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Sostilio & Associates International Digest – SAID

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December 30, 2008:

M^{WA} Intelligence launched its new dynamic website at www.mwaintelligence.com. The new site has a cleaner look, simpler navigation, and improved information architecture. The new site provides a great opportunity for enhanced, interactive communication through its website blog @ MWAi Talks. The site was designed to provide the most up-to-date technology news to its customers and prospects.

"The new website gives us the foundation to demonstrate our M2M (machine-to-machine) and M2P (machine-to-people) technology solutions and services in an intuitive fashion to our members today and well into the future," said Victoria Satran, Vice President of Marketing.

The new website focuses on M2M technologies and automation, and MWAi's offering in this area. It also demonstrates that MWAi offers a unique solution portfolio that delivers a real-time and fully-automated integration of imaging devices, mobile workforce, service management and ERP/CRM systems in an enterprise. The site paints the picture of the benefits one can receive upon joining the thousands of MWAi customers.

My 2¢ With the yearly launch of 50 million websites, each vendor strives to add value and make the visit to their website memorable. It appears that MWAi has accomplished that and earns "kudos" by telling its story with an eye and ear pleasing video loop along with an easy to navigate home page. The fact that you can easily find the products and services as well as use the blog to communicate with MWAi staff and (I would imagine) other customers is a nice feature.

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