



CONNECTWISE™

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.



3100+

Worldwide colleagues

700

Engineers + product management

1490

Dedicated expert
service colleagues

8

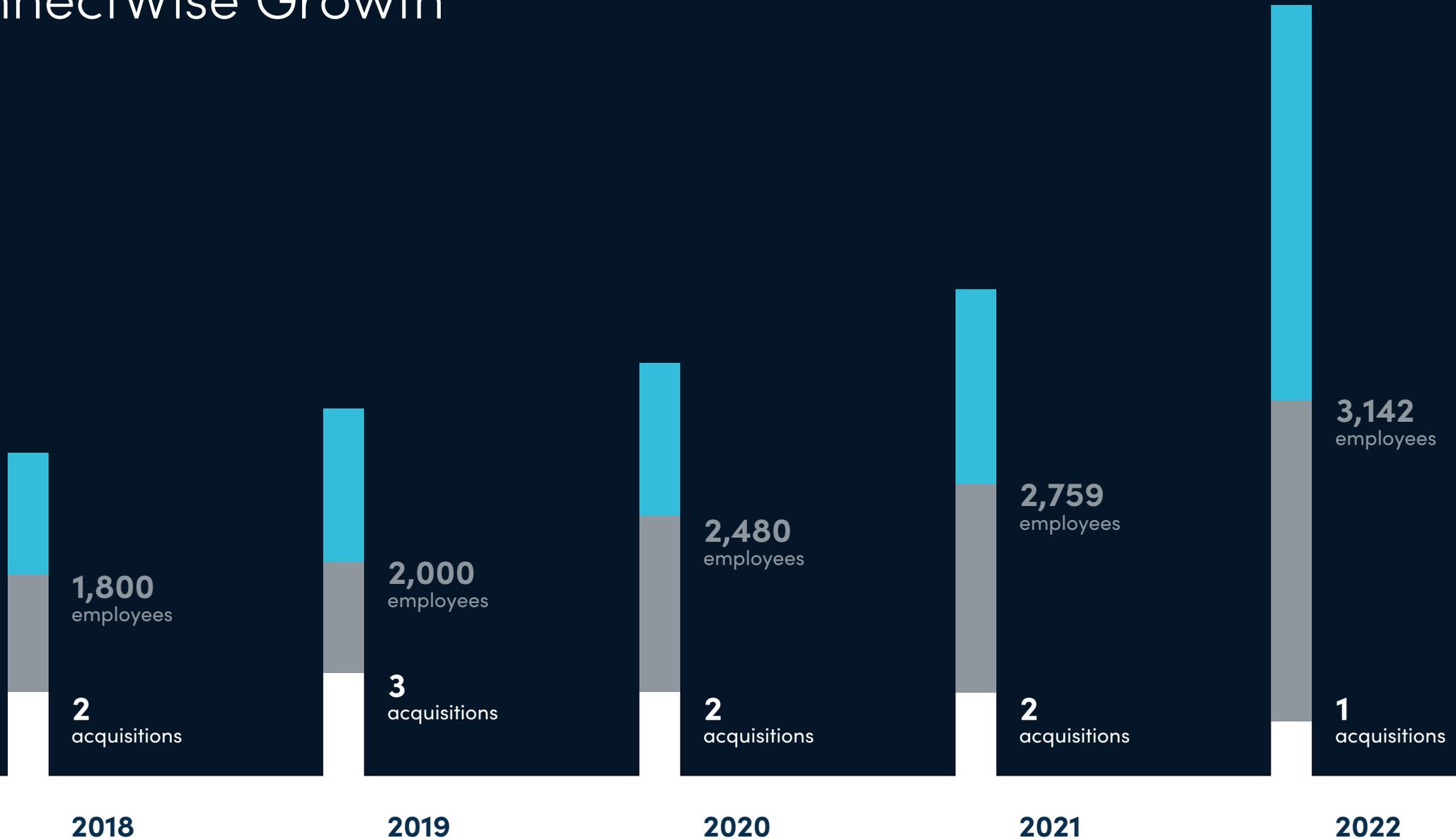
Countries with
global offices

1.4M

Security incidents prevented



ConnectWise Growth



**With growth comes
challenges...**

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





+





1. Flexible



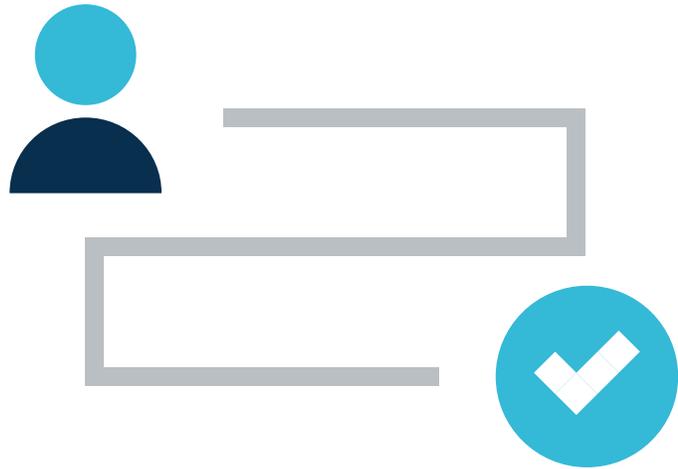
2. Scalable



**3. Speed to
Market**



2 Big Challenges



Customer Journey

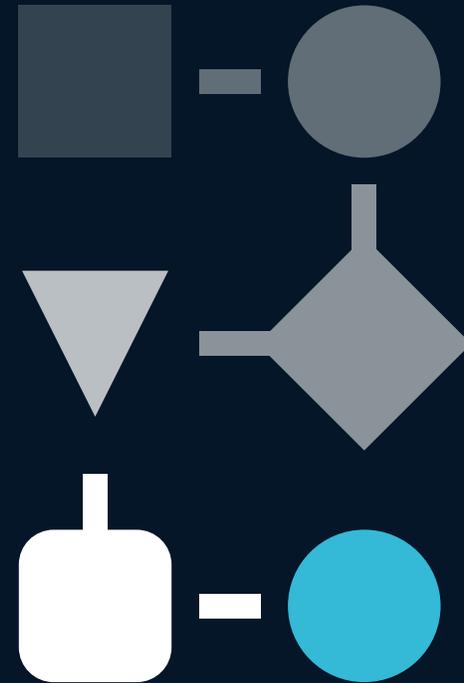


