



Scale & convert –

ConnectWise's journey to streamline complete, multi-site experiences at scale

WHEREOWARE



STEVE FOSTER

Sr. Web Strategy Manager



MIKE KOVACH

Sr. Digital Sales Executive

Whereoware's Optimizely Practice

10

Years Platinum Partner

100+

Websites built on Optimizely

4

Vertical Partner Badges

100%

Marketers + Developers
Trained on Optimizely

2x

Partner of the Year

6x

Website Award Winners



Our Vision

To Power a thriving IT ecosystem that transforms what's possible for SMBs.

Our Mission

To empower IT solution providers with **Unmatched software, services, and community** to achieve their most ambitious vision of success.

A dark blue world map serves as the background for the entire graphic. The map shows the outlines of continents and countries in a lighter shade of blue.

3100+

Worldwide colleagues

700

Engineers + product management

1490

Dedicated expert
service colleagues

8

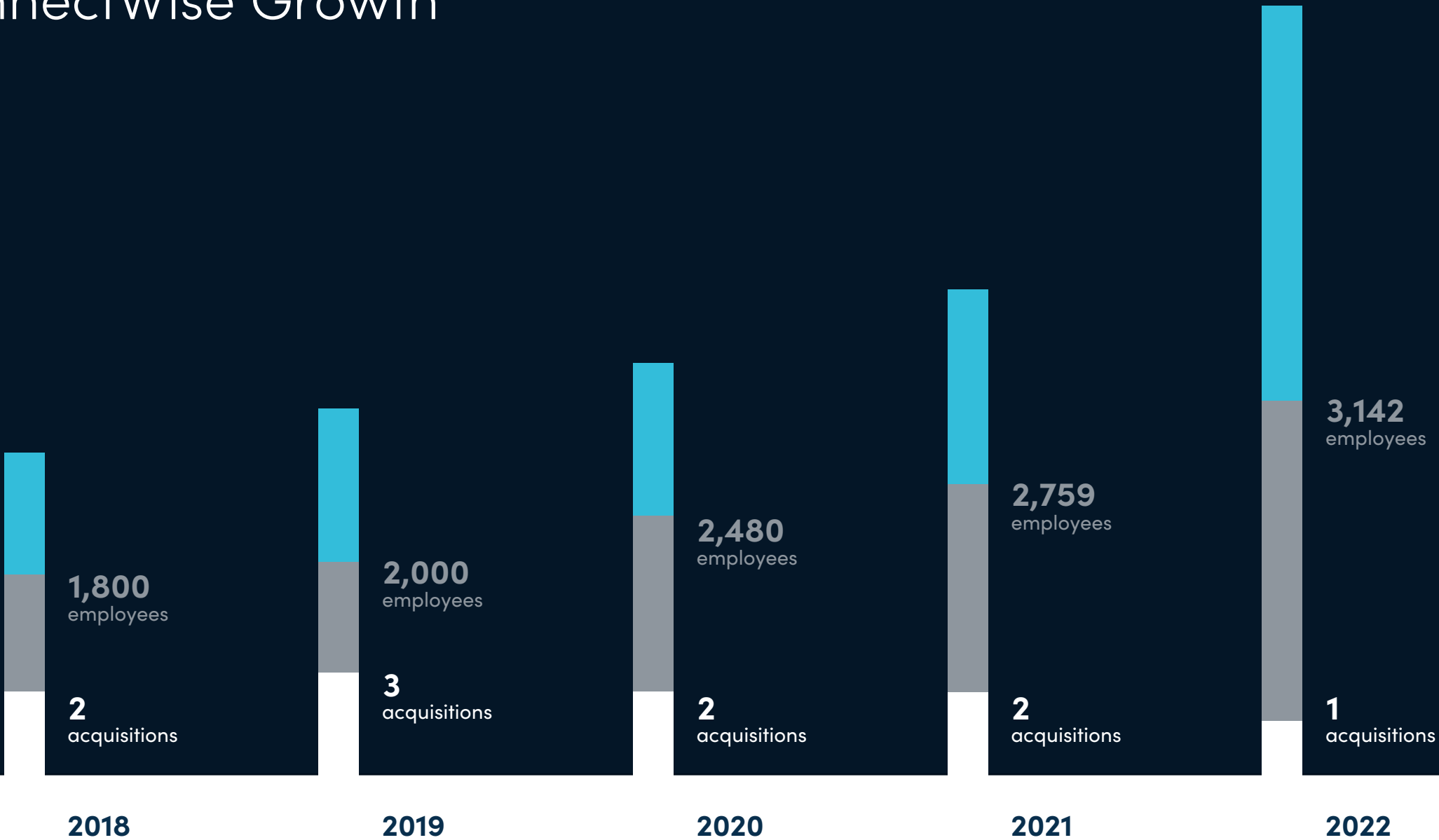
Countries with
global offices

1.4M

Security incidents prevented



ConnectWise Growth



**With growth comes
challenges...**

**“But I keep cruisin’
Can’t stop, wont stop
movin”**





+



More than just software

Since 1982, we have identified trends, engaged with industry leaders, and listened to businesses in the IT community. We don't have clients - we have



