

CASE STUDY • ASPENTECH: WEB SITE



SUMMARY	Developed the Aspen Technology Online Tech Support Center and Process Modeling division's site (Internet and intranet)
GOAL	To evangelize Web Technologies and implement where possible
MY ROLE	Web Producer • Information Architect • Designer • User Interface Programmer • Web Marketer
USER PROFILE	Chemical Engineers • Plant Managers • Petrochemical Engineers • Biochemical Engineers • Business Analysts • Systems Administrators • Internal Sales



CHALLENGES	<ul style="list-style-type: none">• Web technology not perceived as a technology option aligned with company goals<ul style="list-style-type: none">• No budget allocated towards Web initiatives• Worldwide Sales force required an immediate and easily accessible communication medium• Customers were slow to adopt Web technologies• Distribution of patches and documentation challenging; reliant on production and mail systems but required faster delivery time to client
SOLUTION	<ul style="list-style-type: none">• Taught myself HTML, JavaScript, Perl, ASP/VB, Photoshop to support Web initiatives; also taught self user interface design and usability principles to develop better sites without budget allocation• Developed a Sales Intranet that distributed product sales kits, FAQs, brochures, and other product information to salespeople worldwide<ul style="list-style-type: none">• Developed an online collateral order form so that sales offices were always supplied with materials for customer meetings• Developed content at the Online Technical Support site to include Technical Tips, Product Manuals, New Release Guides, and other reference materials to encourage visitors to use the site as a resource when developing models• Used the Web as a distribution channel for patches reducing delivery time and eliminating the disk production process
RESULT	<ul style="list-style-type: none">• Project costs were minimal (<\$600/project due to software costs)• Improved the information accessibility to the sales force; Intranet site became main communication medium for pricing spreadsheets and other time sensitive materials• Intranet design for sales used at other division Intranet sites• Online Technical Support Center reduced an estimated 10% of phone requests for support• Web technologies determined integral to the organization through patch distribution



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