CUSTOMER SUCCESS STORY

TNT POST UK

CANTARUS

BRIDGING ENTERPRISE & IT

DNN.

evoq

POWERED BY DNN

IN BRIEF

CHALLENGE:

Technical issues with TNT Post UK's incumbent platform prevented them from adding content quickly and easily without the need for significant technical expertise. The requirement for a dynamic website demanded a flexible and intuitive content management solution.

SOLUTION:

The "DNN Evoq Content" content management system (CMS) was combined with a collection of Cantarus custom-developed modules and modules purchased from the DNN Store, to deliver extensive content management functionality.

RESULT:

An easy-to-manage, fully extensible and flexible website, with the capability to assign granular permissions to content managers for control over fresh engaging content with little technical knowledge; increasing the productivity of TNT Post marketing and IT teams.

THE CHALLENGE

Limited by underlying technical issues with the implementation of their previous Content Management System (CMS), TNT Post needed to be able to react quickly to the changing online and business environment in order to make changes to its websites content.

Making content changes to the website required significant technical expertise which proved challenging as website design and functionality were difficult to develop and change. TNT Post UK faced other key issues which required addressing, including:

- Limited flexibility and functionality
- Reliance on off-shore technical expertise
- Time consuming to control and authorise content changes

TNT Post UK required a CMS on DNN technology due to their existing expertise; a platform that would allow it to meet online demand for fresh content and gain search engine rankings, both of which were fundamental in being recognised as a leading postal service provider in the UK. After a tender process, Cantarus was selected for its experience with the DNN suite of applications and expertise in DNN development and consultancy.

> " *We needed one person to be able to manage the website, making administration easier and the content update process more streamlined.*

THE SOLUTION

Cantarus constructed a diagnostics report on TNT Post UK's previously implemented content management system which was failing to meet the high standards required.

Working closely with the TNT Post UK marketing team, Cantarus' IT consultants then captured the requirements for the new DNN development on DNN Evoq Content to ensure the correct functionality was developed and all previous issues tackled.

The new website was rebuilt based on the same design template and content of its predecessor, but with the flexibility of changing the content and layout and additional functionality of adaptive rendering for mobile devices.

Cantarus created custom-built modules and structured the web pages into sections to make content management simpler and easier to manage, and migrated a blog from WordPress to merge all content management into a single platform. Training was then provided for the marketing team to ensure they were comfortable developing their own web-pages and adding modules/content.

TNT | post

The second largest postal provider in the UK, TNT Post is an award-winning postal company, renowned for developing innovative, customer-oriented services which has won them the business of blue chip enterprises such as Sky, npower, BT and Barclays.

> " With the DNN Content Management System, we have the freedom to update content quickly and easily and transform the look and feel to reflect our business evolution.

evoq | CONTENT

Cantarus implemented the DNN Evoq Content CMS for its extensive functionality and following features:

- Ease of use - edit content and add new content without technical expertise

- Scalable and extensible to meet future demands of the business

- Flexible framework to allow addition of new web pages, blogs and modules

- Highly granular permissions based security, with work-flow provision for content management to help control who can change and approve content on the website.

- Ability to easily modernise the skin to update the look and feel of the website

> " We are looking forward to expanding and growing the new site, with more modules and additional pages.

THE RESULT

A fully flexible and easy-to-manage content management system for TNT Post UK to utilise in its online marketing efforts. To increase productivity, DNN enables authorised users to edit and develop the site in an agile manner without technical expertise, decreasing paperwork and allowing greater control.

FUNCTIONALITY:

TNT Post UK can increase its website functionality, creating dynamic content as and when required, though purchasing from over several thousand modules available in the DNN Store.

FLEXIBILITY:

The look and feel of the website can be changed easily to keep up-to-date with design changes; ensuring the website always looks and feels modern with the ability to add new modules to change the styling and layout of each page.

CONTROLLABLE:

User permissions facilitate extra security and control, enabling the content manager at TNT Post UK to set up administrators, allowing specific user access to edit the content/pages on the site.

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