



The Components

[wire] stone helped set the stage for Enterprise Business's migration to the Clean Sheet platform:

- + Evaluating the quality of the content prior to the migration. Screened over 1,100 pages against 38 criteria
- + Created over 500 "Book and Chapter" style copy segments
- + Dramatically improved click through rates for specific calls to action
- + Created over 200 compelling Infographics to visually convey complex concepts

HP Clean Sheet

It takes savvy to untangle a web. Aiming for consistency with a website that features millions of pages and an ever evolving product line, HP Enterprise Business teamed with [wire] stone to confront the challenge. First, [wire] stone screened over 1,100 pages of content against 38 copy criteria, improving click-through rates and setting new standards for content development. We then created engaging infographics to frame HP products and services in an uncomplicated, yet visually compelling way. Finally, the Enterprise team asked for sharp, customer-centric copy. [wire] stone interviewed HP technical experts, turning their knowledge into understandable, succinct storytelling. What was once a mass of legacy data is now a dynamic online experience.

The Results

With the Clean Sheet approach, [wire] stone has helped Enterprise Business launch the Clean Sheet platform. We've developed concise "book-and-chapter" copy for HP products and services, and supported the copy with compelling visuals to help deliver insights about HP's unique value proposition.