

Case Study

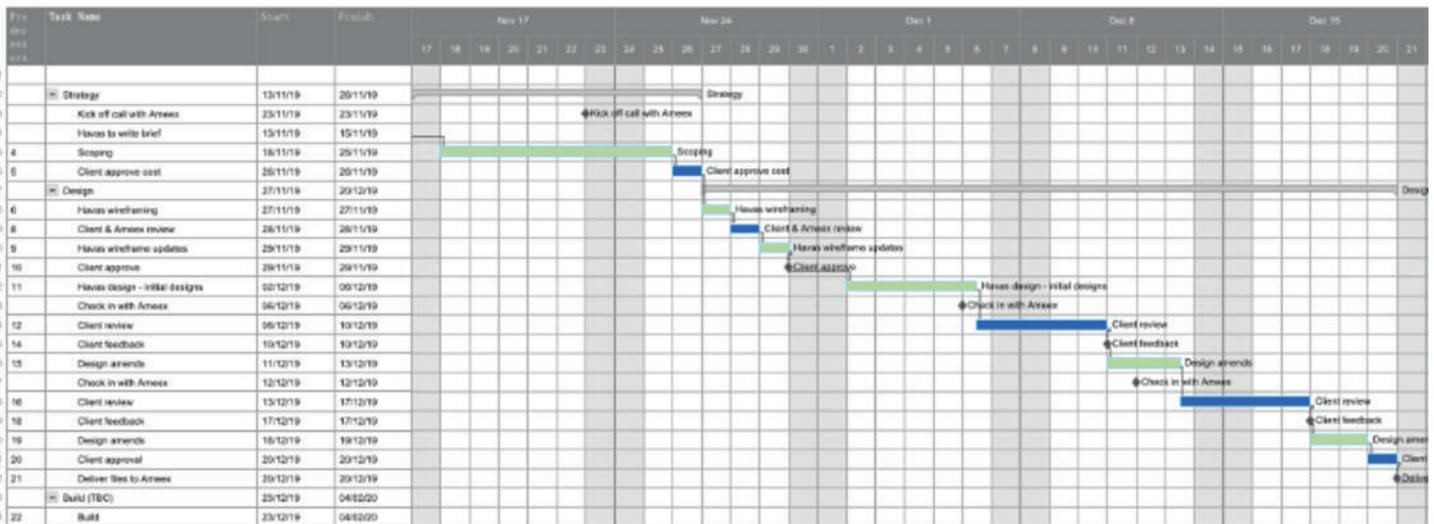
Accelerating a Refreshed Digital Experience for a Global Brewery Brand

Powered by Ameex's Accelerated Delivery Approach from Ideation to Launch!

A global brewery brand was planning a revamp of their website to coincide with their multi-million dollar national media campaign. They approached Ameex to deliver a new digital experience platform on time!

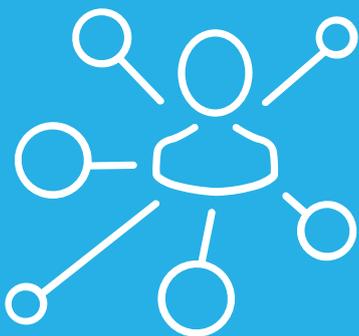


Collaborating with the Client's Global Media Agency During the User Experience Design

