

Website Design Brief

QUADROtech are a software company that sells products to manage the migration of large amounts of email between systems. Typically those systems consist of email archives, Microsoft Exchange systems, Office 365 and PST files.

We have a tagline of "... the email migration company"

We are a business-to-business company selling to corporate clients with typically 500 or more employees. As such we are looking for a corporate website. The image that we want to project is that major companies can trust us. We have the knowledge and experience to complement our software and we have the track-record of success that companies look for.

Our wish is for a new site with a modern look/feel. While we have an existing website (www.quadrotech-it.com) we are looking for a *brand new design* rather than a renovation of the existing site.

We are looking for complete design, including graphics, but content/copy will be provided by ourselves.

Our preference is for a Wordpress deployment with a CMS that is easily used.

The headline message is that we provide "Total Mailbox Migration". End-users have email in their Microsoft Exchange mailbox, in their email archive mailbox and in their PST files. Therefore to migrate their *Total Mailbox* software solutions are required which embrace these three email mail locations, provides common software (including a single point of control) and is supported by a single vendor.

We have three primary products to articulate: ArchiveShuttle, MailboxShuttle and PST FlightDeck. It is likely that a form of "carousel", or possible an extended scrolling format is required to get over our multiple advantages on the home page.

A typical visitor to our site will be considering a migration project and will want to understand how our solution works, what its key benefits are and how it is used. We are educating them on QUADROtech, our products, our values and the advantage of working with us. They will also be looking to see that we are an established, trusted company.

We will have two types of visitors:

- Business-oriented users and decision makers who want to understand the process and value of our *solutions* and how they are applied.
- Technical oriented user and decision makers that will want to understand how the *products* work.

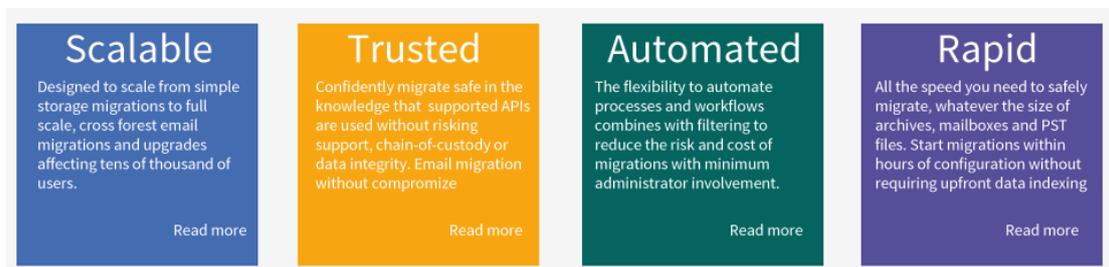
Therefore an element of role-based navigation will be required to guide the visitor to the content most relevant to their job.

The home page must immediately and obviously say what we do:

- Technical – Software that powers migration of email archives, Exchange and PST files
- Business – Software that drive down the cost of email migration and delivers projects on time and on budget

The home page must tease/provide easy access deeper into the website to showcase more detailed business and technical propositions.

There are four cornerstones to our value proposition. Our solutions are Scalable, Trusted, Automated and Rapid. This should come across on the home page as well. Our logo incorporates 4 coloured squares, we are interested in how these might be used to convey our strengths. For example:



On the home page there must be a call to action to encourage engagement such as request a demo/callback.

We have a lot of digital assets (Videos etc) that must be accessible in context from the products and solutions pages. One idea we have is to “tease” these with a “most read” and/or “most watched” list on the home page. Some assets may be behind a registration wall.

We have put some thought into menu navigation and the site map as below

Solutions	Products	Resources	Partners	Support	Company	Blog
Total mailbox migration eMail Archive migration PST Management Exchange Migration Storage Migration Centera Migration EV Management	ArchiveShuttle MailboxShuttle PSTFlightDeck EV Storage Migrator	QUADROtech TV White Papers Datashets Case studies Reviews and awards	Partner program Become a partner Find a partner	Open Support Case Case uploads Feature request Feedback	About Management Team News and Press Careers Contact	

We do not have a branding guide. Our colors are defined by our logo. Fonts should be web-friendly and suitable for a hi-tech corporate software company.

We intend to start blogging and create a regular flow of news, the website will be the vehicle for this.

Our website is a support portal, we allow people to log cases.

Our website is a point of information for partners.

Our corporate overview is

QUADROtech provides scalable, trusted, automated and rapid solutions for the migration of email and user data between email archives, Microsoft Exchange, Office 365 and PST files.

Our products employ a proven methodology that automated and is process based and delivers archive migration projects on time and on budget. They minimize the risk and cost of migrations. They ensure that legal, regulatory and end users have continuous access to the information they require.

To date QUADROtech products have migrated in excess of 1 million users and approaching 2.5 PB of data.

Scalability throughout the migration process is achieved by enabling data transfer in the most efficient basis according to availability of resources and network bandwidth. Off-line data transfer is available without disruption and our "Synch & Switch" approach ensures data migration, regulatory and user access requirements can be met without compromise.

Our products and people are trusted to provide fully auditable, supported and compliant projects. In addition to being certified as both a Symantec STEP and Microsoft Gold Application Development Partner our engineering and support staff includes the largest number of Symantec Enterprise Vault Trusted Advisors from any vendor. We use published APIs where required to ensure complete supportability on migrated data.

Migration projects require automation to provide for staged, partial and prioritized migrations according to business needs. Our solutions provide for data filtering to allow partial archive data migration and scheduling options to further meet operational requirements. Automation also means we provide the capability to execute all types of migrations (including remotely managed migrations) with minimum administrator intervention.

For many migrations time is of the essence, especially when faced with looming deadlines such as platform end-of-life, mergers and acquisitions or rollout of new technology including mobile. Projects can be initiated immediately. This rapid approach eliminates costly delays. With data movement being on the critical path our platform is optimized for speed and ease of use.

The QUADROtech solution suite includes ArchiveShuttle, MailboxShuttle and PST FlightDeck to address email archive, Exchange, Office 365 and PST migration. As the only vendor to address the *total* mailbox our solution is unique in its ability to connect and coordinate migration across the three primary email content locations.

We provide direct export and import connectors for the major on-premise and cloud email archives platforms and maintain a global network of partners with the right level of expertise in email archive, Exchange and migration technology.