

CrownPeak™



## **CASE STUDY**

**IMAGISTIC**

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## OVERVIEW



“As a CrownPeak development partner, it made perfect sense for us to enable CrownPeak CMS for our internal use as well. The ability for our group to modify the templates has made it flexible enough for anything we have needed. It’s the best Content Management system we’ve seen.”

Michael Weiss,  
CEO  
Imagistic

Founded in 1997, Imagistic is a professional Web and technology services company with an emphasis on design, e-business development and online branding. The company has developed numerous Web based initiatives for such clients such as Bank of America, UCLA, CarsDirect.com, California Pizza Kitchen, and Estee-Lauder. The LA Business Journal recently listed Imagistic as the 4th fastest growing high-tech company in Los Angeles.

Imagistic, one of the top Web design and technology firms in Los Angeles, needed a system to create and manage their online proposals. CrownPeak delivered a complete proposal publishing and management system and trained their staff in its use in less than two weeks. Cost savings from the use of this system have been substantial.

An Award-Winning  
Product Suite:



## THE CHALLENGES

Imagistic's active sales and business development efforts require that they deliver complex online proposals very rapidly, with multiple proposals often being created simultaneously. However, most proposals aren't complete until shortly before the deadline for submission. With online proposals, the completed text needs to be translated into a functioning "mini Web site" – often within a very short timeline. Last minute changes are difficult and can be frustrating. Additionally, valuable design and development resources are taken away from client work that needs to be completed.

Imagistic needed an online proposal creation and submission system developed that is flexible enough for multiple submission and outputs.

## SOLUTIONS

Imagistic chose CrownPeak CMS to run their online proposal system.

Using the CrownPeak model approach, a new seven-page proposal can be created with a single mouse click. Each of the pages can be edited, and the entire group approved and published together. Content changes are easy; individual pages are edited and re-published as needed. In addition, the navigation links between pages are automatically managed by the CMS. The built-in search capabilities make it easy to find and reuse language from previous proposals, allowing the user to copy and paste entire pages. Content entry is streamlined by allowing drag and drop from word documents and other applications.

## Model Structure

The Model structure allows a proposal to be treated as a single item for approvals and publishing, even though the component pages are edited separately. The Model for a proposal includes each page with "boilerplate" content, permissions and workflow so that a single mouse click creates an entirely new proposal and only proposal specific text needs to be added.

## Template Management

Because Imagistic has designers and developers, they often want to make changes to the basic look & feel of individual proposals. Through CrownPeak's system, the sales group can change out images, add or subtract sections, and link between pages. More interesting still, their designers and developers can very rapidly change the look and feel of any proposal without having to recode any of the content, via our template management.

## THE DIFFERENCE

Prior to using CrownPeak CMS, it took Imagistic between 40 and 80 labor hours to write, edit, code and test an online proposal. Now it takes them between 10 and 20 hours to perform the same task. This represents a 75% decrease in the time it takes to create an online proposal.

The company has also seen an increase in productivity by focusing the CMS users on content instead of design and development. Imagistic has seen an additional benefit in that there is no single point of failure, because of transparency within the operating system; everybody has access to the system and its contents.



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