ENOSIX

Digital Marketing Touchpoint for a Revolutionary Platform

Overview

enosiX, Inc. provides a revolutionary, SAP Certified® integration framework that facilitates the development of enterprise mobile applications, without ERP experience and without the constraints traditionally associated with most proprietary development platforms. The enosiX team of experienced entrepreneurs knew they needed to credentialize their product and brand to secure investor funding. They needed a digital presence that would establish enosiX in a tough market and that would also grow with their business.

Market Reality

As companies reach across geographic borders to hire the most talented people and break into new markets, employees working remotely are quickly becoming the norm. Designing mobile solutions for complex enterprise technologies has moved from the nice-to-have into the must-have column of corporate to-do lists.

In response to a growing demand for enterprise mobility solutions, a burgeoning market has developed around nimble paths to creating usable, intelligent, securely integrated native apps that leverage the strengths of enterprise platforms and put them in the hands of users on the move.

Business Opportunity

Startups combine all the brilliance of new product ideas with the pressure-cooker race to develop and communicate the brand in time to capture the interest of venture capital investors. EnosiX entered the race in a highly competitive market. But beyond their name – a mash-up of Greek and geek, translating to "unified experience" – they had not yet solidified key brand messaging and visual storytelling. With a major trade show on the near horizon, enosiX knew they needed a website that would credentialize their new business but still leave room to grow with the brand as a critical lead generation and communication tool.

enosiX's Solution

Fusion nimbly ran alongside enosiX, working with them to solidify their messaging and hone their storytelling while concurrently developing a WordPress-powered CMS and

Objectives

- *Announce a new product for developing mobile solutions for SAP*
- *Create a digital touchpoint for credentialing their new company*
- *Define messaging for their new brand*

Approach

- *Create a compelling marketing site introducing their product*
- *Offer portable, quality content to site visitors*
- *Capture leads through gated content and partnership offers*

Business Impact

- *Attractive, flexible site allows for quick updates as needs change*
- *Easy-to-use content management system reduces resource strain*
- *Flat design with minimal navigation showcases product effortlessly*

Keys to Success

- *Tight collaboration between client and project team*
- *Nimbleness as brand developed in parallel with site*
- *Strategic visioning to keep brand fresh as it evolved*

compelling customer experience. Highly collaborative practices and digital work spaces – where team lines blurred into one cohesive whole – allowed enosiX to move quickly toward the launch of an engaging site capable of generating leads within the short timeframe.

The enosiX site features:

▶ Trending, simple flat design built on a flexible site architecture

▶ Flexible, reusable content elements

▶ Attractive page elements inviting interaction and conversion

▶ Engaging graphical elements that distinguish enosiX from the competition

The finished site supports sales, funding, partnership efforts and reflects the creative energy of enosiX's team of entrepreneurs.

Business Impact

The new website is robust and reinforces enosiX's offline presentations and discussions, giving their start-up a polished presence in a competitive market space. Both investors and potential partners have responded well to the website – along with its case studies and white papers.

The simplicity of the site has afforded it a kind of elegance – without sacrificing the architecture and strategy required to look beyond the immediate need and toward the future for their product.

What Other Companies Can Learn

More often than not, simpler is better – as long as simple is designed with the future in mind. Engaging with a flexible, creative, collaborative partner who understands your industry and its growth potential while executing in the moment can be a recipe for rapid success.

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About enosiX
The enosiX Framework enables developers to create apps that access ERP back end systems with incomparable ease. Based in the Cincinnati area, enosiX boasts a worldwide customer base of more than 100 customers who quickly and affordably mobilize their SAP applications.

Fusion Alliance

About Fusion Alliance
Fusion Alliance delivers actionable insights, customer experiences and human-driven technology that transform the way our clients envision and shape their businesses.

That's why more than 100 businesses across multiple industries have relied on Fusion's expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves your ideas to execution.

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