

## In a Web 2.0 world, where everyone is a publisher, how do you rise above the noise?



### About Ucompass

Ucompass is a technology solutions provider that enables publishers, content licensors, educators, and tool developers to deliver interactive and engaging content to their audiences. With more than 13 years of experience, over 200 clients and 2 million users, Ucompass' team of experts works closely with clients to integrate advanced functionality into their content delivery models and build innovative, new solutions to help them achieve a competitive advantage. For more information, visit [www.ucompass.com](http://www.ucompass.com).

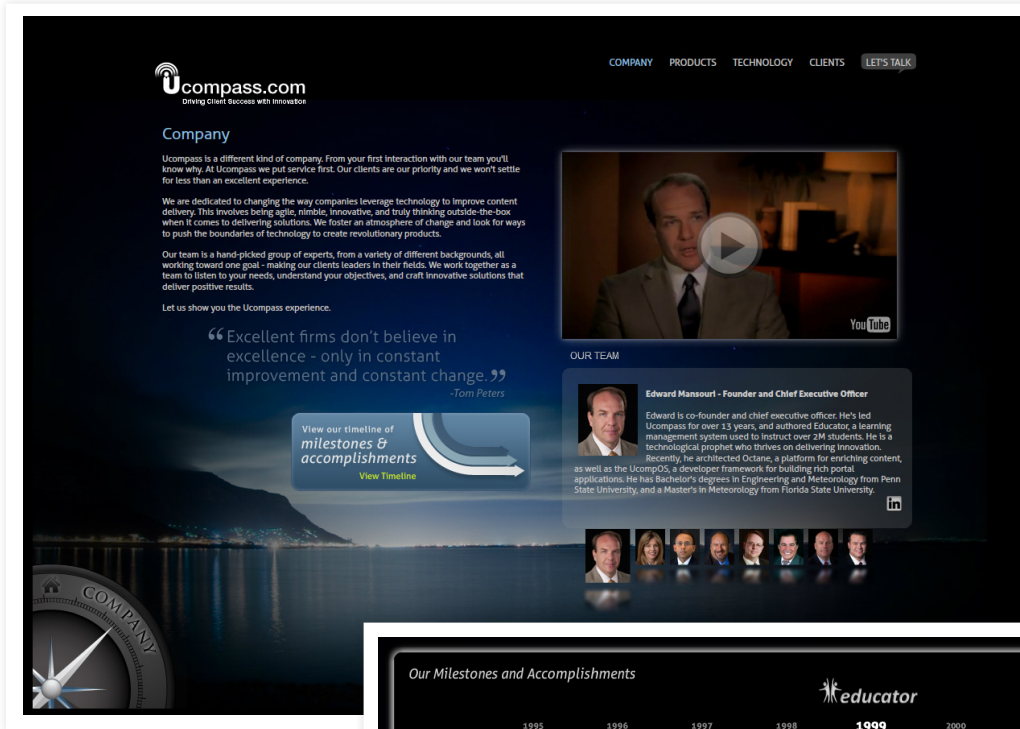
***Web 2.0 and social media have made it extremely easy and cost-effective for virtually anyone to become a publisher. As a result, traditional publishers, content licensors, and educators now have to compete with millions of social networking sites, blogs, discussion forums, online videos and other sources for delivering content to their audiences. Moreover, these types of media have changed people's definitions of what they find valuable. They now expect content to be more visual, dynamic, engaging, timely, and interactive.***

### Challenges

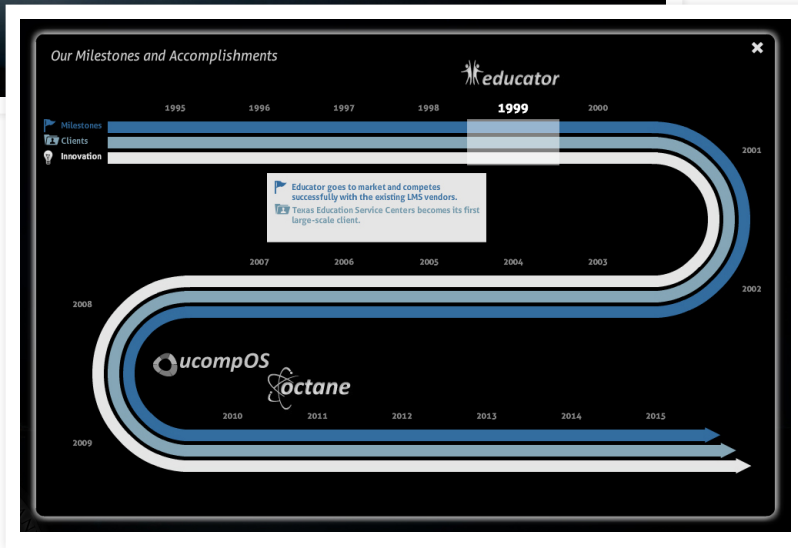
The Ucompass mission is to help clients take their content to the next level in order to gain a competitive advantage and rise above the noise. This Tallahassee-based, technology solutions provider offers a variety of services and products, such as Educator, a flexible learning management system (LMS), and UcompOS, a rich productivity framework (RPF) that enables applications to work seamlessly together.

In the spring of 2011, Ucompass was getting ready to launch Octane, a new product, in a new product category. By adding just one line of code to their existing content publishers had the ability to add incredible power, functionality, and control. With Octane, companies could quickly and cost-effectively add videos, podcasts, blogs, text-to-speech, translation, feedback, links and much more to their existing, text-based content, without having to modify the original source.

Octane appealed to new market segments, so Ucompass wanted to make sure that it launched the product with the right visual and message impact. Their existing website was not reflective of the rich content experience that they were promoting. Their site was also very difficult to update and it did not provide much flexibility.



*The website's rich graphic design and user interface encourages visitors to explore the content in a more engaging and entertaining way, and explore the company more intimately.*



## Solution

Ucompass knew that it needed a more flexible, dynamic and interactive website - one that was more in-line with their new value proposition, branding and one that would appeal to its new target markets. Ucompass contacted its long-time partner, Integration New Media (INM), a Montreal-based Rich Internet Application (RIA) and website developer, and a long-time Adobe partner, to have its new site created.

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Developed using Adobe Creative Suite, Adobe Flash, and Flash Builder, the new website features many interactive elements, such as a dynamic client map, a company timeline, multiple product demos, videos and client testimonials. The website's rich graphic design and user interface encourages visitors to explore the content in a more engaging and entertaining way, and explore the company more intimately.

INM worked closely with Ucompass to develop the site strategy, create the user experience, design the graphics and user interface, write all of the content, and produce all of the interactive components. INM used the SCRUM project management framework to deliver each component of the website on-time, on-budget and on-spec.

## Results

Ucompass' new website was launched in October 2011. Because the Flash-based website calls external files, Ucompass can easily update and add new content to the website themselves within a matter of minutes and without the need to have any new components built.

Moreover, the new website now reflects what the company brings to the publishing industry: a very interactive, engaging and visually appealing way to present valuable content so that professional publishers can rise above the noise.

"The difference between our old website and new one is like 2D versus 3D. Our old website was simple and predictable," says Peter Birtolo, Vice President, Client Services at Ucompass. "Our new site is entertaining and holds many surprises, while enabling our clients and prospects to better understand what value we can bring to their business. We've had a lot of positive feedback since launching the new website."

### For more information:

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