Efficiency

Technology



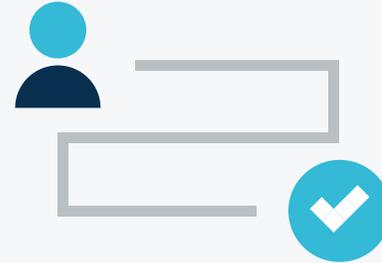
Data Strategy + Customer Experience







Reexamined Audiences



Content Strategy + Customer Journey



Updated Taxonomy



UX + Accessibility



Responsive Framework



Redesign



Scalable Design System

Before

To Change Product Names for 38 Products

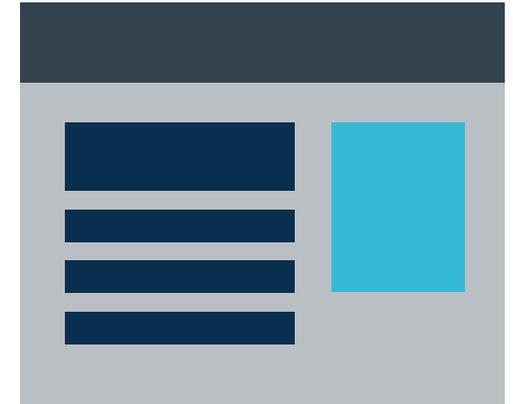
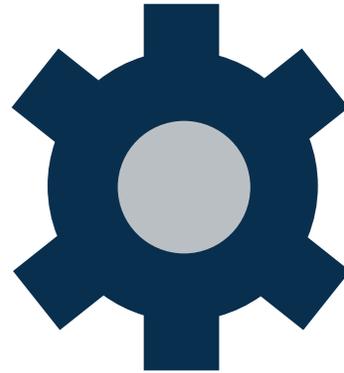
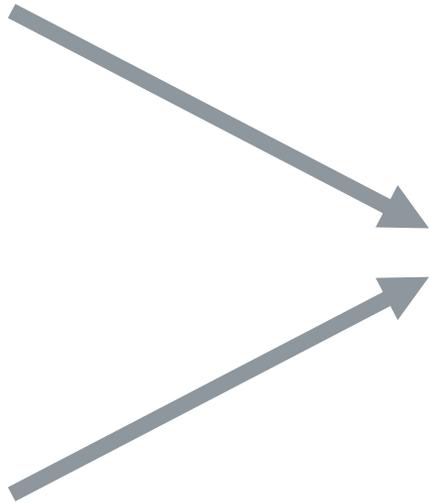
700-800

Individual Blocks

12,000 – 15,000

Mouse Clicks

Powerful Template Engine



Custom Theme Selector

Select a Theme ?

