



Scalable Networks is a leading independent provider of secure convergence solutions. They improve business communications for mid to large size businesses through the implementation of converged and collaborative solutions that embrace best-of-class IP Infrastructure, IP Security and IP Telephony technologies and services. They asked Red Technology to design, develop, build and host a new web site incorporating advanced content management capabilities that was search engine friendly.

**Business challenges:**

- Old web site had an outdated image and did not reflect the corporate values and branding.
- Visibility within search engines was poor and the web site was not generating new business leads.
- Rapidly advancing technologies and markets meant an increasing need to refresh and update site content on a regular basis.

**Solutions:**

- In-house non-technical users to manage and publish site content, via 'word' style web interface.
- Search engine friendly website design, with editable meta tags and easy to read URL's.
- Revised look and feel, updating site image, designed to appeal to target customers.
- Ability to manage site layout, navigation and page templates in-house.

**Benefits:**

- Reduced costs through rapid implementation and ongoing savings by managing content in-house.
- Improved search engine visibility, leading to better natural ranking and increased lead generation.
- Latest SQL & ASP.NET applications and in-

*"The whole project ran extremely smoothly from start to finish. The site design, imagery and functionality is superb; I can't believe how incredibly easy it is to update content."*

*Amy Keen  
Marketing Manager, Scalable Networks*

Red Technology worked closely with Scalable Networks to assess how content management could be integrated into their business, examining workflows, internal resource requirements and management structure; making sure that content management could be utilised effectively in-house. They then designed Scalable Networks web site, ensuring that it supported business functionality and communicated effectively with target customers. Using Red Technology's conductIT™ content management platform meant that the site could be built rapidly and cost effectively on a tried and tested, fully scalable IT infrastructure.

Scalable Networks are extremely happy with the functionality, look and feel of their new site. Not only can they control all content in-house, but they can also manipulate site navigation structure and page templates. The conductIT™ CMS platform can be quickly integrated with Red Technology's ecommerce and emarketing platforms effectively future proofing customers investment. The site is now much more visible to search engines and the ability to manage meta data, tags and page content means that their search engine ranking, and therefore public visibility is improving. The project was delivered on time, within budget.

Red Technology has been a leading UK content management and ecommerce solution provider since 1996. Their development specialists have built more than 400 e-business solutions selling products and services online, within B2B and B2C arenas. Customers include high street retailers, specialist online retailers, B2B suppliers and large corporations from private, public and not-for-profit sectors.

