



we simplify
the Internet

Seraphini Case Study

www.seraphini.com.br

By: Waldemar Antonaccio and Rubens Kim, Sao Paulo, Brazil

About WSI Consultants, Waldemar Antonaccio and Rubens Kim:

Our franchise has two partners. One of the partners is Waldemar Antonaccio, a mechanical engineer with previous management experience in Heavy Machine and Equipment and former VP for Latin America of a medium sized American company. The other partner is Rubens Kim, a business administrator with previous experience in HR, and during the last four years has worked in the Internet / e-commerce industry as consultant.

About the Client, Seraphini:

Seraphini is a new premium Italian restaurant in Sao Paulo (September 08). They also hold small events in a separate area. This lead came from our personal networking and the deal was closed in about a week.

Summary of Project:

The client wanted to develop a Web page. We introduced them to some of WSI Internet Marketing Solutions, which will be applied in later stages of the project. We benchmarked their main competitors, and based on this info, we worked on the graphic design, Web development and hosting.

Objectives:

The main objective was to promote the restaurant. Part of this job was done with their PR team. We developed a website that reflected the sophistication of their restaurant, their dishes, and that also could show their visitors the comments made by experts on the Imprensa (press) page.

The Solution:

For this project, we chose the WSI Business Edge 4.0 solution because of its flexibility, ease of use and our familiarity with the product. Since it was a very simple project, the website is composed of content pages, a media gallery and map modules included in BE.

Even though we had a time lag, Perfect Wide was very helpful during the process, from the commercial stages to the project development stages. We had some minor problems due to our inexperience, as this is our first project, but Perfect Wide was very good to work with.



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Screenshot Images:

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Home page



Interior page

Results:

From September 30th (launch date) to November 14th, www.seraphini.com.br had over 2300 visits and 1812 unique visitors, which helped generate over 30 reservations per day! The client is very happy with the new website and the compliments they receive because of it. They are also very impressed with our work and the way we handled the project (it was launched in 10 days).

Conclusion:

WSI Business Edge is an amazing solution that can be applied to all of our clients, regardless of size, industry or objectives. Its simple admin interface gave us the ability to deliver this project in a very tight deadline. The modular design gives us the flexibility to offer our clients a wide variety of tools.