FROM SIMPLE TO SUAVE

How Suneratech’s digital presence was revamped in 10 days
Suneratech is one of the leading ERP solution providers globally. As a premium Oracle partner, they command the technology infrastructure of several Fortune 500 companies, powering their internal processes and collaboration as well as their external relationships. Further, they build some of the most cutting-edge digital platforms that propel companies struggling with legacy technologies into the digital age.

Yet, their standing as a technology thought leader was undermined by a website that under-represented and mis-represented the advances they made as an organization over the past few years. The UI was old-school, the messaging was too corporate and several large chunks of vital information were missing.

With Oracle Open World – one of the most important industry events – fast approaching, they had to quickly do something about it. Suneratech was leading some of the most popular sessions at Open World and it was to be expected that the audience would look them up immediately after the session, which warrants that they have a compelling website.
Suneratech had several Business Units with different stakeholders. We had to quickly understand the different aspects of their business and piece them together to develop a sitemap that would represent their various business lines proportionally, and in keeping with the customer.

Once the sitemap was established, we developed wireframes for every page on the website. Armed with the wireframes, we were able to break down the tasks into parallel tracks such as content, development and design. With so many stakeholders, it really helped that the client was responsive in feedback and approvals. We rapidly iterated to develop the website with content, case studies and the works.

Not to be content with having launched a website in record time, we created an event marketing campaign overnight with landing pages, forms and an appointment system, and promoted it on Google and Twitter to encourage more visitors to the Suneratech booth at the event.

While Digitant is a process-driven inbound marketing agency, as a strong believer in agile marketing we are equipped for such situations. In the amount of time it takes for most agencies to draft a proposal, we dug deep into their business, developed a strategy, executed it for a world-class website and promoted it appropriately at the event. All in 10 days.
10 days to develop a website from the ground up
59 pages developed for the website
06 hours to create an event marketing campaign

“We had a lot of people visiting our booth at Open World and signing up for demos right there. This is very unusual.”
-Ravi Reddy
President, Suneratech