

Fact Sheet

At Torque9 we develop strategies and systems that shape and enhance the consumer experience.

A well-branded consumer experience can strengthen the relationship between a company and consumers. A strong relationship with consumers can help to win repeat business or shorten the distance to a sale. We think great brands are strategically sound, creatively excellent, and much bigger than an ad campaign or a website - they represent the collective effort of an entire company.

Our Offices

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By the Numbers

1

Our mind-set: Create Change

2

Places we call home

3

Core values: Collaboration,
Innovation, Integrity

10+

Years in business

1994

The year our founding partner
created his first website

Our Clients

Aternity Systems	Mindjet
Copley Society	Molecular
Endeca	Myka TV
Flow Snowboards	New Balance
Gearon Hoffman	Nextel
Genalytics	Nii Holdings
Green Vista Farms	Onset Industries
Gryphon Networks	OpSec
Helly Hansen	OTOi
Home Depot	Pinnacle Snowboard
IndieVest	PTC
Leisure Sports Inc	Schiment
LinearAir	Streambase
McGinley Kalsow & Associates	The Big Fun Foundation, Inc.
McGovern Physical Therapy	Tufts Health Plan
Mechanica	Tufts University
	Virgin HealthMiles

Case Studies

The Tannery

A small Boston retailer needed an e-commerce solution to sell their brick & mortar products online. We created a product catalog and content management system which allows The Tannery to manage, update, and control all aspects of their online orders. Integrating inventory from their in-store POS ensured that every order could be fulfilled.

Enhancements to the product catalog included; customization for suggested items on each product detail page, and other items that customers purchased. These changes drove online sales from 978,000 to over 2.7 million within the first year.

614 Media Group: Complete Digital Business Integration

Developed a tightly integrated content management system that created a custom workflow between sales representatives, print designers, editors, and writers of multiple magazines and newspapers.

The web-based application allows sales reps to create/email invoices while with the client and Street teams use a mobile iPhone application to sell subscriptions at events. Distribution has an iPad in the van that maps drop-off locations and calculates a quantity based on past returns. Writers post stories from home that workflow to an editor to be published. The CFO can view operational and financial reconciliation reports. The CEO logs in and is presented with visual summary of every transaction that occurred at 614 MediaGroup.