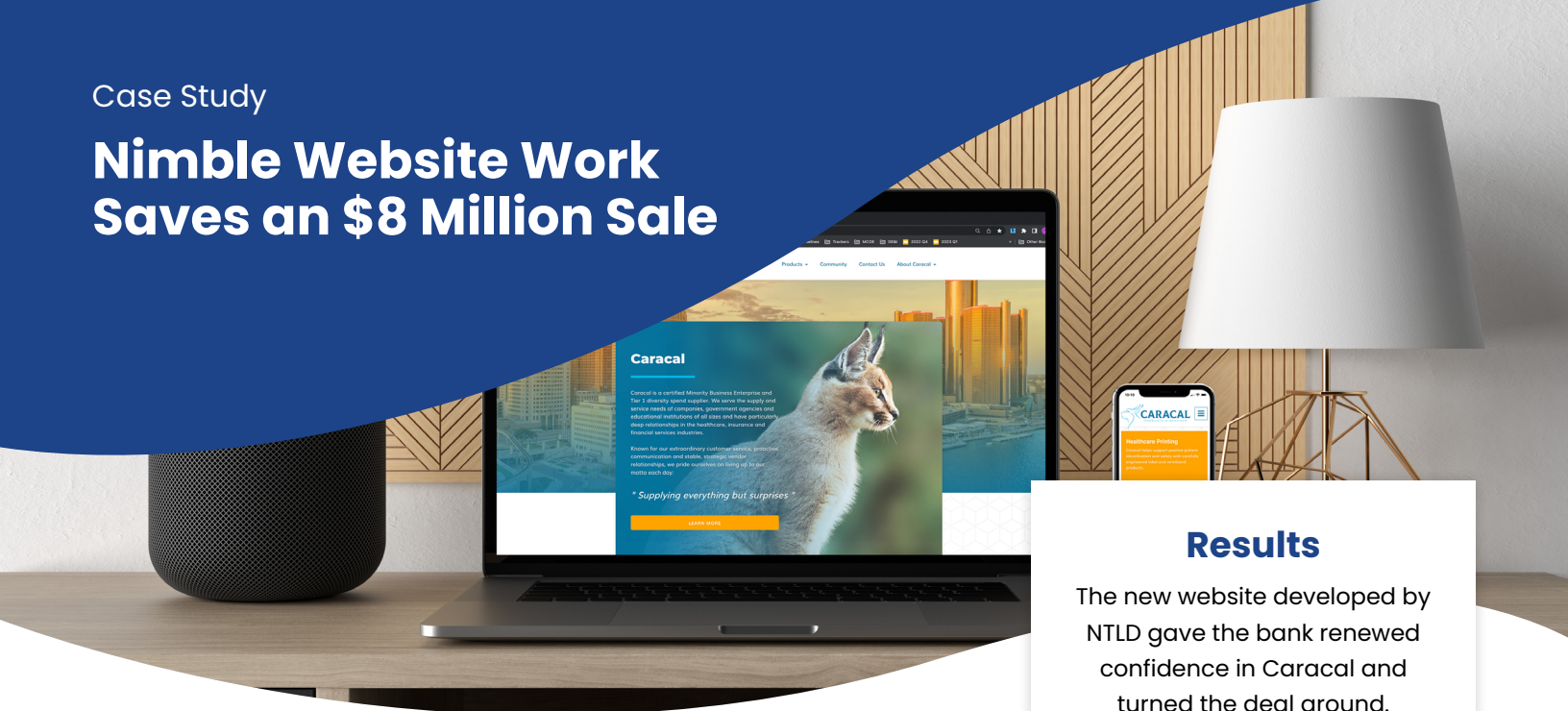


Case Study

Nimble Website Work Saves an \$8 Million Sale



Results

The new website developed by NLTLD gave the bank renewed confidence in Caracal and turned the deal around.

Challenge

Caracal, a certified Minority Business Enterprise and Tier 1 diversity spend supplier, was close to securing a large contract with one of the world's premier financial services institutions. However, Caracal's website had not been updated in years and did not make a favorable impression. The bank's senior leaders commented that Caracal's online presence did not inspire confidence and backed away from a deal that had been months in the making.

Solution

Caracal called on Taylor and Northern Lights Technology Development (NLTLD) for urgent help in updating their digital presence. Working in partnership with Caracal's internal IT team and the design and copywriting resources at Taylor, NLTLD went to work developing an entirely new website for Caracal.

- NLTLD created a series of page templates to better communicate information about Caracal's product lines, company history, community involvement activities and more.
- NLTLD's development team quickly assembled artwork and copy from Taylor's marketing team into a fully functioning website.
- The new website was then transferred to Caracal's IT team for hosting under their domain name, just in time for a "last chance" meeting with the bank's senior executives.

REVENUE GROWTH

After seeing their new website, the financial services company awarded Caracal an \$8 million contract.

SPEED TO MARKET

The entire development project, from kickoff meeting to website launch, was completed in less than **37** days.

BRAND IMAGE

The new website has become the cornerstone of Caracal's rejuvenated brand image in the marketplace.