

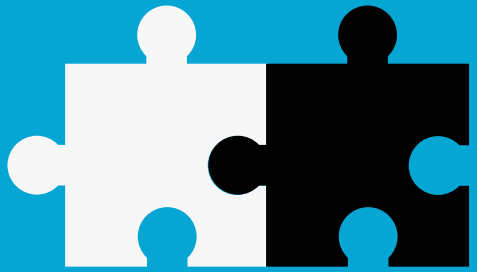


CASE STUDY

FROM SIMPLE TO SUAVE

How Suneratech's digital presence
was revamped in 10 days

Duration: 15 days | Services Provided: Digital Marketing Services



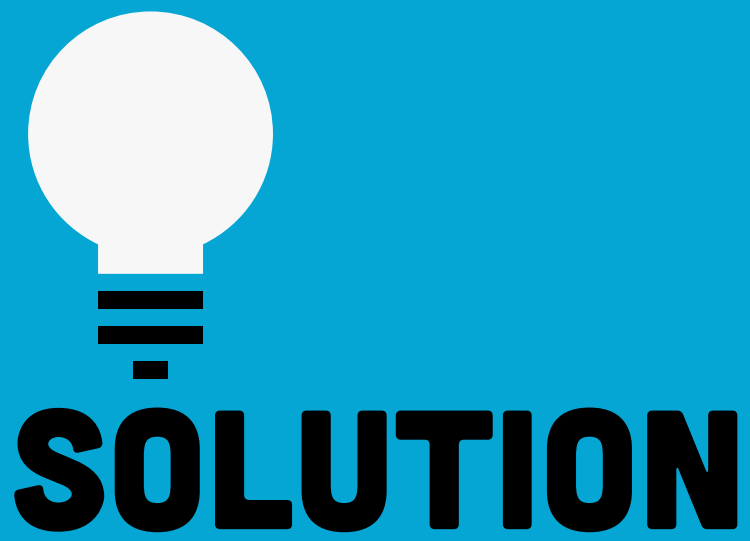
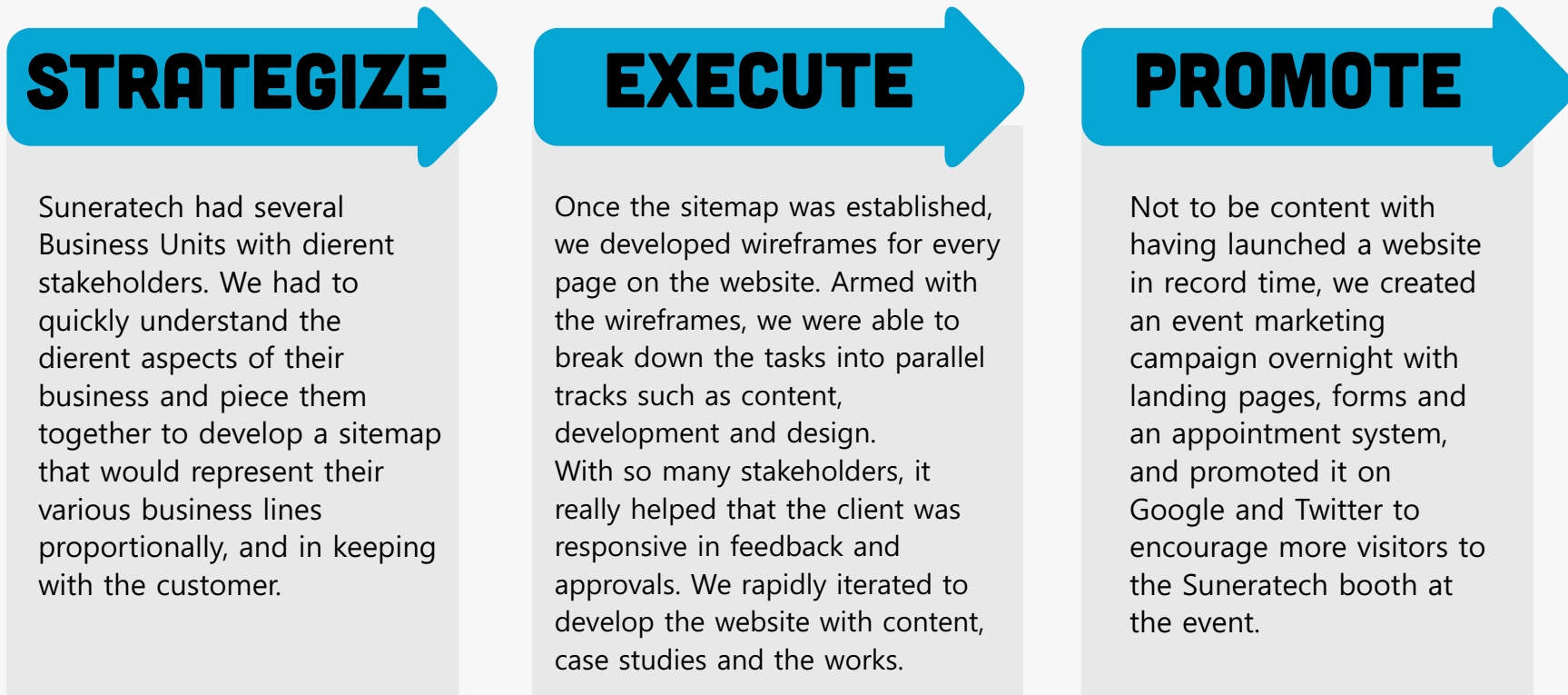
CHALLENGE

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.

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.





RESULT

10 days to develop a website from the ground up

59 pages developed for the website

06 hours to create an event marketing campaign

“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