

## CLIENT SUCCESS STORY

# NEW WEBSITE FOR GLOBAL FUEL SOFTWARE PROVIDER



# A global software company needed help to keep online content fresh while maintaining their branding.

## The Challenge

FireStream WorldWide, provider of petroleum distribution and convenience store software, **needed a website that was better aligned with their brand** direction and company culture, and looked great on desktop as well as mobile devices. The site needed to be flexible and accommodate regular updates to content, maintaining their best in the industry SEO.

## The Plan

By migrating them from a static HTML website to a custom Wordpress theme, Technology Partners created and produced FireStream a modern website that was **both scalable and easy to use**. Using best practice responsive design, viewers are now able to see news feed updates, product overviews and information, and connect with FireStream from any device. Taking advantage of the Wordpress CMS as the back-end interface gave the client a user friendly way to keep the content fresh, while maintaining a look and feel that aligned with the brand.

## The Results

Technology Partners provided a quick and easy way for FireStream to **take full advantage of their internet presence**, and continue growing for a long time to come. FireStream now has a better way to drive business, and a better more cohesive look and strategy across all of their marketing collateral. Their clients agree—the new site has already seen a significant uptick in online traffic.



“Our updated website gives us a much better presence in the marketplace, and the flexibility it gives us is proving to be a competitive advantage.”

**Matthew Mossotti**  
Vice President, Sales & Marketing  
FireStream WorldWide

**There are 2x More**  
connected devices than there  
are people in the world

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