Case Study: Marvell

MARVELL: SWITCH/APPLICATIONS

Marketing and Brand Solutions Propelled by a New CMS.

Marvell was the next generation semiconductor company, powered multiple platforms and shipped over a billion chips a year, but nobody seemed to know about it. To capture brand awareness, Marvell understood its obvious need for a new website and wanted to leverage a new CMS that offered features usually available only in large footprint content management systems.

LEVEL redesigned the Marvell website and integrated a proven technology infrastructure.

Working together since 2002, Marvell knew firsthand the agency's expertise in branding, content strategy, visual design and user experience as well as technology and application development. Early on, LEVEL helped Marvell launch a new corporate site and extranet, both powered by

WebSuite, the LEVEL web-based content management system. Marvell continued to engage LEVEL in a consultative capacity for technical and user experience oversight, which enabled Marvell to customize the embedded technology.

Based on the strength of the long-term working relationship, Marvell recently selected LEVEL to redesign their website while simultaneously upgrading their technology platform. LEVEL created a visually open and blog-like online identity, promoted Marvell's extensive power management solutions and integrated filters to control the company's news-and-events system that pulls in press releases from a third party system. All of this came together by building the new site on SWITCH, the fourth generation LEVEL digital content distribution platform.

Marvell uses SWITCH to power their online corporate identity.

Marvell's leadership in the semiconductor space is now well represented through its redesigned

website, which is managed by an adept yet affordable platform. Using SWITCH, Marvell has everything required to manage the complex aspects of their website, accurately conveying brand messaging and serving as a destination to increase awareness around Marvell products and offerings.

SWITCH offers Marvell

- A mid-level range of content management that gives extensibility at a great price point.

- Simplified, flexible, customizable approach to managing content.

- Service-oriented architecture for integration with third party systems.

- Localization capabilities usually reserved only for higher end systems.

- The design and technology to launch future campaigns.

"Semicon leader Marvell ships over a billion chips a year and uses LEVEL technology to drive branded content delivery to their users."

"One of the most versatile semicon companies, Marvell delivers computing, communications and consumer products that connect people faster, smarter and greener."

SWITCH empowers Marvell to easily create page templates and content blocks while serving as the core platform that manages data from multiple sources and then delivers relevant branded content across multiple formats and devices.

Because campaigns of the future will be conducted around connected devices, SWITCH can function as a communication hub. Operating as a virtual switchboard – an aggregator and distributor of digital content, SWITCH can handle multiple content inputs and outputs. It can connect everything ranging from PCs and mobile devices to iPads, social networking tools and more.

Marvell joined these companies whose digital content delivery is also powered by SWITCH:

Micron   Razor   INTUITIVE SURGICAL   NYKO   NEXTGEN HEALTHCARE INFORMATION SYSTEMS   Adobe