

FROM SIMPLE TO SUAVE

How Suneratech's digital presence was revamped in 10 days

Duration: 15 days | Services Provided: Digital Marketing Services

CHALLENGE

Suneratech is one of the leading ERP solution providers globally. As a premium Oracle partner, they command the technology infrastructure of several Fortune 500 companies, powering their internal processes and collaboration as well as their external relationships. Further, they build some of the most cutting-edge digital platforms that propel companies struggling with legacy technologies into the digital age.

Yet, their standing as a technology thought leader was undermined by a website that under-represented and mis-represented the advances they made as an organization over the past few years. The UI was old-school, the messaging was too corporate and several large chunks of vital information were missing.

With Oracle Open World – one of the most important industry events – fast approaching, they had to quickly do something about it. Suneratech was leading some of the most popular sessions at Open World and it was to be expected that the audience would look them up immediately after the session, which warrants that they have a compelling website.

= SOLUTION

While Digitant is a process-driven inbound marketing agency, as a strong believer in agile marketing we are equipped for such situations. In the amount of time it takes for most agencies to draft a proposal, we dug deep into their business, developed a strategy, executed it for a world-class website and promoted it appropriately at the event. All in 10 days.

STRATEGIZE

Suneratech had several
Business Units with dierent
stakeholders. We had to
quickly understand the
dierent aspects of their
business and piece them
together to develop a sitemap
that would represent their
various business lines
proportionally, and in keeping
with the customer.

EXECUTE

Once the sitemap was established, we developed wireframes for every page on the website. Armed with the wireframes, we were able to break down the tasks into parallel tracks such as content, development and design. With so many stakeholders, it really helped that the client was responsive in feedback and approvals. We rapidly iterated to develop the website with content, case studies and the works.

PROMOTE

Not to be content with having launched a website in record time, we created an event marketing campaign overnight with landing pages, forms and an appointment system, and promoted it on Google and Twitter to encourage more visitors to the Suneratech booth at the event.

RESULT

days to develop a website from the ground up





"We had a lot of people visiting our booth at Open World and signing up for demos right there. This is very unusual." -Ravi Reddy

President, Suneratech