

# Oak Hill CASE STUDY

## BIGFIX

### BIGFIX GETS THE BIG FIX FROM OAK HILL

**The Client:** BigFix, Inc., based in Emeryville, CA offers the only real-time IT service delivery platform that automates and optimizes enterprise computer security and management any time, anywhere.

BigFix, Inc. had the kind of problem many companies would be happy to have: the corporation's success had overrun its web site and original branding. The firm needed a complete overhaul of its look and feel, as well as a new web site, new collateral, and a new icon library. And BigFix needed it quickly; there were only three and a half months to go before the company's most important trade show, the RSA Conference.

BigFix's Vice President of Marketing David Appelbaum wasn't worried. He picked up the phone and called Oak Hill Corporation. David had worked with Oak Hill many times in the past. He calls Oak Hill "the ultimate digital yenta," because he knows that we can pull together all the resources to match his needs, timeframe and budget.

"Oak Hill operated like an extension of my marketing team," David recalls. "They were part of the overall planning process from the beginning. We were really doing a complete re-launch of the company in just a little more than three months, so everything had to come together perfectly."

David had some very specific goals for the web site. "I needed the site to be clean, easy to navigate and comfortable for people to be there," he says. "I didn't want people to feel overwhelmed by data, but if they wanted more detail, it should be easy for them to drill down and find the right downloads." He wanted the same sense of ease, simplicity and clean design to replicate throughout the company's new branding.

David was pleased with Oak Hill's handling of the project. "They are highly skilled project managers. I always had great transparency into the process, and they were very careful with planning and budget. The quality of the people they brought in to do the work was top notch."

It all came together in time for the RSA Conference, as planned, accompanied by new advertising and publicity campaigns. David said he received numerous compliments on BigFix's new look at the conference, and the volume on the web site increased 10 times during the launch period.

"Site traffic has maintained at four times our previous number of visitors," David reports. "And people are staying longer on the site, which means they are comfortable there, and finding what they need. We have a 25% return visitor rate, now, which is a significant increase." He reports that he received emails from customers and others, praising the new look and functionality of the site.

"Now that's unusual," David says. "It really speaks to the quality of the work that Oak Hill did for us."