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# Case Study

## Rapid Internet Functionality Implementation

### High-tech Automotive Component Supplier Redesigns Web Site

errors, reducing costs and saving time. Improving efficiency was the primary motivation.

#### The Challenge:

Redesign marketing web site and provide e-commerce capability. Improve organization of site and facilitate process of posting and maintaining web content to eliminate errors, reduce costs and save time.

#### The Solution:

Lotus Domino web site in which content is managed and edited real-time using a Lotus Notes client. Client staff enters web content and subject matter experts edit and maintain applicable areas within the site. No HTML knowledge necessary. Marketing manager approves material before publishing to site.

#### The Results:

New web site is more organized, easier to navigate, contains more timely information and costs less to maintain. The framework improves marketing team's ability to control and publish timely, valuable information to their current and prospective customers.

**Electro-Matic**, a high-tech automotive component supplier located in Farmington Hills, Michigan, recognized the need to redesign and enhance the functionality of an aging and costly web site.

Organization of the previous site was awkward and unproductive, requiring content to pass through several hands before it was actually published. Content was originally written in Microsoft Word. A developer was then responsible for converting the content to HTML and, finally, a web administrator was responsible for inserting the content in the appropriate areas of the web site. The same costly and time-consuming process took place to address corrections.



### Solution Enables Competency For All Levels

NuTechs implemented a Domino web site platform that gives the appropriate internal stakeholder the ability to maintain the web site with absolutely no HTML knowledge.

**New and Improved**  
[www.electro-matic.com](http://www.electro-matic.com)

**The web site publishing process was prone to countless errors**

Clearly, a better solution was required. Electro-Matic wanted to give staff members the ability to easily manipulate and maintain web content, thereby eliminating

The marketing staff was empowered to easily update and maintain web site content. And, several areas of the site became interactive, allowing users and customers to register for seminars or ask questions on support issues.

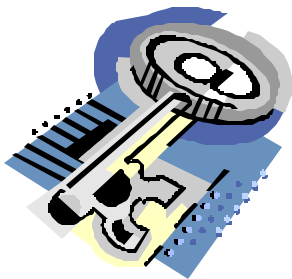
NuTechs provided Domino developers and HTML web

designers to customize the new platform and provide training. The site uses Lotus Domino, which provides the database for the content frames and HTML for live graphical navigation. Content is edited and managed using a Lotus Notes client. Electro-Matic staff creates web content including product information, job postings and corporate news. Subject matter experts can then edit and maintain applicable areas within the site.

The Marketing Manager is responsible for the approval of published material. New content or content changes can be posted with the click of a mouse button.

Six Lotus Domino databases house the content of the web site:

- Products
- Support
- Corporate Info
- Events
- News
- Careers



## Ease Of Use Is The Key

The new web site is organized better and easier to navigate. Reduction in errors is apparent in edited content. Costly and time-consuming corrections are a thing

of the past.

The new framework improves the ability of the client's marketing team to control and publish timely, valuable information to their customers and prospective customers.

## Contact NuTechs

Our approach ranges from planning your project to assisting in training and managing the 'paradigm shift' that occurs when technology is applied in new and powerful ways.

**NuTechs has a fully developed and proven methodology that drives quick and effective deployment.**

NuTechs provides support for all aspects of your IT project, from defining the IT strategy and infrastructure to identifying and enhancing critical business processes. Our experience uniquely positions NuTechs to understand the interdependence between complex IT problems and business issues, and the need for practical, workable solutions.

Contact NuTechs today for a confidential review of the current state of technology in use at your firm. We will assist you in determining the best way to leverage your existing technologies and business processes. The opportunities to improve and reduce costs are real, providing the right tools and methodologies are implemented.

We look forward to working with you.

## About NuTechs

NuTechs is an information technology consulting services firm located in Bloomfield Hills, Michigan. NuTechs provides a full spectrum of information technology consulting services including solutions for:

- Groupware
- Manufacturing Solutions
- Networking
- Enterprise Messaging
- Web Strategies
- Technology Consulting Services

NuTechs' consulting solutions customer base includes DaimlerChrysler, Ford Motor Company, BancOne, Comerica, Fry Multimedia, The Phoenix Group, and KMart.

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