



Bluetube Interactive (www.bluetubeinteractive.com) is pioneering Rich Interactive, Mobile & Web experiences and proudly crafts solutions for the Enterprise, Event management, product configuration, promotion and game applications. The company is primarily a referral based organization that delivers cutting edge solutions through a team of talented Software Architects, Information Architects, Software Engineers, Graphic Designers and Strategists who have worked for Fortune 500 companies. The rich experience team members have acquired enables Bluetube Interactive to take on almost any challenge that a client brings to its door.

Business Situation

Kimberly Clark, a leading global provider of products for personal care, medical, industrial, professional and do-it-yourself care created an application to assist professionals who needed to answer various product-related questions that would return a list of products that met a particular query. For example, searching on “medical, requiring blood borne pathogen protection” would produce matching products for that specific use case. Professionals also needed guidance and data on chemical resistance when chemicals were being used in specific circumstances such “cleaning the fuel tank of an aircraft”.

Kimberly Clark had an existing tool that consisted of a traditional series of questions. At the end of the series of questions a user would be provided with one or two options. Additionally chemists and professionals at Kimberly Clark would field questions from customers via phone and email due to the lack of a comprehensive tool. The experience was somewhat dry and Kimberly Clark wanted an interactive tool for “today’s” audience.

CASE STUDY

Bluetube Interactive

Structure: Private

Principles:

Grant Davies, President/
CEO

Paul Pezzano, COO

Location: Atlanta, GA

Software:

Kimberly Clark
Product Selector

Verticle Industry:

Software

Business Need:

To win contract, company had to deliver fast, exceptional application performance and be on budget.

IT Issues:

Could not meet deadlines without using a 3rd party tool. Team was familiar with WebORB.

Technologies Used:

WebORB for .NET
FlexBuilder
Flash
Sitecore
MVP framework
Robot Legs Framework

Application Description



Bluetube Interactive & Gnoggin Studios partnered to build an interactive product selection experience for users that would be markedly different from more traditional experiences found in this space. This approach required taking what is normally a very technical and dry experience and making it engaging and intuitive. The user chooses 'features', and depending on the selection, matches are filtered out instantaneously, therefore providing a more engaging and personalized experience. For example, the professional would first choose a category of product such as "apparel". The system would provide all apparel products and as the professional answered additional questions, products would be removed that did not meet the professional's needs. The system also provides a chemical hazard assessment which uses chemical test result data to provide a safety manager with the data needed to determine what products would meet her needs based on the usage scenario.

The main goal Kimberly Clark was seeking was to provide professionals the ability to self serve when selecting products for their particular use case. The result would also

benefit Kimberly Clark by reducing work load by key personnel and route leads (customer questions) to the sales force for a more effective sales process and higher return on investment.

Apparel Selection Tool
Select the Ideal Protective Apparel for Your Application

APPAREL 1 START OVER

Choose a hazard type that best fits your protection needs :
Please select an item

Product Matches

- KLEENGUARD® A20 Apparel**
> Click For Details
- KLEENGUARD® A30 Apparel**
> Click For Details
- KLEENGUARD® A30 Stretch Apparel with iFlex® Technology**
> Click For Details
- KLEENGUARD® A40 Apparel**
> Click For Details
- KLEENGUARD® A60 Apparel**
> Click For Details
- KLEENGUARD® A65 Apparel**
> Click For Details
- KLEENGUARD® A70 Apparel**
> Click For Details
- KLEENGUARD® A80 Apparel**
> Click For Details

Related Media

VIDEO

- KLEENGUARD® A30 Breathability**
See a fun demonstration of exactly how breathable KLEENGUARD®A30 really is.
- KLEENGUARD® A30 Handles Heat!**
Ever been so hot that steam is rolling off your skin? See this demonstration of how
- KLEENGUARD® A40 vs Engine Oil**
See how KLEENGUARD® A40 stands up to engine oil.
- Lube Oil Liberally Applied**
KLEENGUARD® A40 can hold

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Problem Definition

Bluetube Interactive has worked on many projects that require technologies like Adobe Flex and Flash on the client-side, .NET, Java or PHP on the server-side and WebORB in the middle. The solution stack for this project required:

- The ability to present a different set of questions for each product line that would enable rapidly drilling down to the right match based on user preferences;
- The chemical hazard assessment needed to be a similar experience as that for answering product related questions;

- The tool needed to support any number of products, questions and product lines over a planned 3-year rollout;
- All the questions, answers, products, chemicals and copy had to be managed by a content management system;
- The backend solution would need to support mobile and tablet devices in 2011 onwards.

Solution

The backend system was created using ASP.NET and Sitecore Content management system. The front end was built in Flex with Flash creative assets using the Robot Legs Framework. Having experience with WebORB many times for .NET, JAVA and PHP projects, Bluetube Interactive did not hesitate to select WebORB as the data integration solution for the product selector application. According to Grant Davies, “The WebORB console was invaluable in testing the services and debugging issues with service calls. The ease of using WebORB, bypassing SOAP/RPC was essential in getting the first release of the product selector out on budget and on time.”

Benefits

These were some of the major benefits Bluetube Interactive enjoyed as a result of using WebORB for .NET:

- **Faster Development** – Bluetube’s data integration time was cut in half over traditional SOAP based webservice implementations. This in turn reduced development cost and enabled the team to meet important project deadlines.
- **It just works** – Bluetube interactive tested their service objects independently, and hooking them into WebORB “just works”, it’s literally transparent to the .NET and Flex applications allowing the team to focus on the actual work and not data marshalling.
- **Speed** - WebORB enables Bluetube Interactive to provide high speed solutions where product matches appear instantly so the user can “play” and interact with the application in real-time making the application more engaging.
- **Future Proof** – The product selector tool is currently planned to rollout 10 or more products and having WebORB in our arsenal of tools allows us to plan for the unexpected.

Technologies Used

- WebORB for .NET
- FlexBuilder
- Flash
- Sitecore
- Model View Presenter Framework (.NET side)
- Robot Legs Framework (Flex side)