



FOR IMMEDIATE RELEASE

Contact: Ashley Cobert, Primum
ashley@primumagency.com, 414-765-2311

7Summits Honored with Five Awards for Unleashing Business Value with Online Experiences

MILWAUKEE (November 13, 2012) – Social business agency [7Summits](#) has received five awards highlighting exceptional online experiences created for Johnson Controls, Milwaukee Electric Tool and Milwaukee School of Engineering (MSOE). The [Web Marketing Association](#) and [International Academy of the Visual Arts](#) recognized 7Summits for the second consecutive year for excellence in website design, innovation, content, technology, interactivity, copywriting and ease of use. In addition to recognized creative and user experience criteria, these clients were selected for creating business value for their respective organizations.

“As a social business agency, we have the opportunity to work with brands on the forefront of innovation. These companies are paving the way for their industry, using online experiences to transform how they interact and do business,” said Paul Stillmank, 7Summits founder and CEO. “Receiving these awards is recognition for our clients, as well as our dedicated team and the hard work they’ve invested in harvesting business value for our clients.”

The award-winning websites include Johnson Control’s Panoptix site, Milwaukee Electric Tool’s FUEL site and MSOE’s Bridge admissions site. Below is more information.

Web Marketing Association’s WebAward, Outstanding Website: 7Summits received the “Outstanding Website Award” for the Milwaukee Electric Tool FUEL marketing mini-site.

Web Marketing Association’s WebAward, University Standard of Excellence: The “University Standard of Excellence Award” was given for the beautifully re-mastered MSOE admissions website, Bridge.

W3 Best in Show, Silver: In the General Website Categories – Energy Sites, 7Summits was recognized for Johnson Control’s Panoptix website, which provides information on the conservation, production and consumption of energy as well as general energy-related issues.

W3 Best in Show, Silver: 7Summits was also recognized in the General Website Categories - Green Sites, for Panoptix, promoting eco-friendly products, services or goods.

W3 Best in Show, Silver: The MSOE admissions website was featured in the General Website Categories - School/University Sites. The category includes pre-schools, elementary, junior high



and high school, both public and private, as well as trade schools, colleges, universities and institutions providing continuing education opportunities.

Each of these sites were designed and implemented by the 7Summits team, leveraging social technologies to deliver value for their clients' businesses.

Panoptix is a combination of software and services that helps customers see and manage their global building efficiency in a revolutionary new way. Johnson Controls envisioned an experience where customers could interact with the brand like never before. 7Summits was selected to integrate [Jive Software's Social Business Software](#) with product and marketing content to create a single experience where technology seems transparent. The result is a powerful fusion of brand story, community, support and tailored customer dashboards. Meet Panoptix at <http://whatspossible.johnsoncontrols.com/community/panoptix>.

Milwaukee Electric Tool is an industry leader that prides itself on hard-working innovation. Their new line of FUEL power tools is engineered with a radical combination of performance and design. With this in mind, 7Summits responded with an equally powerful online showcase. The custom blend of highly optimized content for search and social media transformed this product launch into a conversation shared by a community of professional users. Giving the customers access to the latest buzz and social content, 7Summits amplified Milwaukee Electric Tool's voice and gave everyone a chance to be a part of the brand. The FUEL story lives at www.MilwaukeeTool.com/FUEL.

MSOE is an independent, non-profit university with about 2,500 students. MSOE offers 18 bachelor's degrees and nine master's degrees in the engineering, engineering technology, building and infrastructure engineering, health-related engineering, computer, business and nursing fields. The university has a national academic reputation; longstanding ties to business and industry; dedicated professors with real-world experience; and extremely high placement rates and the highest starting salaries of any Wisconsin university according to PayScale Inc. Digitally connecting potential new students to campus, 7Summits engineered a seamless platform to aid in the exploration of everything MSOE has to offer. Start the journey at <https://admissions.msoe.edu/>.

To learn more about the WebAwards, visit <http://www.webaward.org/>. To learn more about the W3 awards, visit <http://www.w3award.com/>.

About 7Summits

7Summits, www.7SummitsAgency.com, is a social business agency founded in 2009 to help companies engage customers, partners and employees to help grow their businesses.

7Summits solutions deliver top line revenue growth and bottom-line productivity improvement by



focusing on both consumer influence and employee collaboration. The company works with numerous Fortune 500 brands to transform key business processes and become more fully networked enterprises. 7Summits offers deep expertise in social business strategy, community experience design, platform development and integration, as well as community activation.

###