

# Global Brand, Local business, One Web Presence



Global Intelligence Alliance (GIA), a strategic market intelligence & advisory group operating in 100 countries, put all information on one solution to serve clients worldwide.

## The world of market intelligence

Global Intelligence Alliance (GIA) is a strategic market intelligence and advisory group. GIA was formed in 1995 when a team of market intelligence specialists, management consultants, industry analysts and technology experts came together to build a powerful suite of customized solutions ranging from outsourced market monitoring services and software, to strategic analysis and advisory.

*"With GIA's increasing amount of global thought leadership and customer oriented communications, we sought a website solution that would allow us to update our online content regularly and in different languages, while ensuring consistent branding across our markets. Codesign provided just the perfect solution, together with a visually appealing user interface."*

Jennifer Tow,  
Global Marketing Director at GIA

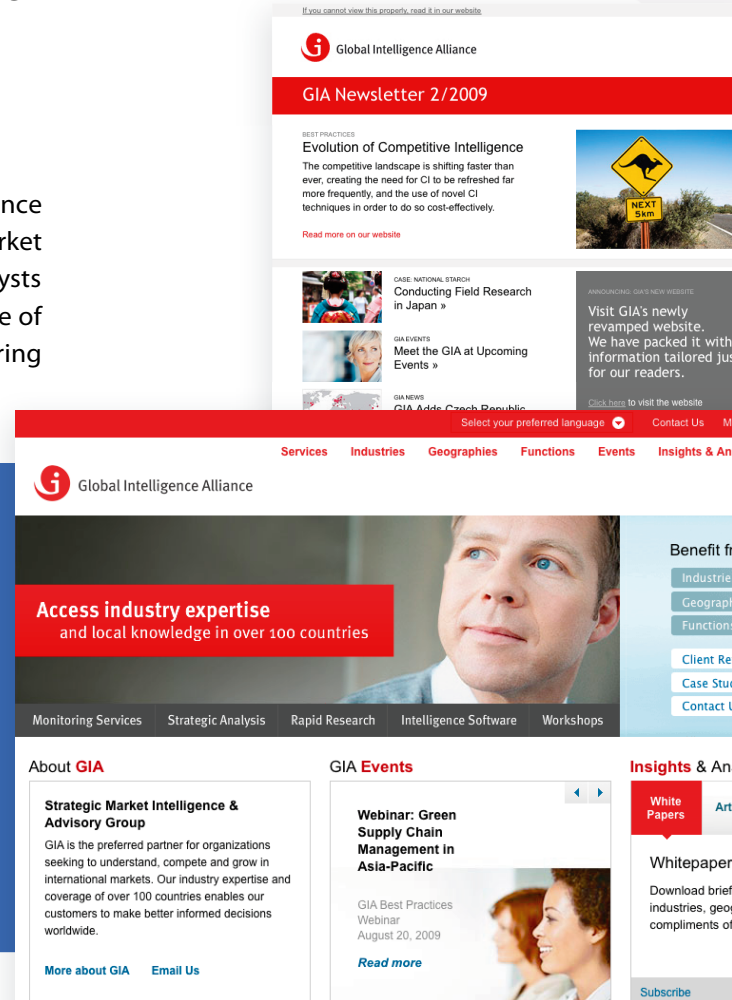
Today, GIA is the preferred partner for organizations seeking to understand, compete and grow in international markets. Its industry expertise and coverage of over 100 countries enables customers to make better informed decisions worldwide.

## Challenge

GIA's challenge was to build and maintain a global brand but simultaneously provide local subsidiaries flexibility and tools to provide local information with local language under the same solution and brand umbrella.

## Solution and results

Codesign delivered a centralized web platform adjusted for GIA's information flows. One centralized solution replaced old subsidiary systems. The delivery was made by using Codesign's agile workshopping methods in 8 weeks along with a clearly defined future roadmap.



- + Centralized platform
- + Decentralised information production
- + Unified brand identity world-wide
- + Multi language support
- + Automated content creation
- + Document download with tracking
- + User Statistics
- + Flash banners
- + Email and web newsletters
- + Integrated newsletters subscription
- + RSS feeds