

# CUSTOMER SUCCESS STORY

SYMPHONY EYC



POWERED BY **Dnn**

“ Both the Symphony EYC team and our other vendors were impressed with Cantarus, their consistency, professionalism and responsiveness made working across two different continents much easier ”

Sandra Dunn  
Marketing Americas, Symphony EYC

## IN BRIEF

### CHALLENGE:

Faced with an unscalable, inflexible and difficult-to-maintain web solution in the midst of a re-brand and merger, Symphony EYC required an SEO-optimised, internationalised, rebranded content management system which was easy to manage by content managers from anywhere in the world.

### SOLUTION:

Using DNN Platform coupled with the “DNN Evoq Content” content management system (CMS), bespoke Cantarus custom-developed and DNN Store modules for rich media to integrate contact forms with the CRM system for automatic lead generation provided Symphony EYC with extensive functionality.

### RESULT:

An easy-to-manage, unified, multi-lingual SEO-optimised and mobile-responsive website with new branding and logos. The new website allows content managers all over the world to edit and approve local content, providing Symphony EYC with increased flexibility, visibility and productivity.

## THE CHALLENGE

A global company with world-wide marketing teams, Symphony EYC is growing rapidly, but technical obstacles presented challenges with increasing brand awareness and web presence. A recent merger resulted in a rebrand to be rolled out on one unified website, showcasing its fresh new brand and improving SEO.

Symphony EYC required a scalable, easy-to-manage, rebranded, internationalised website, incorporating its new brand logo and colours. Its previous custom web solution was inflexible and unable to accommodate such changes easily or cost-effectively as content changes could only be made by IT technical experts based in the UK. Amongst the faced issues were the following:

- An out-dated unscalable main website which was costly to maintain
- Multiple micro-sites with various campaigns that did not link to the main site
- Global marketing teams unable to input content

Following a bidding process against two US-based DNN providers, Cantarus was selected due to its technical experience in DNN, internal recommendations from existing relationships with the Finland team, its cost-effectiveness and its ability to work with US-based clients.

“ Our previous custom web-solution had not been rebranded or updated for a long-time. It was expensive to change and required technical expertise.

## THE SOLUTION

Working closely with Symphony EYC’s UK and Americas marketing and web team, SEO agency and external US-based web designer, Cantarus Consultants met aggressive timescales via rigorous project management, conducting weekly project progress meetings, providing consultancy and overseeing the website development.

Using designs from the external designer, a bespoke DNN skin was built, reviewed via web conference and adapted based on Agile principles. A project space was created to share content ready for uploading to the site. URL and meta-data suggestions from the SEO agency were implemented to maximise search visibility.

The second phase consisted of creating multi-language sites in German and French, working with the UK and US teams to make these local websites easily manageable. Training was provided to ensure Symphony EYC teams could manage and update the website.

The UAT phase allowed Symphony EYC to test the site and raise issues through Cantarus’ online project management tool. After go-live the project transitioned to Cantarus’ managed support, allowing content managers to raise support requests through multiple channels.



A global leader in utilising customer analytics to improve customer experience and business performance, Symphony EYC boasts operations in over 25,000 stores through 1000 leading retail and manufacturing clients in over 70 countries across the Americas, Europe and Asia. Symphony EYC provides services and software to increase margins, profits and customer loyalty.

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*We fully expect this website to generate more sales through tremendous lead generation as we can update it regularly and it is completely SEO optimised.*



**evoq**

CONTENT

Cantarus implemented DNN Evoq Content CMS for its unrivalled flexibility combined with features and benefits including:

- Cantarus' previous experience developing DNN websites and guarantee of reliability and performance.
- Work-flow and security roles enabling users to frequently update content in their local region.
- Latest responsive design technology to allow for mobile device optimisation.
- No technical knowledge required for updating and maintaining site content.
- Custom module development for displaying rich media, customer case studies, partner and client logos.
- Internationalisation capabilities with localisation features.

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*We love the new CMS solution. Where previously the US team could not make any changes, I can now directly add and approve content with limited technical expertise.*

## THE RESULT

Cantarus delivered a multi-phase website project, synergising two separate brands into a single, multi-lingual, mobile-responsive, state-of-the-art website. With full SEO optimisation, the website can be easily modified, extended and customised in line with branding and content requirements whilst also providing the following benefits:

### FLEXIBILITY:

With an easy-to-navigate and easy-to-use content management system, Symphony EYC content managers can update and manage their website from anywhere in the world in multiple languages and even on mobile devices.

### VISIBILITY:

Multiple campaign sites are easy to create and can now be integrated with the main site to improve SEO efficiency and drive more traffic to the website, increasing visibility and brand awareness.

### PRODUCTIVITY:

Symphony EYC can create and deploy its own customised forms which link to its CRM system for automatic lead creation, resulting in an optimised sales and marketing process.



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