The screenshot shows a dropdown menu for selecting a theme. The menu is titled "Select a Theme" with a help icon. The selected theme is "Button - Solid Lime - Black Font". The dropdown list contains the following items:

- Button - Solid Lime - Black Font
- Link - Black Font
- Link - White Font
- Link - White Font with Image
- Button - Transparent - White Border - White Font
- Button - Transparent - White Gradient Border
- Button - Transparent - Lime Border - Black Font
- Link - Blue Font
- Link - Blue Font with Image
- Image
- Utility Action

Now

Data objects feed all of it

38

Pages

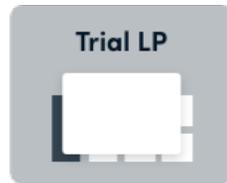
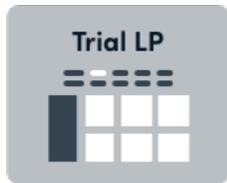
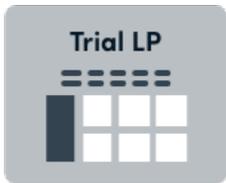
<1 hr

of a marketer's time

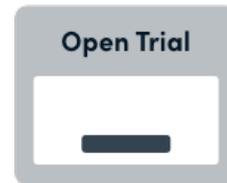
From Navigation or Other Generic Demo/Trial CTA

From Solution Page

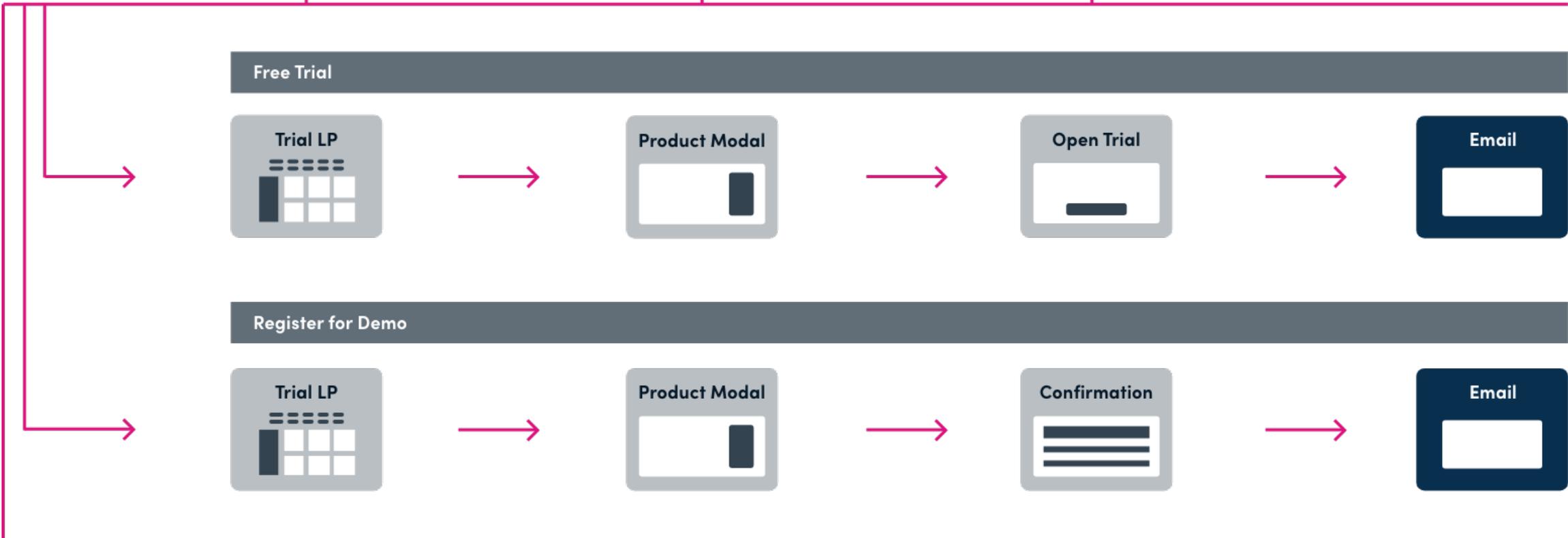
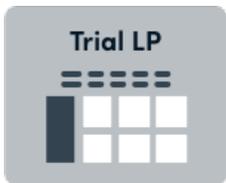
From Product Page



