

### The Organisation

Central Tablelands Commercial Industries (CTCI) based in Bathurst, Central NSW are a manufacturer of wet area (toilet and shower) partitioning systems under the Waterloo brand. The company has experienced phenomenal organic growth over its 10 year existence and was now putting proactive marketing systems and procedures into place to ensure its future growth.

### The Idea

CTCI was after a more appropriate web representation of their brand Waterloo, both in design and also easy to use functionality. The web needed to be easy to navigate, provide the appropriate information, news, updates and case studies as well as being accessible by CTCI staff for internal updating. Of key importance was a 'virtual design tool' which enabled builders and architects to get an accurate representation of their finished product in the colour board proposed.

### The Process

The process includes

- Development of specification brief for web builder (site map) and graphic designer (design elements & look and feel) to ensure both functionality and search engine optimisation.
- Writing specifications for virtual design tool and sourcing web programmer to produce
- Managing the production process of the site including liaison between graphic designer, web builder and client.
- Sourcing content, training staff on uploading information
- Ensuring project kept to timeline, budget and was completed to client's satisfaction

### Hurdles

- Large project to co-ordinate with several stakeholders and variables
- A new programming concept (virtual design tool) & Map function) which required clear communication and close liaison to supplier to successfully implement
- The inherent growth and changes to the site during its construction
- The complexity of a site with over 60 pages
- Giving staff confidence to consistently upload information

### Results

- Site produced on time and to budget with flexible specification (ie more was added but negotiated with supplier to keep to budget)
- High Google ranking
- Staff confident to update
- High internal reference and external use
- Visit it yourself at [www.waterloosystems.com.au](http://www.waterloosystems.com.au)

