

PRODUCT VISUALIZATION

CGN helped this large manufacturing client build a product visualization environment within the context of its corporate web portal resulting in an easy-to-setup, thin-client solution that streamlined the publishing of multimedia-rich marketing content.

Business Problem

A large manufacturing client's marketing group was challenged with presenting multimedia-rich content on its corporate portal. The challenge was in creating a thin-client, easy-to-use application that would enable the upload and display of large videos, interactive walk-arounds, 360 degree simulations, text, and images.

CGN Solution

CGN's solution effectively utilized an existing back-end application to assemble graphical and textual resources. The resources were then dynamically collated to form a web-based visualization using a thin-client, but extremely efficient, Flash application. The Product Visualization Engine was thus created to provide:

1. A dynamic, web-based way to present marketing messages at the product family level;
2. End users with a high-end multimedia presentation of products and product families;
3. End users a channel to contact a dealer about a product they reviewed;
4. An end user with a channel to purchase products.

Customer Benefit

The marketing unit improved visibility of product families and targeted products. The turn-around time for creating visualizations was reduced from weeks to days (once the content was developed). Ultimately, CGN's solution led to the creation of a standardized process and supporting tools to enable the quick creation of new product value propositions within a reduced timeframe.

SCOPE

*Flash application architecture;
application development;
database development;
project management and control*

BUSINESS DRIVERS

Product family access on corporate portal; display of multimedia-rich marketing content on the web; increased visibility and sales of featured products



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