

Correcting a Runaway Project to Fuel Success

AmeriGas embarked on a project to create an easy online digital ordering experience.

As the project deadline loomed, AmeriGas needed to move the work to a new partner that would be able to meet their goals and timeline. Arke was able to engage on a 'rescue timeline', enabling the propane supplier to regain control of its digital presence with a strong Sitecore website in time for the busy cold weather sales season.

GOAL

Make up for time lost by a previous vendor and launch a new website ahead of a critical buying season

CHALLENGES

Time and budget are always at play with a major website initiative. Many digital firms frequently under-bid projects to secure the assignment, then solicit extra budget when things take longer than expected.

For AmeriGas, selecting a "more affordable" partner almost proved their undoing. After choosing a low-cost provider, they came back to Arke in dire need of recovering their project.

Both costs and timing had spiraled out of control, threatening the timeline executives had promised their Board of Directors. The early stages of the effort had already cost much more than projected. The previous team was having serious problems



INDUSTRY

Propane Energy Provider

SERVICES

Arke strategic integration and training services

STRATEGY

Refocus a derailed website project with experienced management and Sitecore MVP platform expertise

TECHNOLOGY

Sitecore and technology training were key to this engagement.

Since 1959, The AmeriGas vision has been to provide the safest, most reliable and most responsive propane service in the nation. The company leverages its size to customer advantage every day, while offering friendly smiles and personal attention typically found only at local family businesses.

stabilizing the website. Management had zero confidence that the job would be completed to acceptable standards.

Delays threatened to push go-live to an unacceptably late date. For a seasonal business like AmeriGas, the delayed launch represented catastrophic financial consequences.

SOLUTION

Arke was given just two months to resolve all problems, clean up the code, and get the website live.

First, Arke's developers were engaged to ensure the code and technology integrations were sound. With multiple Sitecore MVPs involved, the code issues plaguing the project were quickly resolved and the platform stabilized.

Next, the AmeriGas internal development team was trained, so they could easily support the new website. Finally, over a few months, the Arke team transferred maintenance of the site to the AmeriGas team, so the transition was seamless.

Though common in the technology industry, Arke rejects bait and switch practices. Rather than underbid, Arke provides a more realistic estimate and game plan up front. This sets the stage for a collaborative working model, and allows clients to manage costs and stakeholder expectations better.

RESULTS AND FUTURE GROWTH

Thanks to the close collaboration between Arke and the AmeriGas team, the new website launched without issues.

Consumers were able to take advantage of the site's new easy ordering before winter, and AmeriGas was pleased with the resulting sales.

