

Case Study: SSC-Medical.com, LLC



- Capture potential distributor information online allowing SSC-Medical to generate product sales through wholesale distributor and retail outlets

Solution

ODDTech.net teamed with Imetais.com (www.imetais.com) of Brasil to create a visually pleasing and functional web site. The collaboration consisted of ODDTech.net providing the organizational structure to the SSC-Medical content that was concise yet completely emphasized the products and services of the company.

Imetais.com web designers took the concepts initialized by ODDTech.net to form the general navigation of the web site. By creating the branding logo design and graphics for the site along with the programming, Imetais.com captured the "family inspiration" of SSC-Medical's corporate culture.

The International site was launched initially in English language. Plans for a Portuguese and Spanish language version of SSC-Medical.com were in the works to be released shortly after the 1st site.

Outcome

- The site (www.ssc-medical.com) was a huge success internally and with customers
- ODDTech.net Internet Promotion Programs helped increase traffic to the site through web site optimization and search engine submission
- The project was completed within the time schedule and costs estimated
- Plans to add e-commerce functionality are in the works

Overview

SSC-Medical, LLC is a privately held manufacturer of disposable incontinence care products, baby diapers and disposable medical supplies. SSC-Medical also represents portable diagnostic medical equipment, drug test and pharmaceuticals. With corporate headquarters located in Dublin, OH, SSC-Medical serves both the Domestic and International Healthcare industries. SSC-Medical is a Certified MBE/FBE (Minority Business Enterprise/ Female Business Enterprise) with a wholesale distributor license of dangerous drugs from the State of Ohio Board of Pharmacy.

SSC-Medical approached ODDTech.net to help them design and publish their web site. Initially, the site would be a web brochure for the company. Later e-commerce functionality would be added for secure on-line transactions.

Challenge

- To create a web site with multiple product categories that was easy for customers to navigate
- To provide a "quick turn" from project start to completion