

CASE STUDY: Building Intelligence Apportal

Solution: Apportal Creation

Services Provided: Consulting & Application Development

Engagement Overview

The client wanted a mobile app experience for their channel partners to deliver marketing material and company information in a usable and eye-catching manner. They wanted to be able to use the Apportal to consolidate all company information in one place and keep up to date by viewing a dashboard rather than sending emails.

Challenges

Lack of consolidated company information and marketing content.

Lack of demonstrable content to draw in potential clients to tradeshow booth.

Lack of cohesive marketing strategy for their products.

Lack of documentation standardization.

Bloom Solution

The Bloom team engaged consulting services to streamline marketing efforts and standardize marketing collateral and documentation. By integrating business objectives and development, the team was able to develop a tailored and comprehensive Apportal that included all client specifications while serving as a marketing tool. The Apportal was then used by the CMO of the company for tradeshow events to drive interactive experiences in the booth.

Services

Consulting Support

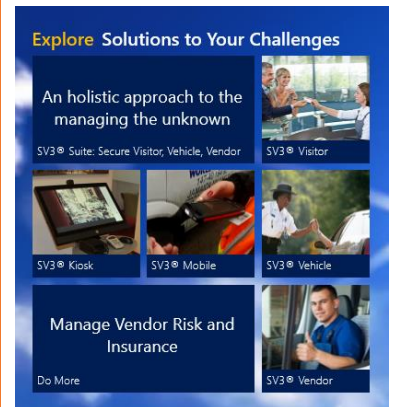
- Led relationship with client executives.
- Consulted on and crafted strategic brand messages and new sales and marketing materials.
- Conceived, designed, and tested Windows 8 Apportal elements in line with brand and product portfolios.

Custom App Dev

- Took the customer's vision and translated it into a single pane of glass for a marketing event show.
- Integrated a combination of videos, animation, and data in a cohesive, intuitive layout.
- Represents a combination of internal and external content with links to applicable sites.

"You nailed the concept and design. Thank you."

- Building Intelligence, Chief Marketing Officer



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