



# Forward Motion

Discovery and Definitions for the new CompanyX website

October 15, 2013

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# What We Will Cover

- Project Overview
- Competitor Review
- Key Discovery Findings
- Recommendations
- Definitions
- Technical Discovery and Definitions
- Next Steps



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# Project Overview

CompanyX is a premier global provider of miniature motors and related technology, encompassing Brush DC motors, Brushless DC motors, Stepper Can Stack motors, Linear Actuators, Disc Magnet motors and hybrid stepper motor technology that is deployed in critical applications throughout the life science, medical diagnostics, robotics/automation, and aerospace industries. Building upon a tradition of manufacturing excellence and driven by a passion for innovation, CompanyX leverages over 70 years of experience in miniature motion solutions.

CompanyX has identified the need to redesign and redevelop their main corporate website in order to accomplish several key objectives:

- Improve the user experience for key target audiences
- Implement new functionality to improve value for both internal stakeholders and external users
- Create a modern, professional design



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# Discovery Process

The Discovery Phase consisted of the following elements:

- Interviews, including customers as well as internal CompanyX stakeholders
- Audit of current CompanyX and key competitor websites
- Review of web traffic statistics for CompanyX.com to better understand user behavior and key content
- Review of new Motion Compass product specifying tool
- Technical audit of current website CMS, e-commerce management functionality, and functional structure of Motion Compass



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# Competitor Review

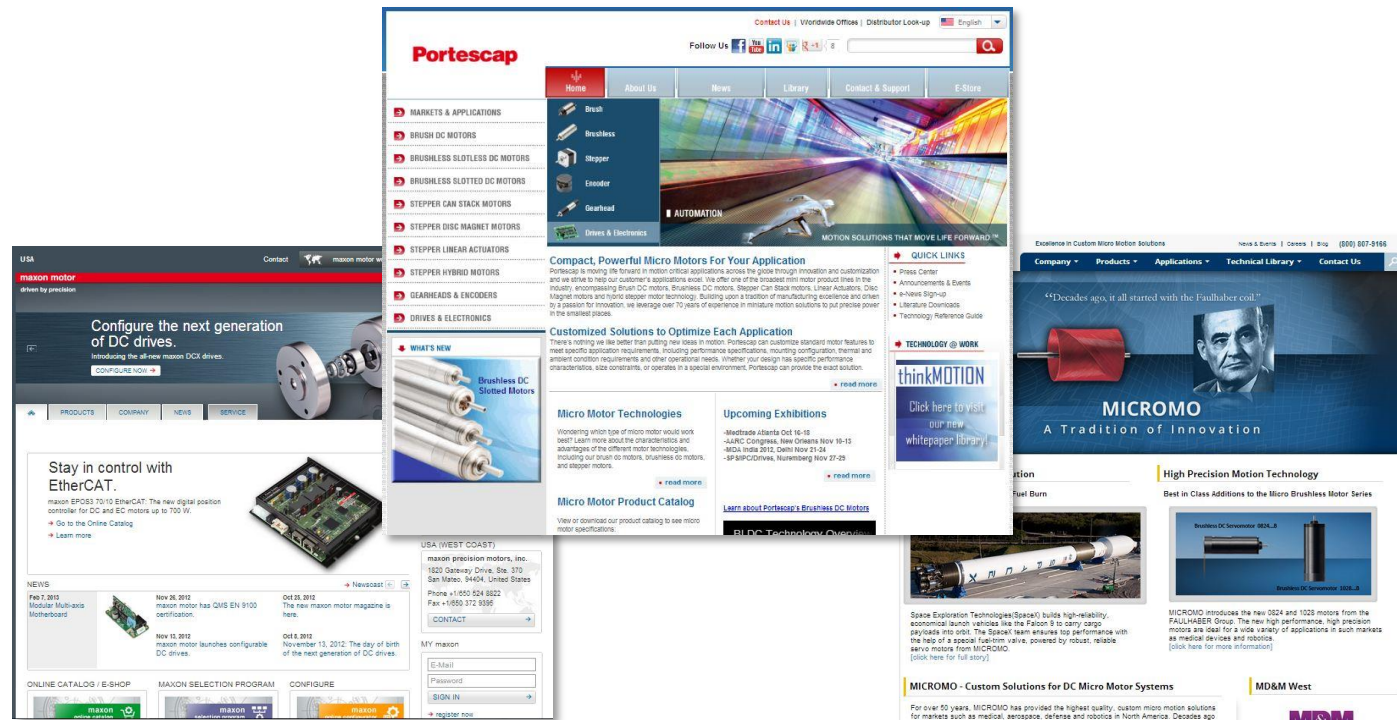
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# Website Review



