Misha Nasrollahzadeh

CS 73n: Business on Information Highways

May 20, 2010

**UltraBolt vs. the World**

*A Comparative Analysis between UltraBolt and its Competitors*

Overview

UltraBolt is a bolt testing service that provides access to advanced technologies with affordability. The sole purpose of the company is to focus on outsourcing the testing for customers. At this point, UltraBolt leaves the research and development to their supplier, Micro Control. UltraBolt has an agreement with Micro Control that allows UltraBolt access to Micro Control’s products. Since the products that UltraBolt works with are already developed, UltraBolt spends most of its time marketing, advertising, and reaching out to new industries that may be interested in the service. The website for UltraBolt will be a crucial point in spreading the word and giving the company exposure. Because of this, the UltraBolt website must clearly define what the purpose of the company is, how its services are applicable to a wide variety of industries, and what sets our products apart from others.

Competitors

After surveying a variety of different websites, it has been made clear that UltraBolt is one of the few sites that is only testing-based. Competitors’ websites include testing for areas other than fasteners, consulting services, and a variety of products for sale. Of the websites I looked at, I specifically focused on: PCB Load and Torque and Archetype Joint. Additionally, after analyzing and comparing these websites, I looked at the industry websites overall and determined how UltraBolt could learn, adapt, and adjust.

Archetype Joint

**Overview:** Based out of Orion, MI, Archetype Joint is a joint development and testing company, helping customers through the stages of “design, test, validate, and enhance.”

**Services:** Archetype offers testing, consulting, and general information about the fastener industry. Their consulting services include telling customers how to select assembly processes, lower assembly costs, lowers warranty costs, and improve build quality, among other things. Their testing services use the same equipment as UltraBolt, the Micro Control Inc. MC900 Transient Recorder Analyzer. Archetype does not acknowledge their supplier on the site.

**Interface:** The Archetype homepage lacks in any type of cohesion. The homepage has a menu bar, three different places half-describing what they do (but none of them clearly stating), a poll, a members login page, a news area, and several other areas giving tidbit information on what the company does. The testing page tries to incorporate pictures of the MC900 and program shots of the MC911 software, but the pictures are offset and overlap with other text. Again, the right side of the screen has a column referencing their consulting and small business categories, distracting the people visiting the website from the testing feature.

**What UltraBolt Can Learn - Business:** Even though UltraBolt and Archetype use the same technologies for their testing, UltraBolt has the distinct advantage of having Micro Control Inc. as an exclusive partner and supplier. UltraBolt receive a 50% discount on units, which allows them to have twice as many units as Archetype. Furthermore, the partnership implies that as Micro Control Inc. develops new technologies, UltraBolt will have the chance to implement them into our testing services.

**What UltraBolt Can Learn – Website:** Archetype’s website is highly cluttered. Information is constantly repeated, each page has 4-5 different focuses, and the content of the site is overbearing and makes the user want to leave the page. UltraBolt can minimize this by strategically hiding pages, using links to lead to further information, and being direct and concise about the content that is posted on the website.

PCB Load & Torque

**Overview:** Based out of Farmington Hills, MI, PCB Load & Torque that serves to help customers with their load, torque, and fastener needs. Mostly, PCB designs and sells a variety of tools for fastener engineers.

**Services:** PCB’s services are slightly irrelevant for comparison to UltraBolt, but nevertheless, their services include creating custom products, calibration, and technical training. Most of their efforts go into creating products, including fastener technology test systems. Their test system is larger and bulkier (with fewer functions) than the MC900 transient recorder analyzer, but it serves a good competitive product that’s on the market.

**Interface:** Unlike Archetype’s website layout, PCB has a very clean, easy-to-navigate website that clearly indicates where viewers would go to find certain pieces of information. Across the top of the pages, there’s a header which include their name, logo, and phone number, and underneath that, there is a list of tabs that customers can view including: Home, Contact Us, Products, Services, Knowledge Library, and News. I really like the concept of a Knowledge Library because it stores all of their miscellaneous information that customers may find useful. On the right hand side, there is an outline of links to different pages based on categories of products, including load and torque, RS technologies, and services. The fastener technologies test systems page has links to pages with more details on each product that they sell. Additionally, there is a link to a page on “Applications,” a good idea to include for new customers.

**What UltraBolt Can Learn - Business:** While UltraBolt focuses on a different part of the industry than PCD, fastener testing rather than development, it’s good to look at the different products that are on the market for UltraBolt to use in its testing.

**What UltraBolt Can Learn – Website:** PCB’s website is incredibly navigable and has a great layout for newer, more unfamiliar customers. By applying the simplicity and the breakdown technique, UltraBolt’s website can appeal to new users, especially those who are in industries unfamiliar with the fastener testing technologies.

Conclusion

UltraBolt will be most similar to PCB and our supplier’s website in embodying the same amount of careful editing, clean cut interface, and the proper professional amount of information.