

CASE STUDY

HYPERTHERM Manufacturing

“ Edgewater Fullscope was a vital partner as we made this big technology transformation. They took the time to thoroughly understand our vision, and they helped us shape it. All of our upfront planning with Fullscope was key to making this project a success.”

Denise Champagne, Leader of Corporate Communications and Brand Management Team



Businesses nearing the half-century mark have seen their share of changes and recognize the importance of adapting to stay ahead. Few know this better than **Hypertherm**, who for nearly

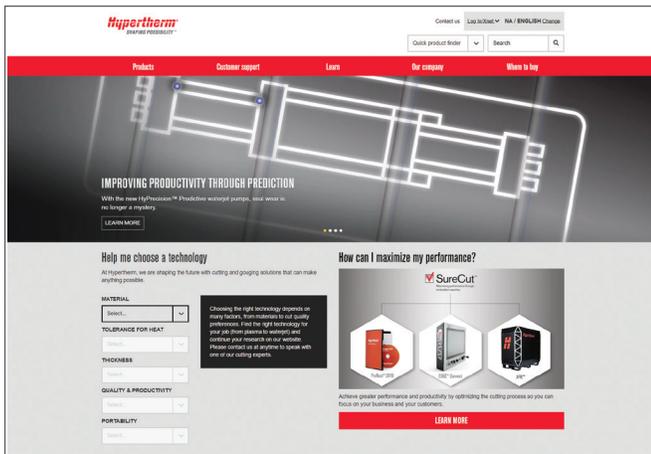
50 years has become a world-class manufacturer of advanced cutting solutions, through their commitment to innovation, hard-work, and customer focus. Their products have set the standard in the cutting market and have placed the company in the vanguard of the global industrial cutting industry.

A Focus on Delighting Customers

Hypertherm is approaching its future, wanting to keep customers front and center. The company understands changes in technology have increased customer expectations. Today's customers have access to more information than ever before, making it critical for companies like Hypertherm to better support customers as they navigate the content available to them. With the customer as the focus, they hoped to personalize the customer experience and increase satisfaction across all customer touch points. To provide an innovative, connected and personalized customer experience, Hypertherm embarked on an initiative to transform their digital presence.

A new website would be the center point of Hypertherm's digital experience transformation. The new site would need to clearly communicate the Hypertherm brand as a global, innovative leader in multi-technology cutting solutions. It would be the primary destination for prospects, customers and partners to provide education, resources and the ability to provide information on purchasing products. It also would need to deliver a positive, consistent customer experience no matter what the user was looking for or where they were in the world.

For a business to thrive, it is important to focus on creating experiences that build brand affinity among their customers. Corporations who are looking to remain brand leaders need to have the foresight and empathy to see through the eyes of their customers to quickly innovate and deliver differentiated products and helpful and meaningful experiences with the brand. So, it was critical that Hypertherm continue to adapt and arm themselves and their employees with the digital tools they needed to provide the products, services and experiences their customers expect today.



Hypertherm began looking for a solution to develop a digital experience. They wanted a global site that leverages a global structure, while also providing branding, content, and functionality—with regional and language specific variations—that will connect with local users around the world. This site needed to be a single, integrated site that provides all audiences with a seamless, unified experience across brands, products and services. They needed the ability to generate new business by providing information that inspires prospective customers to take measurable action, such as requesting information or searching for a distribution partner.

By positioning Hypertherm as a trusted advisor, focusing on end user and partner needs according to their customer lifecycle, and providing education and resources that help customers be more successful, they would be the #1 web destination for industrial cutting solutions. They also wanted to cultivate long term relationships with end users and partners by communicating value, personalizing the experience, and integrating marketing automation, making the site experience part of an overall communications strategy.

Fullscope's comprehensive approach included various elements. They defined top level business goals and objectives for how the customer would use the website, in addition to collecting requirements from all groups to ensure a holistic view of business requirements. A multiphase roadmap was created for the modernization of all externally facing sites and portals. The new site structure was defined, based on navigation, branding and creative requirements. Fullscope facilitated the creation of a content migration plan while defining the user experience using wireframes and screen designs. They also reviewed

and selected a CMS to be the system powering the new site. Management of the implementation, testing and deployment of the site was completed, while lastly defining and implementing a web analytics solution.

"We took on the task of helping Hypertherm find the smartest way to get there. Our philosophy is to determine our clients' goals, develop a strategy for getting there, and then determine the best technology to make it happen."— Ori Fishler, Director, Fullscope Digital

With the new Hypertherm.com, site visitors can now interact with the company in ways that weren't previously possible. Customers can compare different cutting technologies and platforms, troubleshoot cutting challenges, and connect with Hypertherm experts around the world. The site includes major navigational changes and powerful search features that make it easy to find content, while smart, responsive design lets users interact with the site whether they are on a computer, tablet, or smart phone.

To achieve their goals, Hypertherm engaged Edgewater Fullscope to help with their customer engagement transformation. As a trusted advisor, Fullscope developed a comprehensive global website strategy helping Hypertherm to rethink how it generates value through its digital properties. Fullscope's strategy laid out the objectives, requirements, design and technology implications of a new site.

Exceeding Expectations

The result was a holistic strategy and implementation plan covering all Hypertherm's needs, meeting and exceeding their goals and expectations. Based on its collaboration with Edgewater, Hypertherm's digital transformation is well underway. They now have a digital foundation that will enable them to continue to deliver against their brand promise with exceptional customer experiences.

"WE ARE PROVIDING MORE INFORMATION THAN EVER BEFORE ON TOPICS WE SEE AS CRITICAL TO OUR SUCCESS, LIKE ENVIRONMENTAL, SUSTAINABILITY AND LEAN MANUFACTURING, IN THE HOPES THAT OTHER COMPANIES CAN LEARN FROM OUR WORK."

– Denise Champagne

FULLSCOPE BECAME PART OF THE ALITHYA GROUP IN NOVEMBER OF 2018. Alithya is a leading strategy and digital technology company, with over 2,000 highly skilled professionals delivering solutions across Canada, the US and Europe. Alithya's Microsoft practice covers a wide array of capabilities, including Dynamics, Azure, business analytics, digital solutions, advanced analytics, application development and architecture. Focused on business outcomes, our combined companies have delivered Microsoft solutions to over 1,200 clients. Alithya's global offering is to deliver strategy and digital technology services in addition to implementing ERP and integrated solutions.

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