

Optimizely Coaching and Co-Development

HOW BLEND HELPS YOU GET YOUR PROJECT
UP TO SPEED.



It's a common situation. You are ready to take on a new Optimizely site, but your comfort level is not quite where you'd like it. The project is at risk of stalling, and you need a resource who can help decrease time-to-value without losing the flexibility of an internal team.

That's where Blend Interactive's Optimizely Coaching and Co-Development comes in.

We are that resource.





How Blend helps you get your project up to speed.

Whether your project needs some direction and prioritization, or if you simply want to make sure your development team is trained and ready for ongoing support, Blend can help:

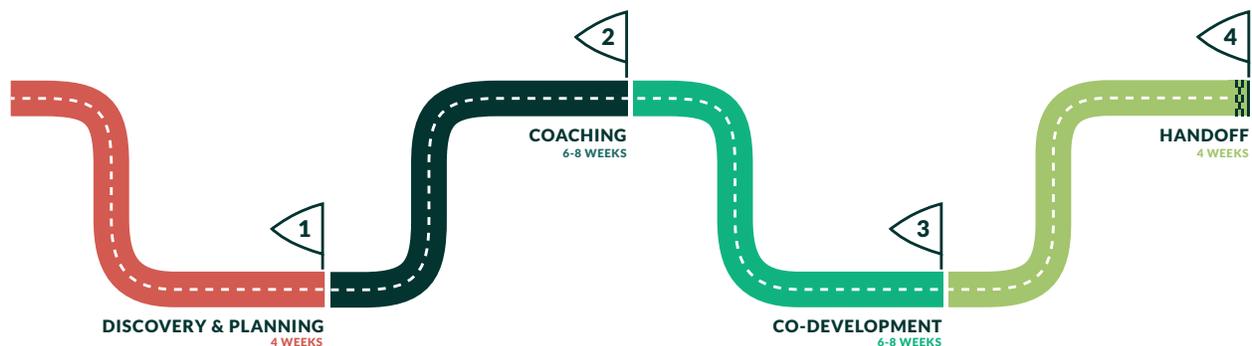
- ✓ Develop the site to be usable for your editorial and marketing team
- ✓ Bring time-to-value down, ensuring your site quickly becomes an asset
- ✓ Balance site content in a way that takes advantage of Optimizely's marketing toolbox
- ✓ Become a qualified internal resource for ongoing support

“Some firms don't play well with others, which can cause havoc for their unlucky clients who have to seamlessly mesh a diverse array of platforms, systems and providers. Blend has the ability to come into complex enterprise environments and make a difference without a lot of havoc.”

C. David Gammel,
Author of *Online and on Mission*
High Context Consulting

How It Works.

Every project is different — especially yours. That's why Optimizely Coaching and Co-Development works to your strengths. Your team is brought up to speed through a custom coaching and handoff plan, which happens in four phases:



- 1 Discovery & Planning**

We review your existing project goals and plan a custom roadmap for Optimizely adoption, with key marketing and content features prioritized whenever possible.
- 2 Coaching**

Your development team follows along as Blend takes the lead on implementation, learning the ropes and getting more comfortable with your custom implementation.
- 3 Co-Development**

Once comfortable, your development team takes the keys, with Blend working alongside as co-developers to ensure quality and success.
- 4 Handoff**

As your team reaches agreed-upon milestones, Blend eases out, providing code reviews and ongoing project support only as necessary.

Where We Fit In.

Blend Interactive has been a Optimizely partner since they arrive in North America in 2008 — one of the longest partnerships on record. We've seen a lot of projects — and a lot of changes — and we use that history and expertise to help ensure a smooth handoff.

Optimizely Coaching and Co-Development will help bring your team up to speed with Optimizely. We will help you:

- ✓ Shorten time-to-value for a faster launch
- ✓ Prioritize features and get “unstuck” with a lingering project
- ✓ Quickly bring your team up to speed on Optimizely features and functionality
- ✓ Better integrate your marketing toolbox
- ✓ Develop best practices for faster ongoing site support
- ✓ Serve as backup for deeper Optimizely integrations and features
- ✓ Offer useful professional development



With Optimizely Coaching and Co-Development, we have one goal: empower you to manage your own Optimizely implementation — quickly. If your project or team needs a boost, we'd love to help.



Contact us at coaching@blendinteractive.com and take the first steps.