

Where is the information associated with the product I already own?

That required DSB to approach the project as both a website redesign and an information-architecture project.

03 / PROJECT GOALS

Project Goals

The redesign centered on several core objectives.

Make the Products Understandable

Present the major devices clearly and give customers an easier way to compare their differences, requirements and available support.

Simplify the Buying Journey

Move naturally from learning about the technology to comparing products and purchasing through the online store.

Connect Products with Education

Make manuals, tutorials, videos and other resources part of the product experience instead of treating education as an unrelated section of the website.

Strengthen Customer Support

Make the continuing relationship with Biomedis International - and access to knowledgeable support - a visible part of the value proposition.

Support Multiple Business Models

Create an environment capable of supporting retail ecommerce, memberships, digital products, affiliates, wholesale relationships and services from a common platform.

Give Biomedis Control

Provide administrative tools that allow the business to manage its website, products, information and customer resources without rebuilding the site every time something changes.

Create a Platform for Growth

Build the new experience on an architecture that can continue evolving as Biomedis International introduces products, educational material and new customer programs.

04 / AI-ASSISTED CUSTOMER EXPERIENCE

Why AI-Assisted Development

DSBWorldWide used AI throughout the creative and development process.

The objective was not to ask AI to "make a website."

Instead, DSB used AI as a development partner within an established professional workflow.

The Biomedis International project contained exactly the kind of complexity where this approach can provide significant value: many products, large amounts of existing information, different customer types, interconnected sections and numerous possible paths through the website.

AI allowed the development team to rapidly explore ways of organizing and presenting that information.

DSB supplied the business requirements, existing content, WebItems® architecture, development standards and human review necessary to turn those ideas into a production website.

AI-Assisted Front-End Development

From Information to Experience

One of the most important changes was the shift from presenting information as individual pages to creating intentional customer journeys.

The redesigned home page introduces the major products immediately and allows customers to move directly into product discovery.

Visitors can compare devices such as Trinity, Neogen and BRIS based on how they operate and what is required to use them.

From there, the customer can explore individual products, shop available devices and accessories, learn about bioresonance, watch educational material, investigate support options or contact Biomedis International for guidance.

The experience moves through a much clearer sequence:

> **Understand > Compare > Choose > Purchase > Learn > Receive Support**

AI helped DSB explore these relationships, develop interface concepts, organize content and accelerate production of the responsive front end.

Human review determined what ultimately became part of the website.

05 / CUSTOMER RELATIONSHIPS AND COMMERCE

Designing Around the Customer Relationship

A central concept emerged during development:

> **Biomedis International is not simply selling a device. It is supporting the customer who owns the device.**

That distinction became part of the website architecture.

Customers purchasing through Biomedis International receive access to instructional resources and support associated with their products. The site also provides information about warranty coverage, repair services, educational materials and additional resources.

The website therefore supports the relationship before and after the transaction.

This changed the role of the website from an online catalog into a customer platform.

Ecommerce Integrated with WebItems®

The new website includes a substantial ecommerce environment covering physical products, accessories, digital products, educational content, memberships and services.

Products range from major devices such as Biomedis Trinity, Neogen, Bioland and BRIS to accessories, educational recordings, customized services and membership products.

Rather than creating an attractive AI-generated website and then attaching a separate store to it, DSB integrated the customer-facing experience with WebItems® Software.

That allows the design, products, accounts, content and administrative functions to operate as parts of the same system.

The Customer Experience

Customers can:

- Browse devices and accessories
- Compare major products
- Purchase products online
- Create and use customer accounts
- Access product-related information
- Purchase digital educational products
- Purchase services
- Join membership programs
- Access support and training resources

The Business Experience

Biomedis International can manage these activities through the underlying WebItems® environment rather than maintaining a collection of disconnected websites and services.

06 / EDUCATION AND MEMBERSHIP

Education as Part of Ecommerce

A particularly important aspect of the project was integrating education with commerce.

For a technically specialized product, the information surrounding the product can be nearly as important to the buying decision as the product page itself.

The redesigned website incorporates educational videos, tutorials, support materials and product information throughout the experience.

Customers can learn about the technology before purchasing and continue using the website as a resource afterward.

For example, Trinity customers can access instructional material covering device operation and available complexes, while BRIS customers can access manuals, setup information and training resources.

This creates a cycle that conventional ecommerce sites often lack:

> **Learn > Purchase > Learn More > Use > Return for Support**

Membership and Recurring Customer Relationships

Biomedis International also operates a Premium Membership program providing additional education, support and benefits.

The website therefore needed to support more than one-time transactions.

Membership benefits can include educational resources, webinars, consultations, training and other member-specific advantages.

By incorporating membership into the same platform used for ecommerce and customer accounts, the website can support a longer-term relationship between Biomedis International and its customers.

07 / PARTNERSHIPS AND SERVICE

Affiliate and Wholesale Business Development

The project also needed to support customers who are not simply purchasing a device for themselves.

Biomedis International works with affiliates, practitioners, clinics, retailers, social-media partners and wholesale buyers.

The website now presents these opportunities as distinct paths rather than requiring potential partners to discover them indirectly.

Wholesale customers can review the program and apply online. Affiliates can learn how the referral program operates. Practitioners and other businesses can investigate opportunities to offer Biomedis products to their own customers.