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# Competitor Website Scorecard



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COMPANY NAME (site URL)	SCORE (4.0 scale)	COMMENTS
<b>Micromo/Faulhaber</b> ( <a href="http://www.micromo.com">www.micromo.com</a> )	2.00	No apparent global reach: no language variants besides English, no localization; also relatively shallow content
<b>CompanyX</b> ( <a href="http://www.CompanyX.com">www.CompanyX.com</a> )	1.79	A dated interface with limited flexibility for finding content (i.e. no product search)
<b>Maxon Motor</b> ( <a href="http://www.maxonmotorusa.com">www.maxonmotorusa.com</a> )	1.78	Pleasant design and moderately dynamic content cannot overcome poor contact generation optimization and no social extensions

## SCALE: 0-4

0 = missing completely

1 = poor, worse than most

2 = average, moderately effective

3 = good, better than most sites

4 = top quality, the best of the Net

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# Competitor Review: Detail



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Controlled Content	MICROMO	MAXON MOTOR USA	CompanyX
Overall Design	3	3	2
Presentation	3	3	2
Call to Actions	0	2	2
Consistent Branding	3	2	2
Internalization	0	3	3
Localization	0	2	3
Company Info	3	2	1
Career Info	2	0	2
Customer Service	1	2	1
Downloadable Documents	2	3	3
Lead Generation	1	2	1
Video/Animation	3	2	2
Social Feeds	3	0	2
Blog	1	0	0
Social Sharing	3	0	2
RSS Feeds	1	0	0

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# Competitor Review: Detail

General Usability	MICROMO	MAXON MOTOR USA	CompanyX
On-Site Search	3	4	2
Navigation Structure	3	2	2
Breadcrumbs	3	3	2
Mobile	0	0	0
Technology/Functionality			
Search Engine friendly URLs	2	1	3
Meta Data Tags	2	3	1
Relevant HTML Page Titles	2	2	2
Presence and Engagement (Off-Site)			
Social Media Engagement	3	2	2
Facebook	2	1	1
Linked in	2	1	3
Twitter	2	3	0
YouTube	4	4	4
Flickr	0	0	1





# Key Findings

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# Findings



**Prospects usually have a clear idea of what they need.** Design engineers are rarely browsing or seeking inspiration; they usually have a specific goal in mind when they are on a vendor site, most often a well-defined kind of product.

**It is important to be the first provider to get the part into the prospect's hands.** Most of the time, the first product the prospect gets, assuming it works, will be chosen. Responsiveness is a key differentiator.

**Ability to provide custom-designed products during the specification/development process is important.** Ability to provide custom products at lower quantities (i.e. respirator customers or other large medical machines) also is a differentiator.

**Larger companies have approved provider lists.** Getting added to the list is a long and cumbersome process headed by procurement/purchasing.

# Insight: Prospects Know What They Want



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By the time they arrive at a website, design engineers usually have a clear idea of the product they need and a well-defined set of specifications. Their need could be coming from a number of perspectives:

**They may be trying to replace an existing part.** The current provider may not be meeting quality standards, or might be having supply issues, or may not meet specs for the prospect's upgraded system. In this case they might be using Google to search based on part number, or by an existing motor type, or they may be searching for a CompanyX part number that they've seen in a comparison chart.

**They may be improving their products.** They may be building on top of their existing design, so will be seeking need parts that conform to the same footprint and sizing requirements but almost certainly with improved capabilities.

**They may have a completely new product and may not know if they can get motors that meet their needs.** They will have specifications and a clear understanding of what they need, but no knowledge of current capabilities.

