



Case study

conductIT

Business software that enables your vision

intro

SunSystems is a flexible, financial and business management software solution used by a quarter of the Fortune 500 and 75 of the FTSE100. During the past 20 years, the SunSystems solution has been implemented in over 18,000 sites, in more than 190 countries, with the tools to manage operations - locally, globally and in 30 language variants.

REDtechnology.com provides conductIT, its web content management system, and delivers emarketing consulting, web development and Hosting to SunSystems.

Prior to the SunSystems and Red Technology relationship, SunSystems had public sites for UK, North America, Germany and France as well as separate intranet and extranet sites.

the problem

Each site was non-template and non-relational database driven. There was much duplication of effort, content was frequently out of date and regularly not updated in all locations. Global Marketing could not adequately enforce control of country website content and branding. Whilst offices in countries without their own website could not attempt localisation of language, news and events. Overall search engine positioning was weak.

the solution

conductIT is a template driven multi-site web content management system that facilitates sharing content and providing many levels of security for employees, customers and partners alike.

Shared content is now provided throughout 60 websites, design and branding is controlled centrally, whilst localisation is delegated to stakeholders in each country. In each country business users can publish relevant new content and marketing departments can announce new news and events.

conductIT is search engine friendly and allows control of meta tags to the page level. An initial optimisation programme immediately provided benefit by securing various number 1 search positions within Google.

Additionally, functionality provides features such as collateral ordering and purchase requisitioning, whilst forums have a number of uses for internal global communication.

Damian Traynor

Global Marketing Director at SunSystems

"conductIT from REDtechnology.com has empowered SunSystems global marketing by enforcing brand control and messaging across 60 international websites whilst also giving us the tools to measure and improve our conversion from page impression to lead"

<http://www.sunsystems.com>

SUNSYSTEMS

