



STRATEGY. DESIGN. RESULTS.



Challenge

[Mobile Matrix](#) offers advanced software solutions for the healthcare industry. Their products are unique with strong differentiators, however their website did not help the customer to understand those differences. Their marketplace is highly competitive and correctly defining how Mobile Matrix products can convert innovation into economic value was critical.

Like most companies, Mobile Matrix relies heavily on their website for sales and leads. They also manage cash wisely and needed to produce a world-class web presence without spending thousands of dollars.

Solution

We needed to start from scratch. Core and More Technologies held several sessions with the Mobile Matrix team. During these sessions we examined both the inside-out and outside-in of their products *as they were* perceived by the customer. With these results in hand, we then brainstormed *how we wanted* Mobile Matrix products to be perceived by the customer. In other words, we needed to tell the customer how Mobile Matrix products and services were different in ways *that were important to them*.

Working towards this goal, we discovered many items that made for a very strong unique selling proposition. We sought to shape the content so that this was emphasized throughout the site.

Information is not the only critical component of a successful web presence. It is equally important to create a site that is intuitive and easy to use. In collaboration with Mobile Matrix, Core and More Technologies produced a site-wide navigation system that grouped all like items into sensible categories. To extend the intuitive nature of the site even further, we then implemented an in-page navigation system that placed links to those similar products or solutions in plain view.

At Core and More Technologies, we believe that establishing a leading web presence cannot be a relationship where we gather all of your information and then return a short time later and present your new website. With Mobile Matrix, as we accomplished certain objectives within our project plan, we held onsite meetings with all stakeholders to ensure that we shared a unified strategic vision for success and that this was reflected in what was being produced.

With everyone in agreement on the emerging Mobile Matrix web presence, we had reached a milestone. At this point, we set our sights on enhancing the overall customer experience. Core and More Technologies introduced the concept of enabling all Mobile Matrix customers

to stay connected with any news and events that were posted to the site. This was accomplished through an RSS feed that any customer anywhere in the world may subscribe to and receive real-time updates. We then implemented a fully featured search widget that is readily accessible throughout the site. As a finishing touch, we added a "contact-us" drop box for all inquiries. The drop box is email automated to ensure instant notification of all submittals to internal Mobile Matrix personnel.

Result

The result was the creation of a world-class, streamlined website depicting the Mobile Matrix unique selling proposition in simple and illustrative terms. Through Core and More Technologies, Mobile Matrix is now able to boast a web presence that clearly defines their products and conveys how those products deliver real value to their customers. Any information is accessible from anywhere within the site. They are also setup to promote their business through social media outlets, including Facebook and Twitter. The addition of the "News and Events" RSS feed will enable Mobile Matrix to continuously demonstrate their advanced knowledge of the industry – while also benefitting their customers with real-time announcements on products, services and events that will extend their current investments and help meet their new demands.

Mobile Matrix is now positioned to assume their rightful place as thought leaders within their industry.

"We found the services of Core and More Technologies to be excellent. They came in to our office and worked around our schedule to understand our market, our customers and our products. They are not just a web development firm. They helped us to formulate a web marketing strategy that is internally consistent with our long-term goals and mutually supportive with our market leadership strategy. Our marketplace is hyper-competitive. Core and More Technologies was sensitive to our sense of urgency and helped us to accelerate our new web presence to the world. They worked within our budget and exceeded all of our expectations. We would recommend them to anyone."

- **Dr. Binay Sugla, Chairman and CEO – Mobile Matrix**

