



Sew What? Inc. It's not a question. It's the answer.™

Sew What? Inc. is Featured Success Story on Dell Site



Dell Case Studies featuring Sew What?



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Rancho Dominguez, CA – Without question, Sew What? is a rags-to-riches story – literally. Starting with little more than a sewing machine in her kitchen just over a decade ago, Megan Duckett has seen her company emerge as a significant creative force in the theatrical drapes arena.

Sew What's success is also Dell Computer's success as Megan credits computer technology (including her Dell server) and the World Wide Web for a great deal of her company's growth.

As a result, Dell is showcasing Sew What? on their Web site as an award-winning example of the marriage between technology and talent:

http://www.dell.com/html/us/segments/bsd/case_studies/sew/index.html

The multi-media site includes a brief history of Sew What?, describes how technology has helped expand the company's capabilities and customer service, and even allows visitors to design their own curtains and preview the results on a virtual stage.

“This site has really captured the essence of our personality and our mission,” said Megan. “And it beautifully demonstrates the partnership we have with Dell and Intel in being able to stay ahead our customers' needs as well as keep a step ahead of our competition.”

Sew What? has embraced technology in myriad ways, from digitizing and managing flame retardancy certifications, to instantly accessing project specifications, to providing near-real-time photographic progress reports for overseas clients. “That's the great thing about technology,” added Megan. “It's ever-evolving, which continually gives us new opportunities to be better tomorrow than we are today.”