1. Flexible



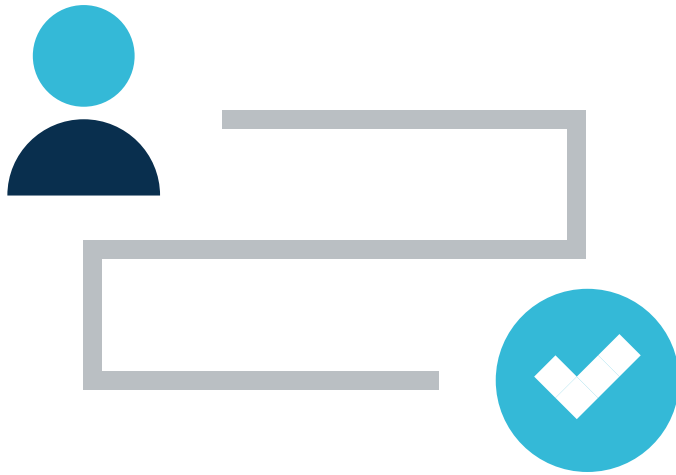
2. Scalable



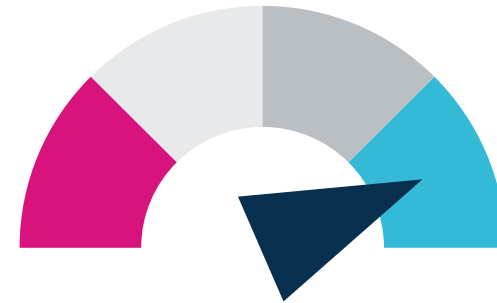
**3. Speed to
Market**



2 Big Challenges



Customer Journey

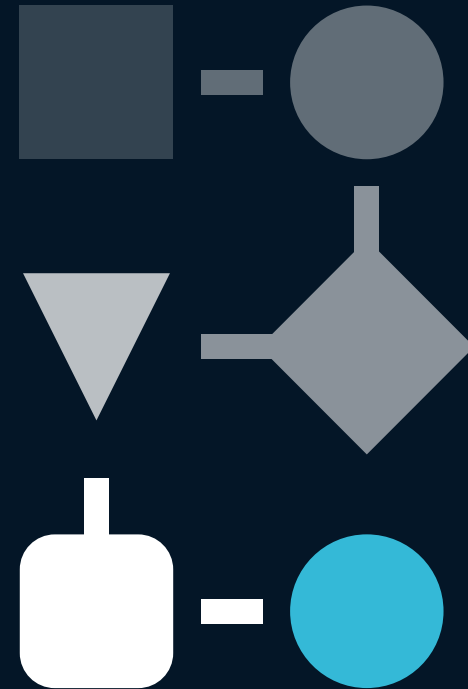


Efficiency

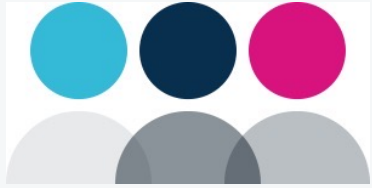
Technology



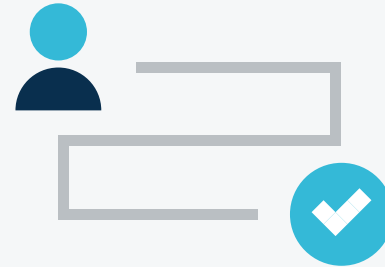
Data Strategy + Customer Experience