*I have a clear idea of what I want...I have a 20 year product cycle, I am not that interested in current trends.*

*--Customer Interview*

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# Insight: Be the First

The medical product design engineers we interviewed all needed high performance motors of a specification only provided by a few vendors, including CompanyX. They always contacted multiple vendors, and **usually ended up selecting the first one to respond**, assuming the product met their needs.

**Responsiveness and good customer service went a long way towards establishing a positive relationship**, which usually provided the tipping point if multiple vendors were qualified.

Once a qualified product was identified, the engineers were more likely to quickly start the vendor certification process than they were to test another product.



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*Get the motor  
into the  
customer's  
hands and  
usually you  
will win.*

*--Internal  
Interview*

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# Insight: Customization is Key

Most highly engineered applications have precise specifications that need to be met. Medical applications, in particular, have regulatory requirements in addition to performance needs that are rarely met by an off-the-shelf product. **Trying to determine whether a product can be adapted or evolved is a key need for the design engineer** as they identify potential providers.

Vendor willingness to develop a new version to spec of an existing product, and the facilitated ability to identify where this is possible, could be very influential in the decision to engage.

The Motion Compass tool, which has not launched to the general public yet, will be very helpful in conveying CompanyX's willingness to provide this capability. As we launch the tool and develop the new site, it will be important to integrate the Motion Compass and the website product information into as united a user experience as possible.



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*We'll work with  
the product  
manager and  
the engineers  
to get an exact  
prototype we  
can test.*

*--Customer  
Interview*

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# Insight: Most Large Companies Require a Preferred Vendor

The customers we interviewed all faced a considerable administrative challenge in that their **purchasing authorities all required the precertification of any vendor and inclusion on a Preferred list** before any products could be ordered.

All design engineers started their product search by checking the Vendor List to see if any existing providers could meet their need. They also typically contacted other engineers within their extended corporate family—in other product groups and other divisions—to see if they had any recommendations for products or vendors.

This did not mean that the design engineers could not specify a product from a vendor not on the list, but it did mean that the vendor would have to be able to qualify for the list before any significant purchase could be made.

The qualification process is run by Procurement or the Supply Chain management and can be very lengthy and demanding, which is part of the disincentivization for departing from the list. When absolutely necessary to use a new vendor, the savvy design engineers get this process started as early as possible.



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*It's a very  
frustrating  
process.*

*--Customer  
Interview*

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# Opportunities and Strengths



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**High performance products.** For more complicated and more demanding medical systems in particular, there are only a few manufacturers in the world who can provide the high performance motors that these systems demand.

**More delivery flexibility.** CompanyX can develop a customized product that meets the technical demands of your application, and we are flexible enough to do this at lower volumes than most competitors.

**More responsive.** CompanyX provides unmatched support for the specification, testing, and prototyping of our products. Our representatives are prompt and consistent, and you work directly with our engineers to identify the best solutions. No matter the overall size of your order.

**CompanyX can meet your preferred vendor standards and accelerate the process.**

CompanyX understands the administrative requirements to be accepted as a vendor by large corporations and purchasing groups. We are a global provider, well-regarded in the industry, with a stable supply chain and outstanding customer service. And as a part of the Danaher Corporation, we are committed to a never-ending cycle of change and improvement.

**Video.** Although all companies have YouTube channels, the use of video within the websites themselves is sporadic and ineffective. A consistent use of video to demonstrate product use and application opportunities will have great value among design engineers.

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# Challenges and Weaknesses



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## **Thought Leadership.**

Both competitors make it easier to find white papers and other content that provides guidance to application development, problem solving, and product specification—Maxon features key topics on the home page via the rotator, which links to Application Notes.

## **Online appearance and general presentation.**

In comparison to the CompanyX site, the other companies present a cleaner look and a more professional design appearance. Both Maxon and Micromo feature imagery of robotics and other advances applications that imply technical sophistication.