This transforms the website from a retail storefront into a platform capable of supporting multiple revenue channels.

Service After the Sale

The customer relationship also includes device support and service.

Biomedis International provides warranty information, repair options and other services for qualifying devices.

Those functions are represented within the same online environment as product sales and educational support.

This is important because the customer should not have to understand the company's internal organization to get help.

The website should simply answer:

> **What do I need, and where do I go next?**

That principle guided much of the redesigned information architecture.

08 / WEBITEMS INTEGRATION

WebItems® Integration

AI on the Front. Business Infrastructure Behind It.

The visible website represents only one part of the project.

Behind the AI-assisted front end is WebItems®, DSBWorldWide's proprietary website management and application platform.

WebItems® provides the framework through which DSB can connect the website experience with the operational requirements of the business.

Depending upon the function, this includes areas such as:

- Website content management
- Product management
- Ecommerce
- Customer accounts
- Digital resources
- Membership functionality
- Forms and inquiries
- Email communications
- Administrative access
- Files and downloadable resources
- Website configuration
- Search-engine information
- Reporting and management tools

The result is not an AI website sitting independently from the company's software.

It is an AI-assisted interface integrated into an established business platform.

09 / HUMAN OVERSIGHT AND LESSONS

The Role of Human Development

AI accelerated the project, but it did not replace the developer.

That distinction is fundamental to DSBWorldWide's development model.

AI can produce design concepts, suggest structures, rewrite content, generate interface components and create code extremely quickly.

It does not automatically understand which information is accurate, which business rule matters, how an existing software platform works, or whether the completed customer journey actually makes sense.

DSB remained responsible for:

- Understanding the client's business
- Establishing the project requirements
- Directing the AI
- Reviewing generated designs and code
- Integrating the work with WebItems®
- Testing functionality
- Correcting errors
- Refining customer experiences
- Deploying the finished system
- Supporting the website after launch

The value of AI was therefore not replacing development expertise.

It was multiplying what experienced developers could accomplish with it.

Challenges and Lessons Learned

The Biomedis International project reinforced several principles that DSB has identified through AI-assisted development.

AI needs business context.

Without understanding the relationship among products, education, customers, members and support, AI can create attractive pages that do not create a coherent business experience.

Existing content is not necessarily existing architecture.

Years of useful information may need to be reorganized before customers can effectively use it.

Ecommerce is about more than checkout.

For specialized products, comparison, education, trust, support and post-purchase resources are part of the buying process.

AI output requires review.

Generated content and code must be checked against the client's requirements, technical environment and intended customer experience.

The platform still matters.

AI can accelerate the interface. A dependable business website still needs software, data management, security, administration, ecommerce and ongoing support behind it.

10 / THE DEVELOPMENT MODEL

The DSBWorldWide AI-Enhanced Development Model

The Biomedis International project demonstrates the same development model DSBWorldWide is applying to a growing range of projects.

1. Understand the Business

Start with what customers need to accomplish and how the organization actually operates.

2. Organize the Information

Determine how products, services, content and business functions should relate to one another.

3. Use AI to Explore and Accelerate

Use artificial intelligence to rapidly develop design directions, interfaces, content structures and front-end code.

4. Integrate with WebItems®

Connect the approved experience with the software, ecommerce, accounts and administrative systems required to operate the business.

5. Review Everything

Experienced developers evaluate the design, content, code, functionality and complete customer journey.

6. Continue Developing

Launch is not the end of the project. The platform can continue to evolve as the organization introduces new products, services and business requirements.

11 / RESULT AND CONCLUSION

Project Result

From Website to Digital Business Platform

The redesigned BiomedisInternational.com presents a very different kind of AI-development case study from a simple website redesign.

The finished platform brings together:

Product Discovery

Customers can understand and compare specialized devices before purchasing.

International Ecommerce

Physical products, accessories, services, memberships and digital products operate within the same environment.

Education

Tutorials, videos and product resources are incorporated into the customer journey.

Customer Support

The website continues serving customers after their purchase.

Membership

Premium customer relationships and additional resources can be managed through the platform.

Business Development

Affiliate and wholesale opportunities expand the website beyond direct-to-consumer ecommerce.

Administration

WebItems® provides the underlying management environment supporting the public website.

The project demonstrates what becomes possible when AI is treated not as a replacement for professional development, but as another powerful tool within it.

Conclusion

AI Can Build Faster. Experience Determines What Should Be Built.

Biomedis International needed to present specialized products, educate customers, sell internationally, support existing device owners, manage memberships and create opportunities for affiliates and wholesale partners.

Those requirements called for more than an AI-generated website.

DSBWorldWide combined AI-assisted design and development with WebItems® Software and decades of development experience to create an integrated platform built around the way the business actually operates.

That is the difference between using AI to create a website and using AI to help build a business system.

Put AI to Work for Your Organization

If your organization's website has grown into a collection of products, content, services and disconnected processes, DSBWorldWide can help rethink how those pieces should work together.

We combine AI-assisted design and development with WebItems® Software, custom programming and experienced human oversight to create websites that do more than look new.

> **AI expands what is possible. Experience turns those possibilities into dependable solutions.**