



CELERITY
YOUR VISION. OUR VERSATILITY.



WEB DEVELOPMENT AND CONTENT MANAGEMENT SOLUTIONS

Corporate web sites are an increasingly critical communications platform for the sales, marketing, and customer service functions of the world’s most successful companies. Over time, companies begin to experience quality issues, brand inconsistency and high costs due to decentralized support models, lack of standards and inefficient processes.

Celery’s Web Development and Content Management Solutions provide an integrated, cost-effective and scalable service for the day-to-day enhancements and management of corporate web sites. Celery typically provides this solution on the client site to meet the collaborative, fast-paced demands of their business, resulting in reduced costs, improved efficiency and increased consistency across web channels.

CELERITY’S SOLUTION **BENEFITS**

Celery’s Web Development and Content Management Solutions provide day-to-day execution of web site updates with service level guarantees.

Approach:

- Understanding existing workflow processes, design and development standards, and Service Level Agreements (SLAs) to create a customized approach
- Deploying a versatile team with the appropriate technical, design, and process skills to efficiently maintain the web environment and strategy
- Instituting a performance-based environment that focuses on efficiency and productivity, implementing best practices tailored to the client’s environment and web strategy

- Allows client staff to focus on the new challenges and opportunities facing their business by removing day-to-day tasks from their workload
 - Provides an integrated solution that guarantees throughput and quality, while establishing a foundation for continued improvement
 - Ensures that web strategy and the corresponding daily business needs are executed more efficiently and cost effectively
- The end result allows clients to focus on the long-term vision and strategy for their web presence, while ensuring that the daily maintenance and upkeep of rapidly changing web sites is well managed and executed.

SUCCESS STORIES

For a government sponsored enterprise, Celery performs all web development and content management tasks for over 200 internet and intranet sites across 17 domains. As we enter our fifth year of the engagement, Celery has increased the productivity per resource by over 100% while decreasing operational costs by over 30%. Celery’s service is provided under an SLA-based model where our fees are based upon our performance.

For a Fortune 200 financial services firm, Celery performs marketing content and advanced web development services for 11 mission critical lines of business. Celery has brought innovative improvements to the ecommerce business processes and saved the client over \$300,000 in the first 90 days of the engagement.

Celerity is a business and technology consulting company that serves the Fortune 1000 as well as federal, state, and local government agencies. Founded in 2002, Celerity has grown to more than 350 employees and \$50 million in annual revenue. Headquartered in McLean, Virginia, Celerity has offices in New York, Boston, Harrisburg, and Pittsburgh, and has the ability to serve our customers' needs within these local markets and on a national basis.

Celerity's commercial and public practices provide **Assessment and Advisory**, **Business Transformation**, **Technology Integration**, and **Change Realization** services to companies in the financial services, healthcare, insurance, telecommunications, and travel industries in addition to federal, state, and local government agencies. Our delivery model enables us to adapt our services to meet the specific needs and culture of our client by allowing us to take ownership of deliverables from the task level all the way up to complete project delivery and targeted outsourcing.



For more information on Celerity and how to achieve “Your Vision” with “Our Versatility,”

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