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Nadeau's Auction Gallery
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Web Site Design and Implementation

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Introduction

Nadeau's Auction Gallery has sold antiques and fine art since 1985. Today the company has a national and international reputation for quality and is a leading auction gallery consistently generating \$700,000 to \$1,200,000 per sale. Through their website, Nadeau's wanted clients to see and access their auction lot inventory, learn auction basics, and clearly perceive Nadeau's standing as one of the largest and fastest growing auction galleries in New England.

Problem Statement

The previous provider of Nadeau's proprietary website software announced it would no longer maintain and support their website. Losing their website threatened to severely affect Nadeau's viability. The prior software company provided 60 days notice before it would turn off the existing website. Compounding the situation, the site software was outdated and non-transferable. Nadeau's needed to find a website company that could rebuild, upgrade, and maintain their website, all within a 60 day time window.

Triple Helix Chosen

Nadeau's selected Triple Helix over several competitors for their innovative solution, cost competitive budget, and aggressive delivery schedule. Triple Helix experienced several delays in getting the necessary site files handed off by the prior company and then learned that the prior 60 day termination date had been moved up to 45 days! Through careful negotiation, Triple Helix was able to obtain the necessary site files and request a later termination date to a full 90 days.

Solution & Benefits

Detailed discussions with Nadeau's owners and staff revealed multiple needs and opportunities. If Triple Helix could solve these needs and take advantage of the opportunities, Nadeau's would become more competitive, increase website traffic and build website sales significantly. ALL of these goals were met.

Benefit 1: Create Automated Search Notifications and Online Bidding to Dramatically Boost Sales

With the old website auction system, collectors would have to search the entire online auction catalog *manually* and for *every* new auction to determine if there was a piece worthy of their interest. Coupled with a poor search interface, locating relevant auction items was a very laborious process.

When Triple Helix proposed adding an automated search function, Nadeau's immediately recognized its value and added it to the project. Site visitors would be able to create an account profile so that the site would automatically and continuously search for up to related 10 keywords according to their areas of interest.

This 'list-matching' feature now automatically e-mails registered collectors when a new auction lot containing a match is posted. The email provides a direct link to every matched item.

Collectors can also submit online bids on the site up to two hours before every auction.

Benefit 2: Always Up-To-Date Information and a Website Controlled By Nadeau's

Recreating the website from scratch, Triple Helix granted Nadeau's control over their own website. Nadeau's stays current by posting their own auctions, adding and changing lot images, making calendar and auction lot updates and more. Nadeau's customers always have up-to-the-minute information. Reliance on the website development company is virtually eliminated, saving Nadeau's time and money.

Clients also have more reasons to spend time and find value on the site via new educational features and links.

Benefit 3: Simple To Use and Maintain Website

Triple Helix built the new site to be simple for anyone to manage, irregardless of their technology skills, and without having to contact Triple Helix. Nadeau's staff can easily update and control their site via the site's Content Management System (CMS).

Nadeau's posts auctions on their own without requiring any web programming knowledge. Navigation is simple and intuitive. Every step is logical and sequential. Wherever an action or process could be automated it has been. For example, whenever the staff posts a new auction on the calendar page, the home page automatically updates to feature that new auction and links directly to the new auction catalog.

Implementation

This solution was created and went live within an unusually tight time frame. Triple Helix extensively monitored the website for 30 days after launch to ensure client satisfaction.

Results

The new site exponentially grew both the site's value to visitors and its value to Nadeau's. Nadeau's was ecstatic. President and Owner Edwin Nadeau said, "Triple Helix is an outstanding company that does amazing work and really takes the time to understand the company and customers that it works with."

The project tripled site visitors in the first three months and within six months, site traffic exploded to more than ten (10) times of the number of visitors.

Online bidding has also more than tripled since the release of the site.