

REZ-1 :: ChannelSpeed Product Launch

REZ-1 is an Application Service Provider (ASP) offering centralized transportation information services backed by award-winning software. ChannelSpeed is the latest version release of their intermodal reservation and management system for the rail industry.

challenges

REZ-1 had two major areas of concern. Although they had developed the new software application in-house, they needed guidance to design how the program would actually look and interact with the user. They also needed marketing support to launch the new version to their customer base. They needed to:

- Create a graphical user interface for the application
- Design a product logo that was unique yet part of the overall family of products
- Create print collateral as well as static and interactive online collateral that supported the product and its launch
- Communicate the details of the release to their customers

solution

Preliminary technical work focused on design of the software's graphical user interface or GUI that visually displayed the application's programming through the use of navigation, icons, buttons, cursors, and scroll bars on the page. Care was taken to incorporate both ease of use and visual appeal to simplify the transition from the older version.

The creative strategy included the creation of a new product logo. The new logo was included in the design of a product data sheet, and ChannelSpeed sub pages on the company's corporate website.

ActiveEdge also designed and programmed an interactive flash-driven product demo highlighting the new features and upgrades,

which allowed users to preview the interface and experience the expanded functionality.

The communication portion of the project called for a sequence of informative e-mail blasts to be sent to customers throughout the launch to communicate important product information. An e-mail template was designed to bring visual recognition to the messages and link them with the ChannelSpeed brand identity.

results

ChannelSpeed software was successfully rolled out in late June and experienced a full migration of customers to the new release in only two months. The new version significantly streamlined the intermodal reservations and management system making user interactions more in-

tuitive with improved user interface and enhanced functionality.

deliverables

- Technical / Programming Services
 - GUI Design
 - Flash animated product demo
 - Execution of e-mail blasts
- Creative Design Services
 - Product Logo Development
 - HTML e-mail blast template
 - Data sheet design
 - Web site sub pages
- Marketing Services
 - Copy writing
 - Project Management

applications / software used

- Adobe Illustrator, PhotoShop, and Acrobat
- QuarkExpress
- Macromedia DeamWeaver
- Macromedia Flash
- Customized email blast software

CHANNEL SPEED™

CORPORATE ID::
The new product identity visually communicates the application image in a more appealing and robust fashion.

PRODUCT DATA SHEET AND CD::