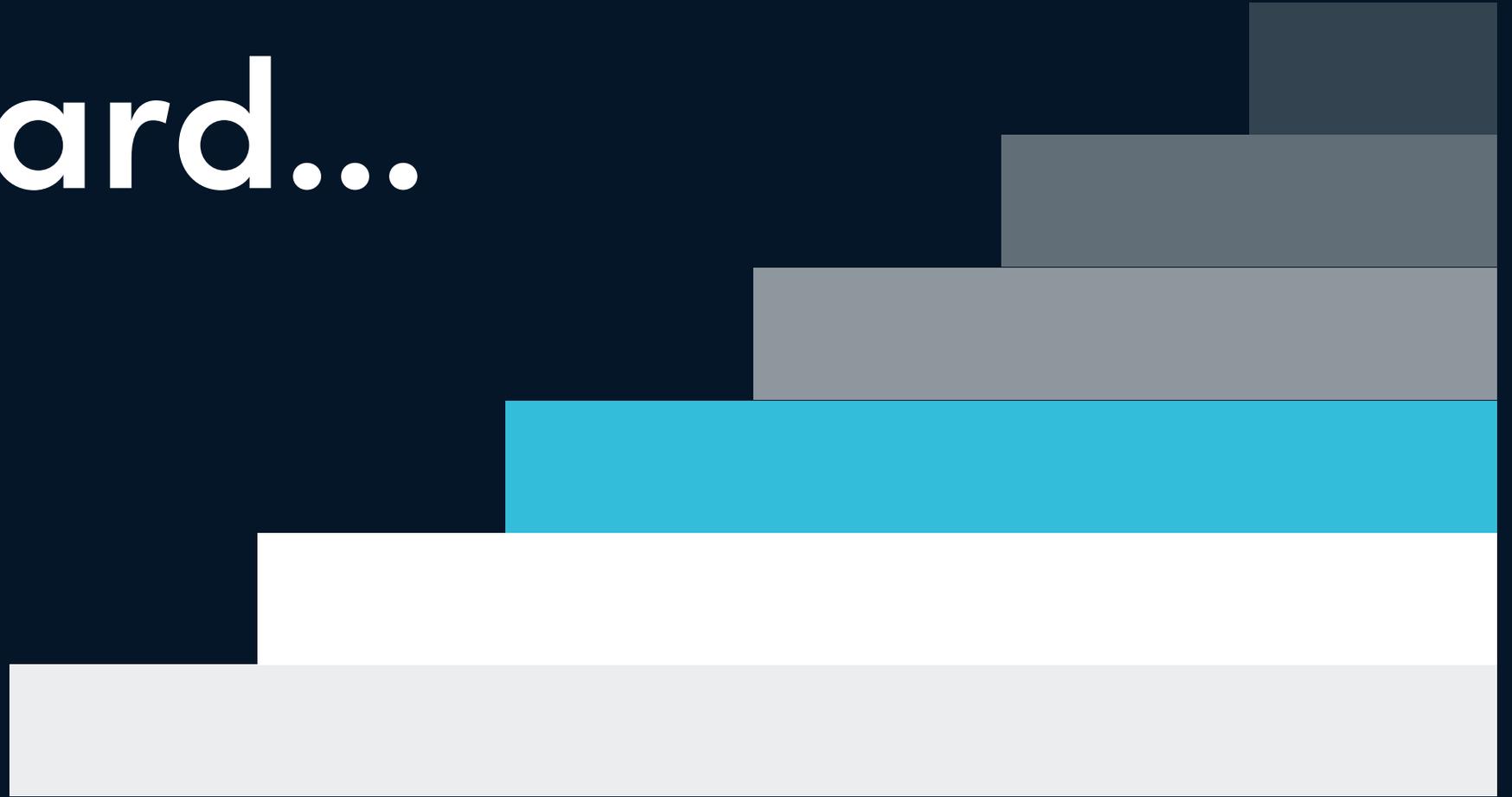
Free Trial



Register for Demo



Onward and Upward...



Thank You!

Please reach out if you have any questions.

Steve Foster

Sr. Web Strategy Manager

Steve.foster@ConnectWise.com

Mike Kovach

Sr. Digital Sales Executive

Mkovach@whereoware.com