

*Web Services*

*Insight Visual Systems  
Case Study*

*www.insight-visual.co.uk*

**BlackRabbit  
Information  
Technology Ltd**

10 Phillips Road  
Aylesbury  
Buckinghamshire  
HP19 7FN

**Telephone**  
01296 392819

**Facsimile**  
08700 547582

**E-mail**  
[info@blackrabbit.co.uk](mailto:info@blackrabbit.co.uk)

**Internet**  
[www.blackrabbit.co.uk](http://www.blackrabbit.co.uk)



*because IT today is a  
whole new animal....*

## Summary

Insight Visual Systems are a highly successful supplier of audio/visual presentation equipment with many blue-chip companies in their client list. Operating from Hertford, Hertfordshire they supply products and services nationwide. BlackRabbit had previously undertaken a full technology refresh and installed an in house network with internet connection sharing.

## Business Requirement

Insight Visual Systems had no website at all when BlackRabbit was asked to meet and discuss requirements. It soon became apparent that Insight's business needs were geared towards that of an on-line product catalogue detailing their premium product lines and bespoke services. Catalogue printing costs were increasing, against a decrease in catalogue generated orders. As more, if not all, of Insight's customers had Internet access they were frequently being asked for on-line access to the latest specifications and prices.

## Solution

BlackRabbit demonstrated experience and creativity in prototype designs, and were commissioned to design and develop an on-line product and services catalogue.

Working very closely with Insight, Blackrabbit produced the website using existing company livery and other marketing collateral, thus protecting previous investments.

Technology based products are constantly improving and product specifications are constantly changing. By using market leading development tools, it was possible to create the website using various base templates so that product additions or updates could be executed very quickly and the new information made available to customers immediately.

## Benefits

By directing prospective, and indeed, existing customers to the website, Insight Visual Systems can have their product portfolio in front of buyers in seconds.

The straightforward and intuitive interface enables customers to explore products and technical information quickly, easily and in a visually entertaining way.

Insight Visual Systems business strategy is to be able to offer their customers and partners more information and better access to product knowledge than their competitors. The availability of the website and its on-line catalogue is enabling them to realise that goal.

In summary, the Insight Visual Systems website, has increased awareness and eased access to their product catalogue, thus helping Insight not only to maintain, but grow their customer base.