

Experience:

MicroE Systems Corporation

[Collateral & Site Redesign]

- | eStrategy
- | Web Development
- | Deployment
- | Marketing



"We saved a significant amount of money and shortened our sales cycle by transferring to a web-first sales fulfillment. At first we were skeptical, but once implemented, our staff enjoyed the 24/7 availability of materials from anywhere in the world. The ability to update, virtually in minutes, was ideal, rather than dealing with the cost and time involved with reprints. Materials were launched on-time and within budget. We are very pleased with the service."

Michael Foley
Director
Rapid Customer Response Group
MicroE Systems Corporation

The Challenge

MicroE Systems was changing their name and introducing a series of new products. Many of the products on their existing site had been eliminated. Navigation was poor. Their Japanese office also wanted representation that was customized for their market in their native language. Since these new products were going to open many new markets to MicroE Systems, they wanted something that looked good, supported the buying decisions of potential customers, and provided 24/7 sales literature fulfillment and technical support.

BuzzBoltMEDIA's Solution

A member of BuzzBoltMEDIA's senior management worked with MicroE to develop the final corporate identity and translated it to the web. New data sheets were produced in PDF format. New content was written for the site. Sales and Customer Support personnel were trained to use a "Web-First" approach to sales fulfillment, virtually eliminating the printing of sales literature for the company. Two software tools were developed in Microsoft VisualBasic™: a product configurator and a measurement conversion tool that were given away in exchange for the visitor's email address. These addresses were used to implement an email newsletter program, highlighting new products and applications. On-line marketing programs were implemented to achieve high rankings on search engines and directories. Once the American version launched, BuzzBoltMEDIA staff, working directly with the Japanese office, translated the entire site and developed templates for the office to use for custom news and content, after which the Japanese office updated on their own.