



ceonex™

scalable business solutions  
with your success as our main objective



## Ceonex Case Study

# Cydec

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Ceonex, Inc., 189 Beaver St., Suite #204, North Adams, MA 01247

# Project Overview

Cydec Software was established in 2003 to provide software solutions to ASP's and ISP's. It came out of the Ceonex directed website redesign project of the established e-Commerce ASP QuickPayPro.com. It soon became clear that a new corporate identity was needed with the goal of providing a license-able version of the hosted software application, and Ceonex recommended that a separate company would provide just the change that was needed.

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# Challenge:

After Ceonex realized the eCommerce site QuickPay Pro.com needed a stronger corporate identity. This new venture needed to mature fast to be a trusted brand. Ceonex found that in order to do this that some basic ideas would have to be developed. First the need of the new brand itself. Second the need for a dynamic website that allowed the user the level of interactivity that it would need to draw in potential clients. Thirdly within the product itself the user interface needed to be much friendlier to the customer for ease of use. Finally this would allow for much needed market growth for Cydec.

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# Solution:

Ceonex created the identity of Cydec.com complete with a powerful core theme and clean corporate image. The website engrossed users with a high level of interactivity while still remaining simple enough to easily navigate to the information that was needed. The software interface was given and upgrade so now it looked just as impressive as it performed. Lastly with these areas increased customer numbers began to increase and even began to appear in unexpected markets.

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# Results:

Cydec is now flourishing in the reseller market and powering many ASP's with their flagship e-Commerce Solution: Cydec's advanced e-Business automation suite.

Cydec is extremely grateful to Ceonex for creating such a strong corporate brand and clean, powerful image for them. The professionalism of the corporate website and the beauty of the user interface have allowed Cydec to grow into new business markets previously un-available to them.

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## About Ceonex

Established in the USA in 1998, Ceonex is a proven global Internet consulting and development company helping clients to create and implement fullservice digital business solutions. Combining diverse expertise in business strategy, technology, usability and design, Ceonex produces highly scalable business solutions and online user experiences.

Enabling businesses to heighten brand awareness, Ceonex strengthens customers' competitive advantage and provides them with opportunities to increase revenues and enhance productivity

## Recent Projects

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[www.evomedia.com](http://www.evomedia.com)

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## Partial Project List



## Contact Ceonex

### Headquarters

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Phone: 00 1 413 663 9798  
Website: [www.ceonex.com](http://www.ceonex.com)

### Client Quote

"...outstanding design work and timely implementation... a fabulous website that accurately captures both our mission and spirit..."

W. Michael Draper, CTO,  
NetworkWorld, Inc.