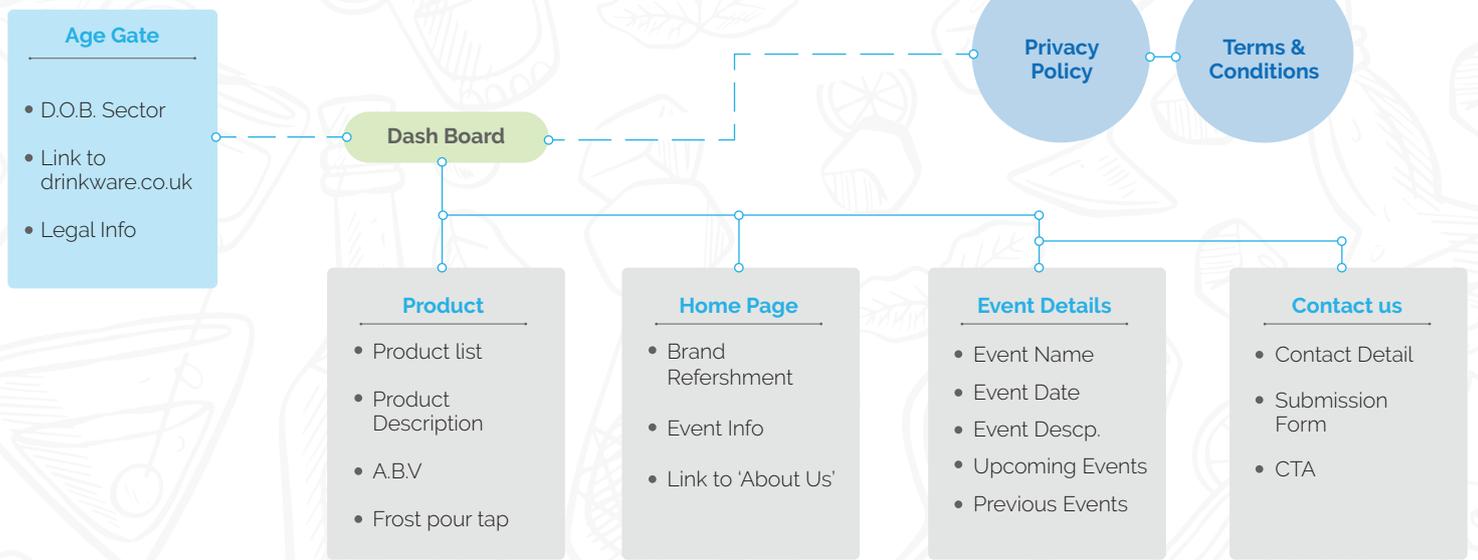


Providing Consultation for Design Map and Information Architecture

Given the daunting challenge of getting the website ready in a short time with a refreshed look, Ameex knew it must be involved with the media agency from the very beginning of the project. We worked with the agency to plan the design map and information architecture for the new website that would also include an omnichannel experience through social media integration. Content generated on social media channels gets shown on the website – setting the foundation for the website to be the center call to action of the campaign.

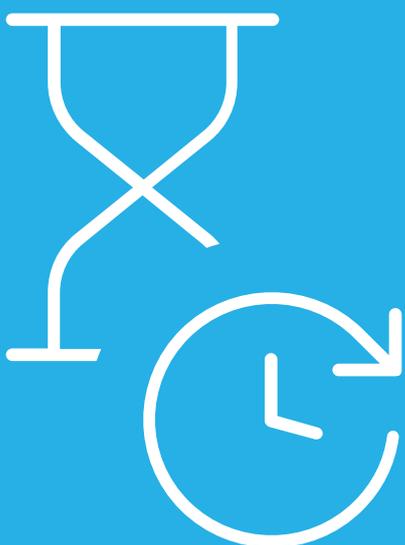


Delivering an Omnichannel Experience



Conquering Implementation Challenges from Wireframes to Final Design Comps

Creating the fine balance between creative freedom and implementation complexities is critical for any implementation. Leveraging our experience of building highly complex interactive UI screens in several cutting-edge front end technologies, Ameex was uniquely positioned to guide the media agency on the complexity of design elements -- accelerating implementation time. Creative balancing was needed to ensure the website was built on time with the right re-usability capabilities and a strong, engaging user experience.



Architecting a Scalable Digital Platform for Global Brands

Backed by the experience of delivering successful digital platforms for other global brands, Ameex has developed a platform strategy and road-map to deliver a fast, high performing, scalable solution allowing authors to easily build and deliver content with little help from developers. Our architectural approach is built on top of Drupal best practices, leveraging the inherent capabilities of the CMS, and delivering a highly secure and stable website!

