



### Global leader gains a powerful gateway to the world

Sequence is a great company, a one-in-a-million consulting group. They are a bright, nimble organization. Their process was C-level caliber. They understood our culture and the realities we faced and came up with a practical near-term and long-term solution that we can actually implement.

- Director of Marketing

#### The Client

A large international manufacturer with nearly 40 production facilities and thousands of employees in 160 countries. Has achieved significant worldwide growth through mergers and alliances with other well known businesses within its industry.

#### The Challenge

This client recognized the importance and potential of using an online channel to market and sell its products. Although the company had an online presence, recent acquisitions and mergers had led to a dysfunctional amalgamation of its Web properties across its branded families. The result was more than 30 separate company-related Web sites.

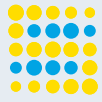
The independent and inconsistent Web strategies among its business units, coupled with changes in the marketplace and challenges in the business, created an urgent need for the manufacturing leader to broadly evaluate all online assets and create a comprehensive strategy for leveraging the interactive channel across all brands and regions.

#### The Solution

After considering a number of external consultants for this important initiative, the client chose to partner with Sequence Consulting based on the firm's demonstrated understanding of the manufacturer's complex Web site challenges and its focused strategy for resolving them. Over a four-month period, Sequence conducted a comprehensive review and analysis that allowed the firm to:

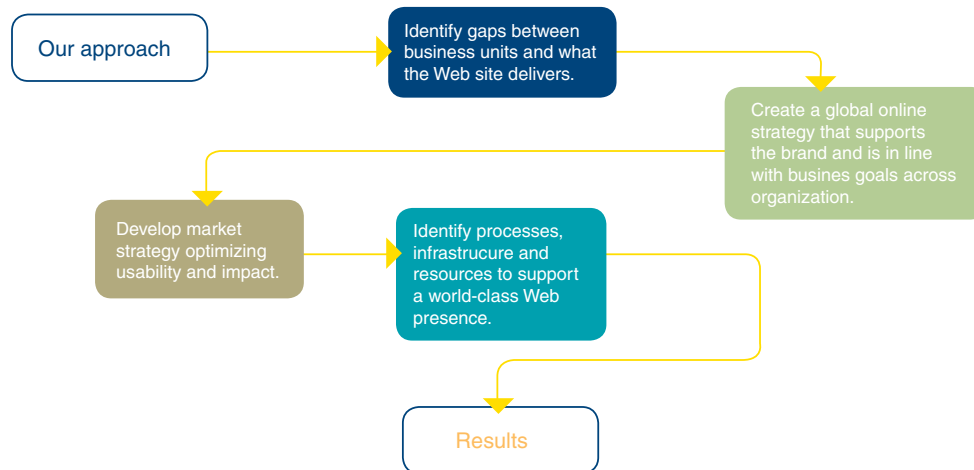
- Identify gaps between stakeholder expectations and what the current Web sites delivered
- Create a global online strategy that incorporated the brand and business objectives of each of the client's companies and regions
- Integrate that strategy in with the overall corporate vision and direction
- Develop a market strategy and creative direction to optimize both usability and impact
- Identify the processes, infrastructure and resources required to support a world-class Web presence for the manufacturer

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### Methodology

Sequence's proven Web site discovery methodology ensured all internal and external elements were taken into consideration when developing the right strategy for the client.



### The Results

Working closely with the client's senior management, internal teams and external stakeholders, Sequence developed a new Web site vision, strategy and framework for transforming the company's Web presence into a powerful, coordinated, compelling presence that helps drive the business and the brand worldwide. The manufacturer now has:

- Agreement on a single integrated fact-based Web site strategy and a detailed roadmap to follow
- The ability to assess the value of its Web services and identify those that have the most impact on business drivers

- A way for each business unit to reach consensus of future program development
- The ability to leap ahead of the competition through enhanced service delivery

"Sequence is a great company, a one-in-a-million consulting group," said the client's director of marketing. "They are a bright, nimble organization. Their process was C-level caliber. They understood our culture and the realities we faced and came up with a practical near-term and long-term solution that we can actually implement." Based on the success of this project, Sequence was engaged by four of the company's business units to develop strategies at the business unit level that would amplify and extend the global corporate strategy.

Sequence Consulting partners with business leaders from growing and evolving companies looking to solve complex business problems. We work with our clients to create customized solutions that combine actionable strategy and practical tactics. For clients who need it, we do implementation support as well. Our distinctive approach enables clients to resolve their issues, realize their vision and achieve tangible results. To learn more about Sequence Consulting contact us at, 312-957-7759, or visit our Web site, [www.sequenceconsulting.com](http://www.sequenceconsulting.com).