

**Ryder Communications Group's Situation:**

Ryder Communications Group was asked to build a website for Honeywell Turbo Technologies, a leading manufacturer of engine boosting systems for passenger cars and commercial vehicles. In an effort to supply prospects, customers, and resellers with informative, useful content, Honeywell made two important choices: First, they chose to leverage key marketing communications to an all-digital, online format. Second, they envisioned an online resource center for resellers of Honeywell's Garrett line of aftermarket booster technology. In creating these sites, Ryder Communications faced a number of important challenges, including:

- ❖ **How can these sites integrate multimedia content, such as Flash animations and video, for an engaging user experience?**
- ❖ **How can Honeywell's internal team manage content updates without technical support or use of programming languages?**
- ❖ **How can Honeywell leverage these sites across multiple languages to achieve a global reach?**

*Ryder Communications called on Viewstream to partner in the web development of the Honeywell sites knowing that Viewstream is an industry leader with the latest web development technologies to create content-rich sites that are easy to manage and that truly engage audiences.*

**Viewstream's Solution:**

Viewstream developed an **online magazine** and a **digital resource center** for the target audience. Viewstream created a custom **Web Content Framework** that integrates multimedia content and allows for daily updates.

- ❖ **WordPress Development**  
Viewstream pushed the capabilities of WordPress by programming it in ways outside of what it was designed for. This resulted in site architectures that offer engaging, seamless user experiences and easy-to-use CMS systems for non-technical website administrators.
- ❖ **Content Aggregation**  
These websites are capable of displaying content in a variety of formats, including online articles, images and slideshows, blogs, videos, and downloadable PDFs.
- ❖ **Localization**  
Viewstream localized the Honeywell Booster site into five additional languages (German, French, Italian, Spanish, and Portuguese) to broaden the site audience and to leverage its content across geographies and cultures.
- ❖ **Tracking and Metrics**  
Viewstream provided hosting, tracking, and metrics for all sites for full visibility into performance and ROI.

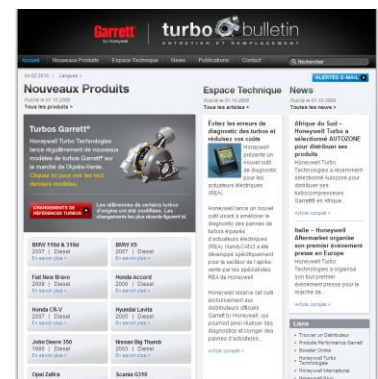
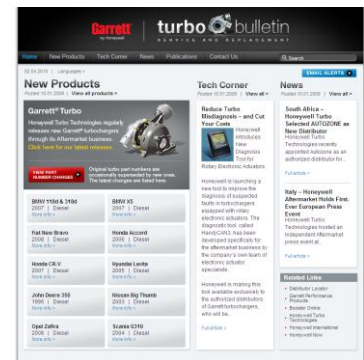
**For more information about Ryder Communications Group, visit <http://www.rydercgm.com>**



<http://honeywellbooster.com/>  
<http://www.garrettbulletin.com/>



Viewstream developed a multimedia resource center for Honeywellbooster.com.



Viewstream's solutions included localization of Garrettbulletin.com into six languages.