



J. Addams & Partners Case Files #2: Winning with the Web



Web Challenge

Exide is a \$2.4 billion global leader in stored electrical energy solutions. As it acquired one of its main competitors and the two companies merged, one of our challenges was to transform a collection of roughly 35 obsolete, inaccurate, dysfunctional and dissimilar company Web sites into one global site that communicates credibility; financial stability; global reach and depth; and product and executive team bench strength. The challenge was to produce a parallel company intranet site with graphic and functional compatibility.



Program

Intentionally develop an overall look and feel and navigation scheme that resembled The Wall Street Journal. Write and produce all new company information, adding new graphics,

photos, product information, company information and interactive components that work. Add a press room; update and expand the investor section; add a new section on the company's lean initiative; add consumer information; add a "contact us" section for company employees.



continued



Results & Comments



Results

The new www.exide.com Website was launched in November 2002 and served to be a key information source to worldwide stakeholders, especially during the Company's Chapter 11 restructuring period.



Comments

Thank you for the fantastic resource you provide.

~ Bob Hecht, AlixPartners, former CIO, Exide Technologies

I deal with a great many of the FORTUNE 1000 firms and honestly feel that your website is one of the best. While it is difficult to locate your Headquarters address and main phone, the rest is terrific. I applaud your developer and those involved.

~ Jack Alexander, Managing Director, Spherion Professional Recruiting Group