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# Recommendations



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INSIGHT/OPPORTUNITY/CHALLENGE	SITE APPROACH
Be the First	Make it as easy as possible for the visitor to find what he needs, whether product specs or application guidance or contact info. Present a gateway on the home page geared towards the Design Engineer research scenario which packages up all content he might need in one clear pathway. Highlight the responsiveness of the sales, engineering, and customer service teams.
Customization is Key	Tie the Motion Compass functionality in with website product catalog info so users can see product choices and immediately input their spec needs to see which, or whether, those products can be used in their application.
Preferred vendor requirement	"Doing Business with CompanyX" section will spell out how we can facilitate the vendor certification process. Include content about flexibility in delivery and willingness to meet lower volume needs.

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# Recommendations



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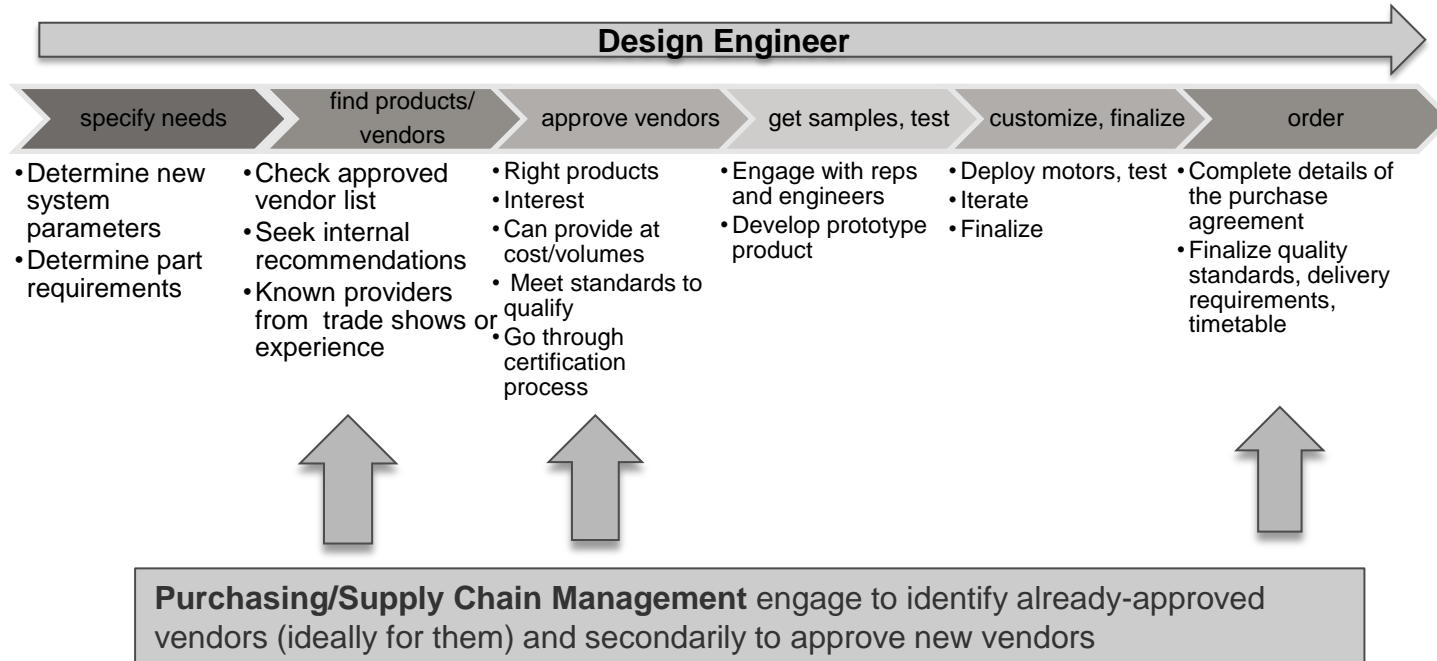


INSIGHT/OPPORTUNITY/CHALLENGE	SITE APPROACH
Design Engineers know what they want.	Optimize content on the site in relation to the different user scenarios: create comparison charts that cross-reference CompanyX products with similar competitors; ensure part numbers are searchable and clearly indicated; optimize product descriptions for industry standard searches; make sure there are clear pathways for all user types (i.e. browser, searcher, product-driven, application-driven) to easily find the products they need.
Video is important to engineers.	Create simple demonstration videos that show CompanyX products in use in targeted applications. Ensure each product has at least one applicable video and make it available on the product page.
Thought leadership	Cross-connect all value-add content, whether white papers, or slide presentations, or videos from both product areas and application areas, as applicable.

