

ABOUT BLUELOCK:



BlueLock, a VMware certified vCloud Datacenter provider, delivers enterprise-class cloud computing and managed IT services, offering the people, expertise and IT infrastructure in world-class, SAS-70 Type II certified data centers. By leveraging VMware technology, BlueLock is able to provide hosted virtual data centers to the enterprise that are fully compatible with their existing VMware investments, enabling their hybrid cloud strategy. This approach provides a common management and security model that enables complete workload portability between internal data centers and the BlueLock public cloud. Named Americas' Service Provider Program Partner of the Year by VMware, BlueLock's public, private and hybrid cloud computing solutions enable clients to utilize cloud resources based on their specific needs to optimize deployment, management, and investment. BlueLock, a Collina Ventures company, is privately-held. For more information, visit www.bluelock.com.

CHALLENGE:

BlueLock had quickly grown in size and reputation as a world-class cloud hosting provider and were in need of not only a website design and content update, but a more efficient method for making site updates on their own. Their former website was inconsistent in its design; the main site, blog, sub-domains, and contact forms varied in look and user experience. BlueLock was taking advantage of multiple online SaaS services (a Compendium blog, FormStack contact forms, NetSuite for CRM, Cantaloupe TV videos, and Constant Contact for email marketing), and the various tools did not work together, making comprehensive data capture and lead follow-up procedures difficult. With the few leads that were coming through the site via the contact form (tied to NetSuite) and case study download forms (tied to Formstack), it was hard to identify what parts of the site, if any, were driving real results.

SOLUTION:

Miles Design worked in conjunction with BlueLock and their extended marketing team, including Compendium and Slingshot SEO to architect a brand new website, leveraging WordPress as their Content Management System (CMS).

The WordPress CMS allowed BlueLock to easily update and leverage their extensive expertise through videos, whitepapers, blogs, news updates and other social media. It also allowed their marketing team to make quick additions for press releases or on-page SEO updates.

“ Miles Design did an impressive job unifying the pieces and parts of our website to convert a greater number of visitors into leads than we had ever experienced.”

- Alicia Gaba, Senior Marketing Specialist

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The new site design not only improved the overall user experience with a consistent enterprise look and feel, but also seamlessly incorporated BlueLock's other web technologies. The Compendium Blog, the email newsletter signup, the Cantaloupe TV video page, and the Netsuite CRM that were being used to capture leads were finally coordinated and working together.

Prior to the redesign, all incoming leads were captured via Formstack forms, which emailed responses to a BlueLock admin. The admin then had to manually transpose each lead into their NetSuite CRM. On the redesigned site, the response form pulls the submissions directly into NetSuite, immediately notifying the sales team of the new opportunity so they can follow up quickly. These forms are active both on the WordPress pages as well as the Compendium blog.

RESULTS:

BlueLock now receives an average of one to five lead form submissions per day.

Website visitor traffic and page views have both nearly doubled in the past year.

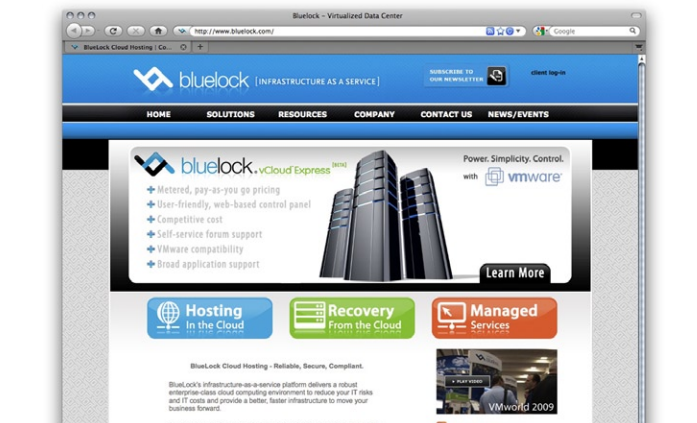
Supported by world-class search engine optimization from Slingshot SEO, BlueLock.com consistently ranks on the first page of a Google search for "Cloud Hosting."

"Overall the website is cleaner and more user-friendly for visitors to navigate and BlueLock to manage. Miles Design did an impressive job unifying the pieces and parts of our website to convert a greater number of visitors into leads than we had ever experienced," said Alicia Gaba, Senior Marketing Specialist, BlueLock.

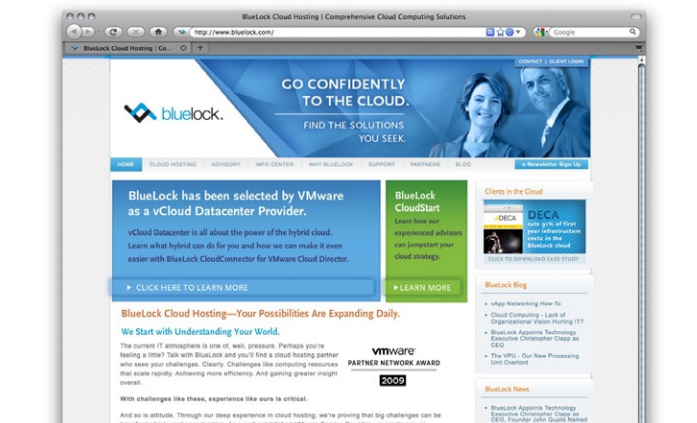
For more information, visit:

<http://www.BlueLock.com>

<http://www.milesdesign.com>



before



after

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