



## Building an Intranet for Icarian, Inc.

In 2000, KL Consulting worked with Icarian Inc., a provider of workforce management solutions, to revamp its intranet. The company, which had nearly 300 employees, wanted to increase its site's usability and navigability. In addition to achieving this goal, KL Consulting mapped the site's architecture and proposed a methodology for updating content. As part of the project, Karilee Wirthlin helped Icarian determine how to support its demonstration system through its Web site. As a result, the company's sales leads yielded a double-digit increase.

"As an application service provider (ASP) that did everything over the Web, we weren't using the Web effectively ourselves," said Marti Tedesco, Director of Field Marketing. "Karilee drove the process of figuring out the issues by doing a needs assessment, synthesizing that information and prioritizing our goals."

"After a brainstorming session that lasted only a couple of hours, Karilee came back to us with a complete understanding of what needed to be done," said Marie Jackson, Vice President of Marketing. "She had completely nailed the problem. That's what I love about working with a consultant who is so rich in experience in a given domain. We were able to leverage everything she had learned from other projects in order to make the results of our project richer."

"To me, the real value that Karilee brings is in the crossover between technical understanding and marketing understanding. In addition, as a program manager, she doesn't need a ton of direction," Jackson continued. "She simply figures out the right people to contact, and then does what needs to be done professionally so that she has credibility within the organization."

### **About Karilee Wirthlin of KL Consulting**

Karilee Wirthlin, managing principal of KL Consulting in Silicon Valley, California, is a leading web site strategy consultant who combines her sales support experience with her technical background to produce innovative, targeted, and effective web content management programs. She has worked with companies such as PeopleSoft, Business Objects, Adobe, NVIDIA, and SGI applying best practices to large-scale, strategic web site efforts and has worked with web content management systems since their emergence in 1998.