

Ascentium Corporation  
225 108<sup>th</sup> AVE NE  
Bellevue, WA 98004

Contact: Romi Mahajan  
425.495.8111  
[romi.mahajan@ascentium.com](mailto:romi.mahajan@ascentium.com)

FOR IMMEDIATE RELEASE

## TAKING CLIENT RELATIONSHIPS TO A NEW LEVEL

BELLEVUE, WA, USA – July 25 2008 –Ascentium agency would like to publicly thank Oldcastle Precast (OCP), the United States leading manufacturer of precast concrete, polymer concrete and plastic enclosure solutions for nominating their business for the Microsoft Information Worker Solutions, Portals and Collaboration Partner of the Year Award.

When OCP came to Ascentium with a vision of connecting their clients with online measures, Ascentium was able to offer unequalled competencies in ECM, Portals, BI and CRM. Ascentium used their expertise to leverage Microsoft tools such as MOSS 2007 to provide Oldcastle Precast with a new website that has set the bar for client relationships.

OCP now has a website that is the first of its kind in the construction products manufacturing industry. Their new site is unique in its ability to leverage a best-of-breed technology platform with marketing and design best practices to help Oldcastle connect online with its customers like never before.

The powerful capabilities of SQL, Windows and SharePoint have been used to provide a dynamic, fast and user-friendly experience. This includes integrating a user database and a revamped, user interface. On top of that platform user-centric design and methodologies have been used for the new mapping application, Web site design and navigation as well as tailored search user-interfaces and tuned results are what set their site apart from their competition. Looking to the future, OCP has implemented back end analytics to monitor measure and begin to optimize user experiences over time.

In the end, the entire site experience is designed and served in the most optimal ways to assure a great customer experience and ultimately a more successful conversion path for customers on the site. Moreover, the platform has been built in a highly extensible way so that the Oldcastle sales and marketing organizations

could expand their solution to integrate with their CRM system and to automate integrated marketing campaigns.

“Ascentium looked at our business like their own and provided a solution that has taken us to the next level with our customer. It was our pleasure to nominate Ascentium for this award and we are very happy to see them recognized for the outstanding work they do.”

Ascentium took home the win at Microsoft’s Worldwide Partner Conference this July thanks to the nomination from OCP and their willingness to take their company to the next level. “It is an honor to have Oldcastle Precast as a committed client and we look forward to continuing our relationship for many years to come. Ascentium is committed to providing integrated solutions that work for the long term and we are overjoyed that OCP has chosen to recognize us in this manner.”

#### **About Ascentium**

Ascentium is ranked as the 27th largest digital agency in the nation according to Advertising Age’s Top 50 Digital Agencies annual list. The award-winning company is focused on customer loyalty and branding through integrated creative and technical solutions. Headquartered in Bellevue, Washington, Ascentium has offices across the U.S. and in the U.K. Clients include Amazon, AT&T, Boeing, Dell, Expedia, InfoSpace, Intel, Microsoft, Motorola, Nintendo and Providence Health Systems. For more information, please visit [www.ascentium.com](http://www.ascentium.com).

###