Reexamined Audiences



Content Strategy + Customer Journey



Updated Taxonomy



UX + Accessibility



Responsive Framework



Redesign



Scalable Design System

Before

To Change Product Names for 38 Products

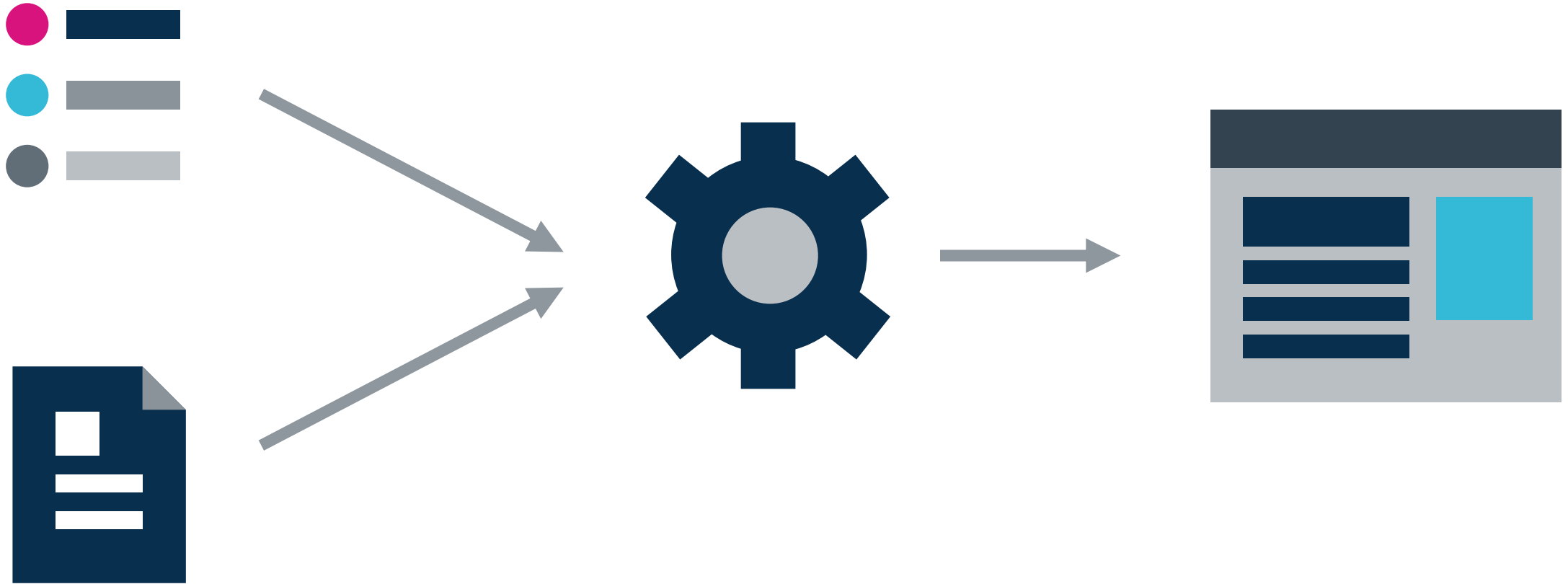
700-800

Individual Blocks

12,000 – 15,000

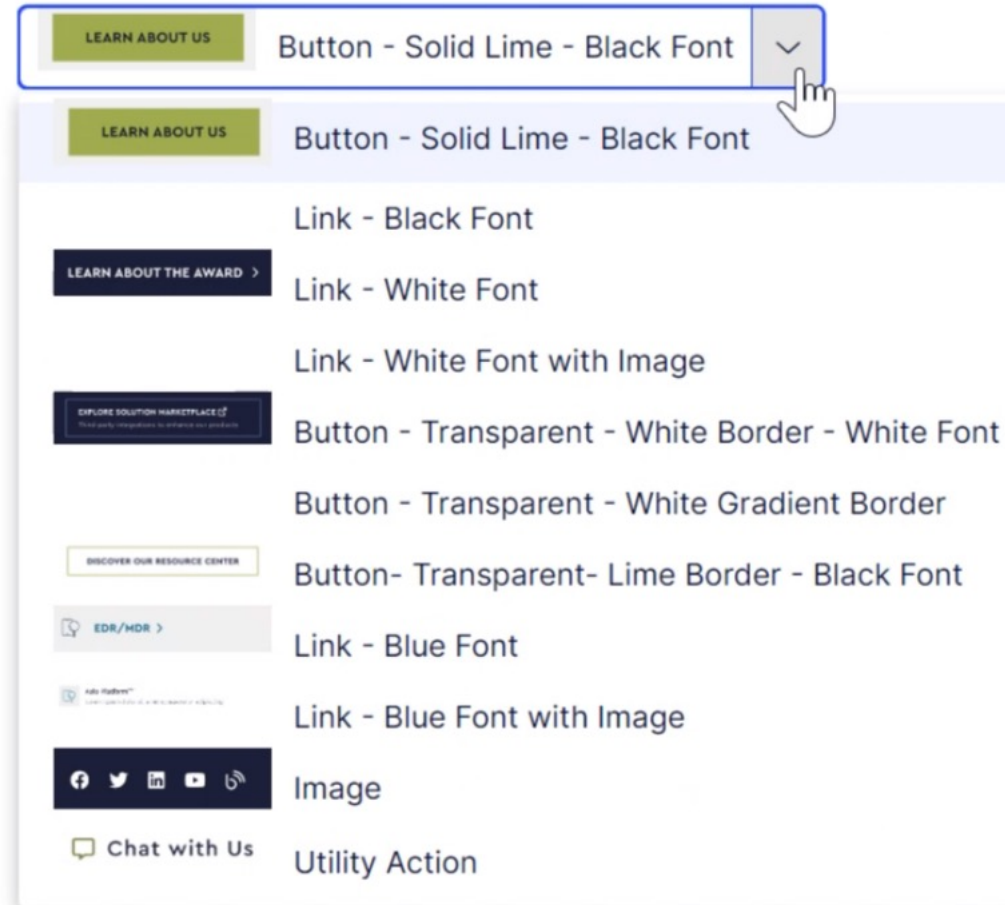
Mouse Clicks

Powerful Template Engine



Custom Theme Selector

Select a Theme ?



Now

Data objects feed all of it

38

Pages

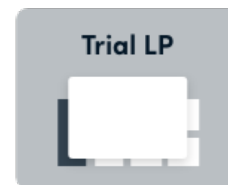
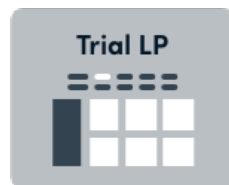
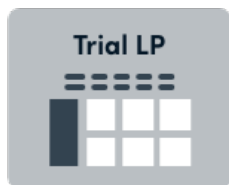
<1 hr

of a marketer's time

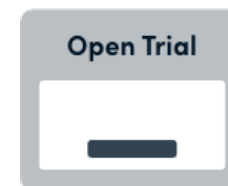
From Navigation or Other Generic Demo/Trial CTA

