
CASE
STUDY



**EPAM TRANSFORMS
ENERGY BUSINESS
WITH DIGITAL SERVICES
PLATFORM & DATA
INTELLIGENCE**

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THE BACKGROUND: THE NECESSITY FOR DYNAMIC DATA DISTRIBUTION

Just like all quickly evolving industries, global energy is faced with the constant demand for more and more complex business intelligence. Today's energy market requires dynamic, actionable, and real-time data presented in ways that uncover trends and model alternative scenarios across the energy value chain. Understanding the necessity for dynamic, digital data distribution for their subscribers, Stratas Advisors turned to EPAM to build a new digital platform and redefine its brand.

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A Hart Energy Company, the global consulting and advisory firm Stratas Advisors covers the energy sector and all of its related industries. Providing data, analysis, and insight to leading businesses, institutions, and governments around the world, Stratas Advisors utilizes its vast array of proprietary economic models to develop actionable recommendations tailored to each client's strategic and organizational goals.

THE CHALLENGE: COMPLETE REBUILDING – A NEW BRAND & A NEW STRATEGY

Stratas Advisors reached out to EPAM for help in the repositioning and rebranding of their company. In order to move beyond the industry's traditional limitations of static, document-based distribution of information, Stratas Advisors needed a reimagined brand along with a new digital platform that would consolidate multiple disparate websites, expand the richness and comprehensiveness of its offerings, and provide an efficient and integrated means of delivering the company's unique subscription-based products.



TECHNICAL HIGHLIGHTS

- Sitecore CMS for management of all content objects in HTML, PDF, XLS, XML, and video
- Integration with Salesforce CRM, Apache Solr Search, Google analytics, ExactTarget, and MySynerGIS
- Cloud-hosted architecture



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THE SOLUTION: ENABLING INTERACTIVE DATA ON A SITECORE DIGITAL PLATFORM

EPAM focused the company's rebranding around a shift in product strategy, creating an array of real-time dynamic data tools that allows clients to easily manipulate and model subscription-based content. This hands-on data access became the company's differentiator, providing clients with capabilities using market intelligence beyond just data:

- Viewing big-picture supply and demand balances
- Comparing regions side-by-side
- Identifying product trends over the short-, mid- and long-term
- Downloading data in Excel format to run customized modeling sequences.

To build upon the newly designed product strategy, the EPAM team engaged in brand and name exploration, logo design, and full visual rebranding to define the new Stratas Advisors name and logo. The product was a new brand that evokes strength, authority, and prestige.

With the new brand and its dynamic data tools configured, Stratas Advisors and EPAM selected Sitecore as the digital platform to support a customer portal for clients to explore and manage their tools and subscriptions. The EPAM team designed and built a single experience to manage the entire customer lifecycle:

- Modern, user-friendly interface design featuring content-focused navigation across all platforms
- Single sign-on access to all products and data sources
- Consolidation of five disparate websites into a single CMS platform
- Data manipulation and visualization tools for 20+ product line services
- Structured content services for audience segmentation, personalization, and micro-targeting
- Designed to expand seamlessly and efficiently as the company brings new product offerings to market.

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THE RESULT: SERVICES THAT ARE MORE VALUABLE & ACCESSIBLE

EPAM's redesigned brand and data visualization tools allow Stratas Advisors' clients access to their more than 20 product lines via computer, tablet, or smartphone. Through these visualizations, clients can explore Stratas' data and model forecasts by region, timeframe, and energy product in a whole new way. Making their subscriptions even more valuable, clients can also interact with regularly updated databases of refinery capacity, biofuels production capacity, and fuel specifications for more than 150 countries.

QUESTIONS?
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