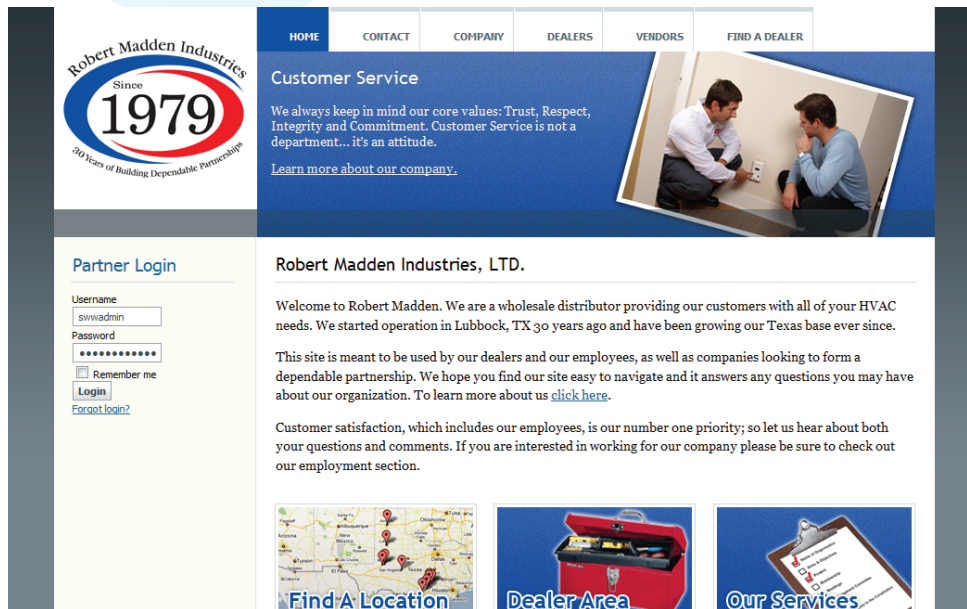


Robert Madden Industries



Client Work Highlights

- ▶ Web Design
- ▶ Google® Map Development
- ▶ Intranet/Extranet Dev.
- ▶ Initial SEO
- ▶ Graphic Design
- ▶ Event Calendar
- ▶ Access Controls/Levels
- ▶ User Management
- ▶ Content Copywriting

Synopsis

When we were approached by Robert Madden Industries' I.T. Manager in June 2008, he had been given the assignment of revamping the rmadden.com website. The original objectives of the project were: 1) A solution that could be easily maintained and updated internally; 2) A company intranet/extranet that allowed employees and dealers to access internal communications; and 3) Provide a resource for recruitment of new employees and dealers by representing the company's core values and code of conduct.

Providing a Powerful Internal Communications Resource

Within the first 2 months of launching the new website, it was already accomplishing all of the objectives above, specifically objective 3.

"During the interview process of an applicant in the Austin location, the applicant commented that he admired, from our website, what our company's operating and core values and code of conduct were and that he shared those values."

Lasting Partnership for Success

After launching the new corporate website, rmadden.com has received an average of approximately 100 hits per day, most of those from employees and dealers. When compared to approximately 50 per month prior to the new site, it is obvious the site is a success. We are expected to continue expansion of the online brand presence for rmadden.com throughout 2009 and beyond.

"Once I got over the anguish of needing to talk to a bunch of salesmen about what they think they needed to sell me, I called on Accade and found something completely different. I found someone who was interested in what we thought we needed, and not what they wanted to sell me. I also found some expertise and good advice on how to implement what we wanted and needed."

Jon Gresham
Information Technology Manager
Robert Madden Industries