

Case Study



Configure, Collect, Report

Client: Be Life

Solution: www.belife.com.au



CMO Global: Personal trainers for your eBusiness health

Client Profile

Be Life Australia provides corporate and personal fitness information, programmes and training for everyone, but especially organisation's workforces. Whether you're a manager trying to get the most out of your team, improve corporate culture, reduce work cover compensation and absenteeism, or maybe just someone trying to get more out of yourself, Be Life has a solution.

Managed out of Sydney, Be Life specialises in keeping their clients updated of the latest health programmes, auditing current fitness of individuals and groups, providing ongoing health and fitness training and nutritional information (including cooking classes and healthy hampers delivery to your office!). Be Life also provide health seminars, onsite massage, interactive expos, healthy golf holidays and a host of other ongoing health information and activities.

The Client's Needs

Be Life needed someone to provide a website that:

- ✓ Matched their image
- ✓ Presented their services
- ✓ Distributed their products, services and newsletters
- ✓ Was listed highly on major search engines

Without a huge web site budget and not requiring eCommerce facilities or any advanced online functionality, Be Life needed web presence and a reliable, simple to maintain, stylish site.

CMO's Recommendations/Solutions

CMO Global thrives on providing online solutions geared to grow with the client. Like any organisation passionate about their clients, CMO Global enjoys seeing their organisations develop over time. Providing an online solution that is appropriate and affordable for the client is important, however so is providing a solution that will assist in the development of the organisation and one that can in turn grow as the client's business grows.

Overall Benefits

Be Life is a perfect example of a small business with huge potential. Right now Be Life require an online presence, simple online ordering and newsletter functionality, and search engine optimisation. Further down the track, their products and services will require more advanced online functionality.

Your Case Study:

If you would prefer to receive your Case Study via email, please contact:
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In the case of Be Life more advanced functionality might include:

- ✓ eCommerce systems to distribute products and services
- ✓ Wireless platforms running personal digital assistants for their fitness consultants
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- ✓ Intranets and extranets that seamlessly integrate to their central database
- ✓ Customised online functionality specific to the Be Life client model...

With Be Life, CMO Global's role was to first provide a reliable, affordable solution. Moving forward CMO relationship with Be Life will be similar to Be Life's role with their own clients. Just as Be Life provide means for organisations to get the most out of their workforce through improved diet and fitness, CMO aim to provide Be Life with advice and solutions for how to have their business processes operating most efficiently relative to web based and wireless functionality. CMO hope to make sure Be Life get the most out of their online processes. We look forward to a long and prosperous relationship with Be Life, and one that will be even more fulfilling as we will have been their from the start and helped Be Life achieve its goals. I guess you could say CMO Global are like the personal trainers of the eBusiness world!



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For further information, please contact a CMO Global e-Business Consultant, and we will be happy to demonstrate how **CMOGlobal** can benefit your on-going or planned eBusiness processes.

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