Right, On-Time: Our Sprint Delivery Approach

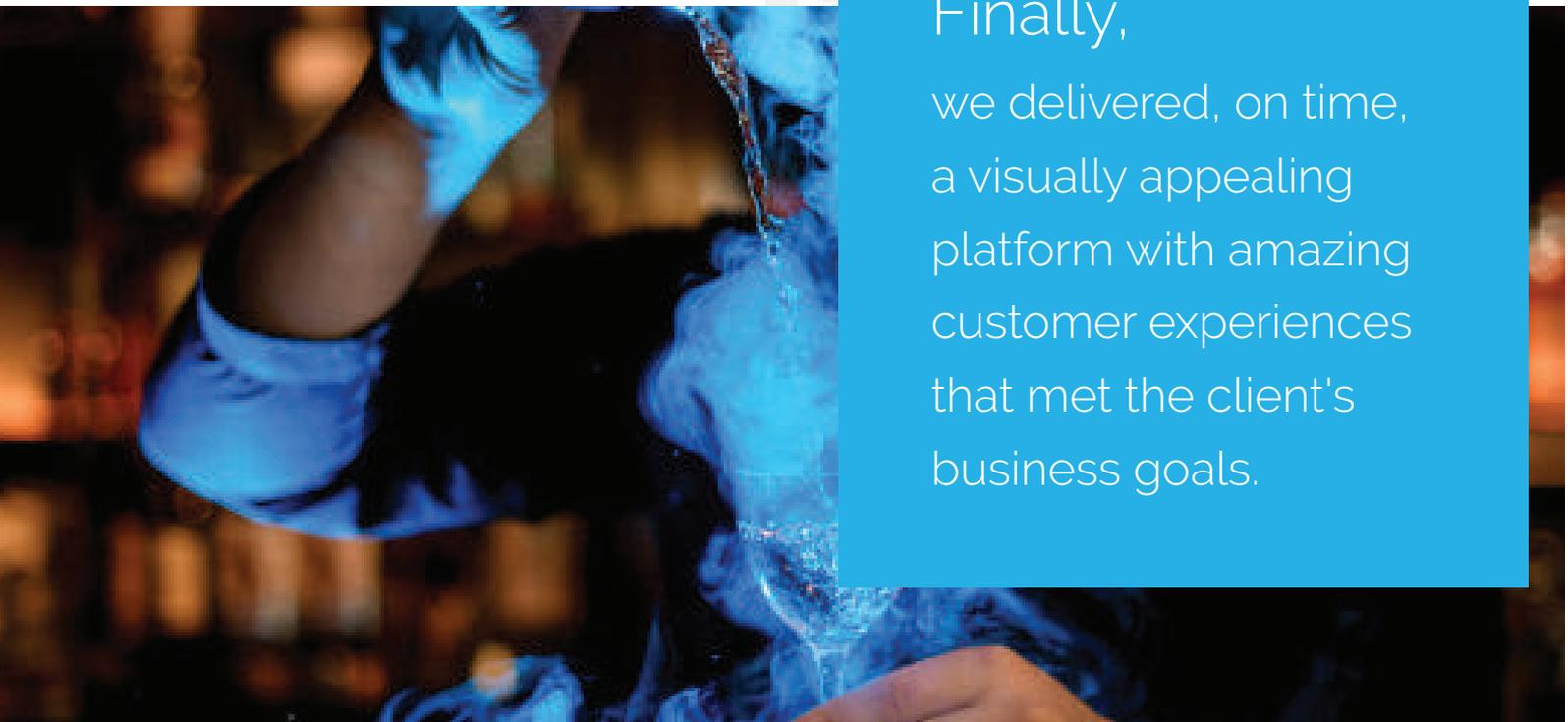
We understand a project of this nature would require constant progress monitoring to ensure there is little to no ambiguity and anxiety during delivery. We took a sprint delivery approach that allowed our team to capture feedback and address issues on an ongoing basis through regular communication and progress updates with key stakeholders.



Our Sprint demos and remediations helped accelerate development without impacting our timeline.

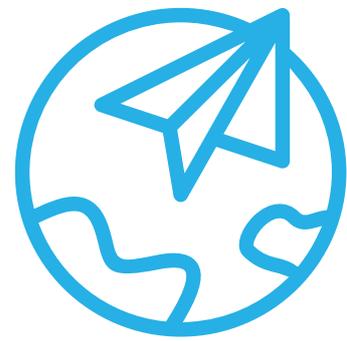


Finally,
we delivered, on time,
a visually appealing
platform with amazing
customer experiences
that met the client's
business goals.



Results

Launching a new website on time to anchor a successful multimedia global brand refresh campaign was very satisfying. The client received positive customer feedback about the powerful digital experience delivered by the new website and omnichannel strategy.



75% Faster
Time-to-market



16 Weeks
to **4** Weeks

Leveraging Ameex's **Accelerated Development Framework**, the development time was significantly reduced from 16 weeks to 4 weeks.



We look forward to
hearing from you.



Ameex Technologies Corp HQ

1701 E Woodfield Rd, Suite 710 Schaumburg, IL 60173

Other Locations

New York | Colorado | Alabama | Singapore | India