



CASE STUDY

high quality web based solutions and outsourcing options

Client: oiol Solution: www.oiol.com

CMO Global launch the largest office interior products' Emarketplace

The Challenge

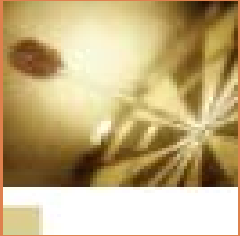
CMO Global worked with oiol to redefine its online presence and create the largest emarketplace for office interior products in Europe. oiol wanted a suite of web based tools to assist users to plan and manage their office requirements and specify the office interior products that they require online. One of these tools was web based project management software, which other companies had spent millions of pounds developing over many years. And the entire solution needed to be deployed within 6 months to ensure that oiol was first to market!

So the challenge was to help the client transform business ideas into workable technology and an e-business solution with strict time and cost constraints.

The Solution

CMO Global built the web application based on the Microsoft .NET platform, using the latest in technologies to complement this. User research and usability testing gave insights into the way the targeted users access information and procure, which provided the basis for the information architecture of the application. This was deemed necessary as the tools needed to perform complex tasks, however they had to be simple to use. The web based tools built were a Space Calculator, Space Plan Generator, Web Site Generator, Fitout Costing Tool, Project Management Software and of course an Eprocurement engine. The tools were designed with user experience as the priority – this is reflected by the simple “wizard” methodology that underlies every tool.

The oiol engagement combined interface design, technical design, and systems integration, resulting in a secure solution that allows customers to perform a breadth of tasks within a convenient online environment. CMO Global worked with oiol to combine two server-side technologies – Microsoft's Commerce Server and Microsoft's Active Server Pages – into a powerful solution that delivers impressive scalability and instantly updated content. The site is entirely database driven, right down to the navigation menu and product information, without sacrificing performance. We led the effort to define the database structure and object model and to develop and implement the solution.



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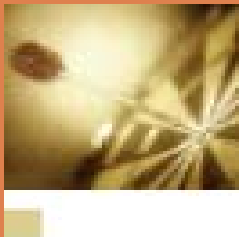
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CMO Global also built a sophisticated backend tool for oiol. This tool provides for comprehensive content management, allowing oiol to change items like navigation and to modify cross-sell and up-sell promotions. For example a footer management tool lets oiol change information such as copyright notice and footer links. In addition, it allows oiol to create and manage web based sales and marketing campaigns. CMO Global trained oiol's employees in the operation of this backend tool.

The Results

The oiol tools and procurement engine have been embedded into the business process of the largest property service companies in Europe.

The web site attracted 100 times more traffic in the month following its "soft" launch.

Space Planning for a commercial office property can be done online in 24 hours using the oiol tools – this usually takes a few weeks when done offline.

A web based image viewer built with Flash xml technology allows users to view, redline, collaborate and request revisions for space plans online.

The enhancements to the website have helped oiol promote itself as a vibrant and customer-focused company.

The site's intuitive design and rapid navigability have enabled the company to generate online sales leads while providing information and support to its customers.

The Web Site Generator Tool allows customers to create interactive building web sites, at a fraction of the time and cost of the traditional method.

Oiol have retained CMO Global as the their Technology Partner to manage all aspects of the oiol technology platform.

As Steve Hutton, CEO of oiol says, "CMO Global have enabled us to deliver our services to clients' faster, easier and in far less costly manner. The return on investment has been incredible – I never would have believed that such an impressive and indeed comprehensive solution could have been built so cost effectively."