From Solution Page

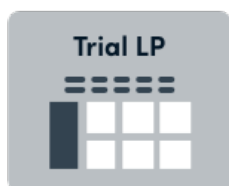
From Product Page



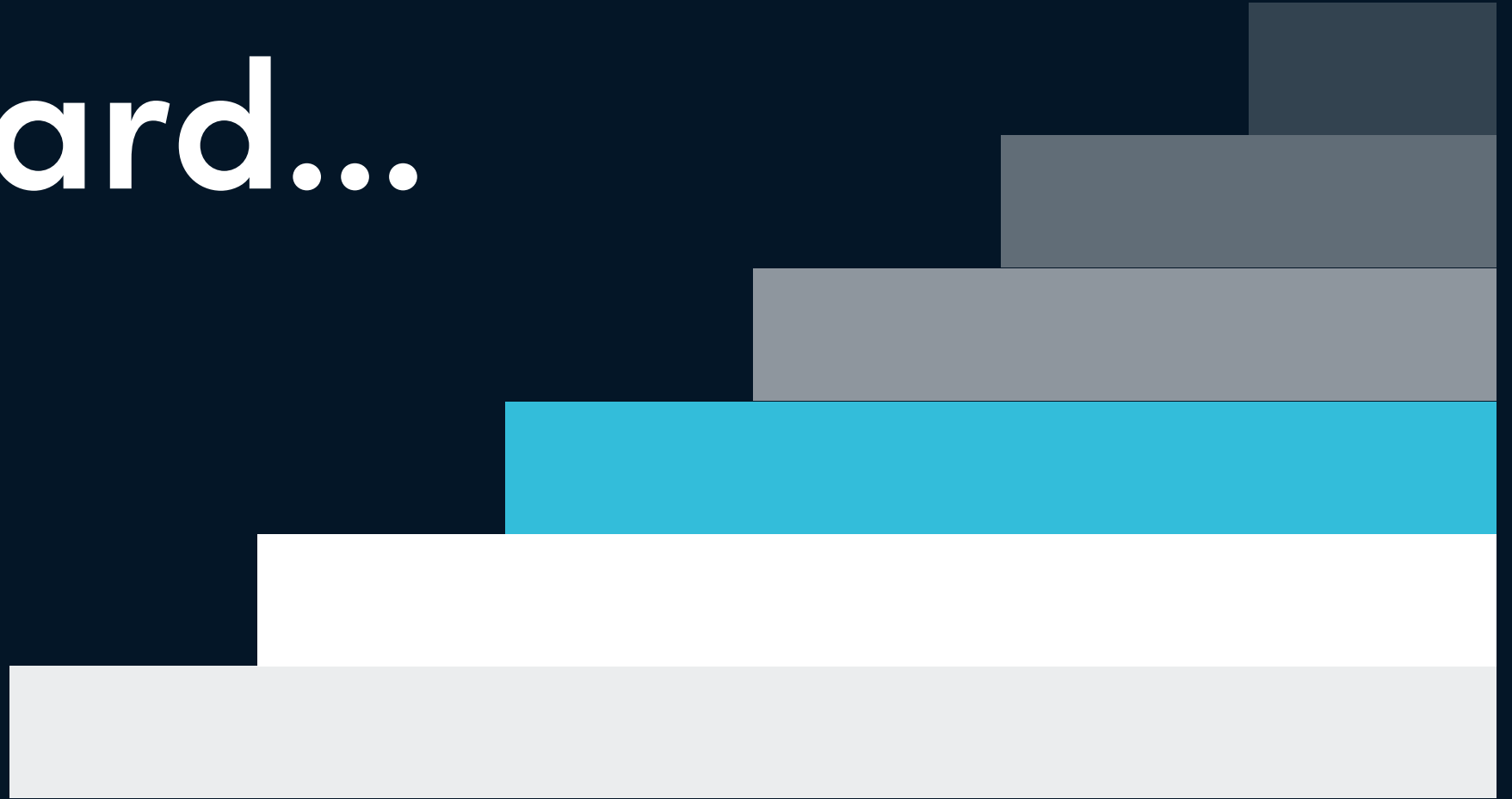
Free Trial



Register for Demo



Onward and Upward...



Thank You!

Please reach out if you have any questions.

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