



## *P2-Technologies Engagement Profile*

### *Industry: Health Care*



**Client Business Problem:** Large obesity-services company with significant investment funding was having difficulty presenting the appropriate marketing image to prospective clients. Marketing department needed a web site that could change as nimbly as the marketing direction. Client needed a robust web site that would be easy to manage by non-technical marketing staff.

**The Solution:** P2-Technologies performed a rapid “Business Value Discovery” session with executive management to define specific market needs as they related to multiple site constituencies: prospective clients, prospective investors, existing clients, and “random browsers”. Results of the discovery session contributed to the development of rapid site prototypes and a site infrastructure that would be easily maintained through the P2-Technologies Site Management Toolset.

During this engagement, the hosting provider for the client’s multiple web sites ceased operation. P2-Technologies brokered a new web hosting partnership that ultimately saved the company from interruption of its web presence and Microsoft Exchange hosting services.

#### **Business value realized from this project recovery effort:**

- Agility in tailoring marketing messages and promulgating those messages through the web
- Integration with customer relationship management applications to streamline the process of client acquisition
- Solidified clientele loyalty through enhanced communication capabilities
- Provided clear “landing point” for various constituencies, providing immediate access to information pertinent to the site visitor

#### **Tools Deployed in this Effort:**

- Corporate intranet
- Site Management Toolset