

# Success Impact

Case Study Booklet

Presenting you our recent projects. Enjoy!

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Quality is our main focus in each and every project we have delivered since our inception back in 2001. We strive to constantly deliver projects which are beautifully designed, extremely user-friendly and highly functional.



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CSRware, Inc.

Industry pioneer in the delivery of sustainability management software using the (SaaS) model. •



p. 05

SMTP.com

World's oldest and most reputed independent provider of SMTP Services, email delivery and email marketing. •



p. 06

GreenLight Ventures

HID lighting is the most efficient kind of lighting in use today and accounts for 26% of all lighting used globally. •

Our strengths include our ability to communicate with our customers in plain English, creating a supportive relationship and delivering our projects on-time, within budget and beyond expectations.



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#### SEO Certification Org

The industry's first vendor-neutral certification developed by professionals for professionals. •



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#### Beta-Calco, Inc.

A leader in the design and manufacture of architectural luminaires for compact fluorescent and LED light sources. •



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#### Columbine & Cactus, Inc.

Full service florist with an impressive corporate clientele & dedication to excellence. •



Case Study

# CSRware, Inc. /

Industry pioneer in the delivery of sustainability management software using the (SaaS) model. The software helps maximize the effectiveness and ROI of a Corporate Social Responsibility (CSR) and sustainability program.

## The Challenge

CSRware, Inc. was faced with the challenge of having to re-design their existing website into a new, more refreshed and interactive website, while at the same time keeping a clean and corporate feel for their clients.

Business premise is to empower organizations to promote their Corporate Social Responsibility and sustainability. We facilitate organizations to "Measure, Manage, and Profit" from their Energy and Sustainability initiatives.  
[www.csrware.com](http://www.csrware.com)



## Our Solution

Success Impact was able to accommodate all client needs by arranging a detailed scope of work with CSRware and assigning a dedicated Developer to work on this project without further a due.

## Results

A well organized and structured website, optimized for speed and search engine friendly.

- Well organized and structured.
- Optimized for speed.
- Search engine friendly.
- Social media integrated.
- Hosted and managed.

## Case Study

# SMTP.com /



▲ Founded 12 years ago, we have over 10,000 customers worldwide, ranging from small businesses to large Fortune 500 companies.  
www.smtp.com

SMTP.com is an independent service provider exclusively focused upon the execution of email delivery for applications in marketing and enterprise web applications requiring bulk email or high volume transactional email delivery. Options include dedicated servers or shared servers depending upon application and service level requirements with a platform architecture distributed across multiple data centers.

## The Challenge

SMTP.com was faced with a unique problem in that it had to not only have their website re-designed but also have it specially optimized for search engines in what is called “SEO content optimization”.

## Our Solution

Success Impact worked very hard alongside their VP of Marketing and come up with a website that met all clients’ needs, and by utilizing our SEO expertise we were able to meet all 50+ requirements completed on time. •

**Success Impact is a top-of-the-line design and SEO firm. They have done an absolutely tremendous job for SMTP.com, including an outstanding website design and the implementation of our extremely rigorous and inflexible SEO coding specifications, which would easily have given nightmares to most SEO companies. Now we have a site that both looks great and is made in accordance with down-to-the-minute Search Engine Optimization standards. Success Impact did it all with a smile and satisfied every single one of our difficult requests, and on very short notice too!**

— Philip Nikolayev, VP Marketing



GreenLight has developed a line of advanced, energy efficient, smart ballasts and controller systems for eHID lighting for a variety of environments.  
[www.greenlight-ventures.com](http://www.greenlight-ventures.com)



Case Study

# GreenLight Ventures /

E HID is a significant advancement in electronic ballast technology that offers proven energy savings, flexibility and control thru networking capabilities, and extended lamp life and lumen output.

## The Challenge

Present product offerings in a clear and concise manner and come up with a way of distinguishing each category so that potential customers can clearly understand its benefits and distinct qualities.

## Our Solution

Present product offerings in a clear and concise manner and come up with a way of distinguishing each category so that potential customers can clearly understand its benefits and distinct qualities.

## Results

A clean, simple website that features clear product offerings.

- Well organized and structured.
- Optimized for stability and speed.
- Search engine friendly code.
- Hosted and managed.

# SEO Certification /



▲ The purpose of SEO certification is to train Individuals, Companies and Educators in the most current search engine optimization techniques, and to provide a credential that proves to potential clients or employers that you have a certain level of search engine optimization proficiency. [www.seocertification.org](http://www.seocertification.org)

The industry's first vendor-neutral Search Engine Optimization Certification developed by professionals for professionals. Experts and industry leaders from the public and private sectors, including training, academia and government work with SEOcertification.org to develop broad-based, foundational exams that validate an individual's search engine marketing skill set.

## The Challenge

Create a unique and interactive website with custom databases and programming requirements as well as both a client member area and custom CMS for site maintenance.

The site had to be SEO friendly and convey a clear message to the visitor.

## Our Solution

During months of development and research we were able to meet all client needs and come up with a clean, interactive, feature rich website with all custom programming and back end CMS system that has worked wonders for its users and moderators.

## Results

A well organized and structured website, with e-Commerce and CMS capabilities and search engine optimization.

- Well organized and structured.
- Search engine friendly code.
- Payment integration.
- Social media integrated.
- Blog integration.
- SEO work in progress.
- Hosted and managed.



Production is focused on luminaires utilizing the most recently developed light sources, with a diverse range of decorative wall, ceiling, recessed and pendant luminaires offer aesthetic and technical solutions for a multitude of lighting applications.  
[www.betacalco.com](http://www.betacalco.com)



Case Study

# Beta-Calco, Inc. /

Contemporary design, superior quality and continuous innovation are the key factors that have made us a leader in the design and manufacture of architectural luminaires for fluorescent and LED light sources.

## The Challenge

Update a previously designed website and give it a fresh look, add new components, features, by updating the front and back end administration area.

While at the same time keeping server resources low with the current code intact and distributing resources between two different programming languages.

## Our Solution

Although the presented task looked more on the impossible side, we kept an open mind and by focusing on all positive aspects of this project we were able to accomplish everything through extreme caution and pre-testing procedures before adding any new component to the project.

## Results

A well coded and feature rich website.

- Well organized and structured.
- Optimized for speed and stability
- Easy to use front/back end area.
- Search engine friendly code.



# Columbine & Cactus, Inc. /



▲ Columbine & Cactus was established in 1989 as a neighborhood flower shop providing excellent customer service and high quality product line. [www.columbine-cactus.com](http://www.columbine-cactus.com)

Columbine & Cactus was established in 1989 as a neighborhood flower shop providing excellent customer service and high quality product line. Since then, Columbine & Cactus has evolved into a full service florist with an impressive corporate clientele who have come to trust us with their floral and holiday basket arrangements. Our dedication to excellence is recognized internationally.

## The Challenge

Columbine & Cactus, Inc. had the desire to revamp their outdated website with a brand new look and feel for their store and start selling all in house products online.

SEO was also a big focal point for the client who wished to achieve top rankings for relevant keywords to the business.

## Our Solution

During the many meetings we were able to gather all information needed to build a comprehensive and sophisticated e-Commerce solution along with a Content Management System (CMS) that is easy to update and manage. SEO followed after development completion and a page #1 Google ranking was achieved for one of selected keywords within a record time of only One Month.

## Results

A well organized and structured website, with e-Commerce and CMS capabilities and search engine optimization.

- Search engine friendly code.
- Payment integration.
- Social Media integration.
- Blog integration.
- Hosted and managed.

# Liked what you saw?

Don't hesitate. Get in touch!

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