

The Hampshire County Council Award for Best Use of Online Technology

# Scorpion Vision Ltd

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With their offices in Lymington, Scorpion Vision sell industrial imaging technology to life sciences, manufacturing and multimedia industries. The portfolio consists of high value camera devices supplied to manufacturers based in The UK Canada, Greece, Norway and China.



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VISION SOFTWARE®

Being online is a key part of this business which could not exist in the New Forest without being connected. In particular promotion via Google and other online media is critical to company growth with sustained improvements in search results and visitor returns.

The ecommerce site is now in its second generation having identified a number of limitations with the initial system. Invoicing is fully integrated with the updated system and a fully featured CMS system carries out targeted monthly marketing campaigns.



Skype is regularly used for conference calls and Citrix GotoMeeting for presentations, one to one training and support. Google Docs allows for sales administration and shared access throughout the company.

Web and sales statistics are very closely monitored and are fed back into the management of the business to improve company growth along with the customer experience. The focus on internet technologies has significantly contributed to Scorpion's strong position in the UK automation industry.



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