

CREATIVE

SIMPLISTIC COMPLEXITY.

ABOUT:

Infinion Technologies is a leader in semiconductor and system solutions addressing three central challenges to modern society: energy efficiency, communications, and security. They have a global presence with over 25,000 employees.

TARGET AUDIENCE:

- Internal

SERVICES:

- Website Design

QUOTES

"You and your team are the best - thank you for making this happen!"
The CMS is "super easy to use!"

Eliza Woodall
Marketing Manager
Infinion Technologies

"I love this website- this is fantastic."

John Warren
Regional Sales Manager
Infinion Technologies

CHALLENGE:

Infinion's North American marketing organization had the daunting task of cataloging and providing Sales with easily accessible and up-to-date marketing collateral and sales tools. Their existing solution required an extremely cumbersome process to locate relevant information on any of their nearly 1,000 products.

SOLUTION:

Pipeline recommended a complete rip and replace of their existing extranet with a solution that would allow for advanced search and filtering capabilities. On the back-end Pipeline would build a Content Management System (CMS) that would allow Marketing Communications to make updates to content without technical support.

RESULTS:

Due to the ease-of-use and the ability for users to access highly specific information in an overwhelming pool of technical data, it made an instant hit with Infinion Sales and selling partners. By leveraging leading-edge search technology, with each use the system captured search entries and began prioritizing content based on user input.

Furthermore, the entire content of the site was tagged, enabling users to perform advanced searches and filter information by multiple variables concurrently. This included product application, collateral type, activities, events, time frame, etc.

