



LATITUDE

The Extended Enterprise Delivered “

Latitude Web Portal

Case Study

Small Business Information and Services Portal

ZANA Network

An online exchange of high-quality marketing, sales, and business resources, ZANA Network needed to complete development and extend the ZANA Network membership portal for small and medium businesses. Latitude brought a senior team that completed the ZANA site and assisted in the site's relaunch.



Approach

After migrating the site to Ektron CMS400.NET, Latitude worked closely with the ZANA Network team to move quickly on their highest priority needs.

- Updated membership system
- Online credit card and check processing integrated with site
- Newly designed, single page search page for members and nonmembers
- Business rating system
- Government opportunities database
- Enhanced administrative functions
- Community-building features
- Content indexed by Google and other search engines

Results and Benefits

- Member networking through “connection” requests and update notifications regarding changes to connected member profiles
- Member credibility established by a peer rating system
- FedBizOpps government contract listings searchable by members through portal
- Improved administrator capability to feature products and services on high-traffic pages
- Member partnerships with joint product or service offerings added to searchable database