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# Buying Process

Design Engineers are the drivers of the purchase process but the Purchasing/Supply Chain Management are key participants..



# Site Structure Supports Buying Process



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Site structure and content will provide information and functionality to the buyer wherever he is in the “funnel” and whichever role he plays.



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# Definitions: Business Goals

Every web site needs a set of identified business goals and associated tactical objectives in order to guide the process of shaping its design, structure, and functionality.

Business goals and associated measurable objectives:

- Grow sales
  - Generate leads
  - Improve lead-to-sale conversion rate
- Increase design engineer engagement
  - Increase site visits and site activity
  - Track content pathway use
- Build penetration in target markets
  - Increase site activity related to target markets, i.e. Application page views, white paper downloads, etc.



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# Design Engineers



**Technology  
Director**



**Procurement  
Director**

## Authority in Purchasing Solutions

While this group is dire, their influence in the purchasing is high. They build the project and hand pick the products that will consist of the final product. Their influence is only as strong as their technical case. They have to read parameters, specifications, white papers, product specification tools and prototype.

## Key Details:

- Determine parameters and requirements
- Focus on products primarily, then applications of industry use
- Check standards and certifications
- Develop prototype product
- Deploy motors and test them

## Site Usage



**Average probability of using site but for the most relevant things and have the most need for relevant content on site**

# Use Cases



**Technology  
Director**



**Procurement  
Director**

## Reasons to Use Site

Validation  
Credibility  
Capability  
Feasibility  
Longevity

## Sample Inquiries

- Product specifications
- Successful case studies
- Pros and cons of product
- Product Capabilities to Relevant Areas of Business
- Additional Service Needs

## Site Areas of Interest

- |                                 |                      |
|---------------------------------|----------------------|
| * Benefits and Value            | * How it Works       |
| * Key Partners                  | * Business Relevance |
| * Overview of Product & Details | * Costs/TCO          |



# Existing Engineer Customers



**Director of  
Engineering**



**Industrial  
Engineer**



**Lead Engineer at  
NASA**

## Authority in Purchasing Solutions

They have bought from you before, and they have a relationship with you. They need excellent customer service, quick responses and quotes. They are the most important to keep happy and loyal.

## Key Details:

- Have bought before and know the company, must maintain this relationship
- Technical SME's
- Usually are the builders of the system proposed
- Driven by efficiency and are typically end result focused

## Site Usage



# Use Cases



**Director of  
Engineering**



**Industrial  
Engineer**



**Lead Engineer at  
NASA**

## Reasons to Use Site

Quick reference guide to products  
Download CAD or spec files  
Browse new products

## Sample Inquiries

- More focused on how it helps the end goal
- Implications product may have on the project
- Does it have the capabilities I need?
- Will it work within my project's parameters?
- What do I have to learn to use it?

## Site Areas of Interest

- \* Product Details/ Modules/ Capabilities
- \* How it Works for my Area
- \* Sample/Demonstration

# Global Supply Chain



**Supply Chain  
Manager**



**Director of  
Purchasing**

## Authority in Purchasing Solutions

They are the final sign off for the purchase of a motor or tool for their project.

## Key Details:

- Managing a sustainable supply program, so new products can be manufactured smoothly and consistently
- Optimize allocation of necessary inputs and integrate them to meet objectives
- Identify and approve vendors to purchase from
- Keep project aligned with business goals & objectives

## Site Usage

None

Low

**Might inquire about the vendor process, visit the [Contact Us](#) page, or read the [About Us](#)**

# Use Cases



**Supply Chain  
Manager**



**Director of  
Purchasing**

## Reasons for Using the Site

To investigate the company, case studies, product reviews and specifications. Double checking the work of the engineers.

## Sample Inquiries

- Who are They and Can they Do it?
- Who have they worked within my industry?
- Were they successful with others?
- Are they stable (will they be here later on?)
- What do we get out of it (Advantage & ROI?) and what is TCO?

