



## CASE STUDY

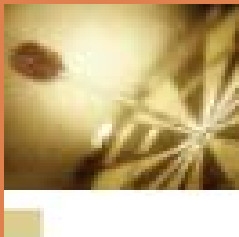
high quality web based solutions  
and outsourcing options

Client: Daler-Rowney  
Solution: [www.daler-rowney.com](http://www.daler-rowney.com)

# CMO Global develop application for world's leading Art Supplier

### Client Profile

Daler-Rowney is one of the world's leading suppliers of high quality art materials. For over 200 years Daler-Rowney have been supplying world-renowned artists with the means to produce critically acclaimed artworks. CMO Global were approached by Daler-Rowney to enhance and expand their web application.



### The Clients Needs

Daler Rowney approached CMO Global to enhance and expand their web presence to achieve 3 primary aims:

- 1) To provide support for international marketing initiatives
- 2) To generate efficiencies in Daler-Rowney's business processes.
- 3) To further enhance the user experience delivered by Daler-Rowney's web presence.

### CMO's Recommendations/Solutions

CMO developed the complete web application for the client. The scope of the work included:

- o Requirement study and analysis
- o Formulation of the technical and security architecture
- o Design and development of the product
- o Deployment of the product

CMO Recommended that

- o A sophisticated content management tool be developed to control web content to allow the site to be easy to update and maintain by both the technical and non technical staff of Daler-Rowney
- o Incentives be offered to users to register with the Daler-Rowney website, providing invaluable marketing information to Daler-Rowney
- o An Image bank be built to save on administrative costs
- o Content be delivered through an easy to use and captive website that makes the on-line experience memorable.

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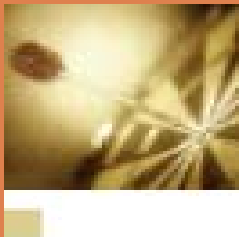
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- o An effective search function be developed that enables users to find information quickly and efficiently.

### Technology

The solution provided was built using Macromedia tools and delivered through Microsoft Database & Active Server Page technologies and hosted on Microsoft IIS 6.0 technology.

### Overall Benefits

Provides an invaluable marketing tool:

- o Increase traffic to website and consequently generate business with your website
  - o Simple to update: can be updated instantly from anywhere in the world by anyone who can surf the web
  - o Easy to navigate – impressive interface - enhanced user experience – increase brand value
  - o Increase interaction with end users and trade customers
  - o Made it easier for the distributors and users to have quick and easy access to information related to the products of the Daler-Rowney group worldwide.
- Increased efficiency of business process
- o Provision of online image bank and other information for marketing initiatives of other organisations
  - o The project also led to the reduction of costs in information processing

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