## Site Areas of Interest

- \* About Us
- \* Key Partners
- \* Overview of Product
- \* Benefits & Value
- \* Clients/ Industries Like Ours
- \* Pricing

# Definitions: Audiences



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## Primary: Prospects

- **Design Engineers.** Mechanical engineers or electrical engineers specifying miniature motors or related products, working on products or systems across multiple industries with different application needs
- **Purchasing Authorities.** Procurement or Supply Chain influencers and deciders who authorize vendors and approve purchases

## Secondary:

- **Current Customers.** Users already familiar with CompanyX that engage with the site to find information or use functionality; could include Design Engineers as well as other positions

## Not considered significant users of the site:

- Prospective employees
- Trade media or bloggers
- Distributors or other partners

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# Technical Discovery and Definitions

We engaged in a thorough evaluation of the current Content Management System (CMS) and related eStore functionality, including interviews with the CMS provider and discussions with primary CompanyX users. We discussed expectations for content management for the future version of the site as well as current limitations.

We reviewed CMS options available in the marketplace, including a thorough consideration of the same platform (Ektron) currently used by Kollmorgen, and with the client have determined that Drupal provides the most flexible and powerful option for site development and ongoing site administration.

We also conducted interviews with the developer of the Motion Compass, in order to understand the data structure, logic programming, and maintenance/operation workflow. This information has helped guide our considerations for site structure and functionality planning.



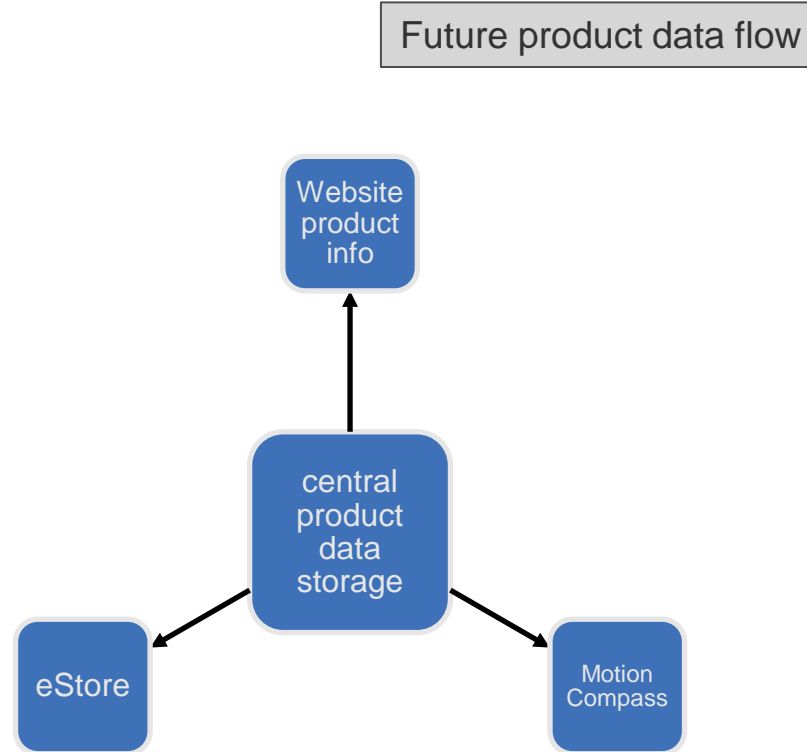
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# Technical Discovery and Definitions

Currently, product data is managed separately for each of the three key product-related functions (website, eStore, and Motion Compass). **We propose organizing a product data management strategy that will allow a single point of update,** revision, and addition which will ripple out to all extensions. This effort will align well with the prospective revisions to the Motion Compass-eCommerce integration.



# Technical Requirements

The web site will be built on the **Drupal CMS** (version 7, depending on final site design and functionality) and hosted within Symmetri's production server architecture

**We will test for and support the most commonly used browsers:**

- Desktop: IE 7+, Firefox 3.6+, Chrome, Safari;
- Mobile: Safari, Android/Chrome

**Google Analytics** will be utilized for site traffic tracking and use data

**Site search** will be provided via a Drupal indexing and search module



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