

CUSTOMER SUCCESS STORY

GAP CONSULTING



POWERED BY **DNN**

“ We wanted a professional and industry standard website at the right price point to reach small to large enterprises, it seemed mad not to consider Cantarus to implement our CMS when they were DNN’s leading partner. ”

Emma Bannister

Client Account Director

IN BRIEF

CHALLENGE:

With Microsoft as their main vendor, leads and traffic were becoming heavier but Gap Consulting was faced with an outdated, inflexible and difficult-to-maintain website which no longer reflected their brand and capabilities.

SOLUTION:

DNN Platform content management system with accompanying third party and Cantarus bespoke-developed modules to deliver comprehensive web functionality with an integrated CRM system.

RESULT:

A re-branded, re-designed, easy-to-maintain website built on a flexible CMS solution allowed Gap Consulting to extend functionality based on their requirements and control user access for content submission.

THE CHALLENGE

Additional investment from their main partner, Microsoft, placed increasing pressure on Gap Consulting to improve their marketing efforts and look more professional when representing this vendor. With increasing traffic being driven to the site, investing in a new design for their website was critical to their online brand presence.

Gap Consulting sought an easy-to-use, feature-rich, flexible and extensible content management system (CMS) to be able to rework content, get the exact look they wanted and be able to expand the website by adding extra functionality at a later date. Their current CMS was basic with little room for expansion in features and functionality, and their business had outgrown their website:

- Restricted by poor navigation and functionality; difficult to edit site and add content
- No longer looked professional
- Needed to be brought into line with new branding
- No simple and clean structure for content addition

Concerned that a platform may not be flexible enough to be configured to the design selected, Gap Consulting wanted to achieve the correct functionality without compromising on the look and feel. Cantarus was selected for its expertise with DNN Evoq Content to convert a design into a skin and develop a fully functional website.

“ Investment from a high profile vendor steered us toward focusing on our brand image, as our “shop window”; the website was the most critical phase, desperate for an update.

THE SOLUTION

A project team comprising Cantarus consultants, Gap Consulting and appointed external designers discussed website specifications and considered the translation of the web design into a skin; subsequent weekly update calls determined further functionality requirements.

Cantarus built a bespoke skin, incorporating the design approved by Gap Consulting, and deployed a staging environment to assist in the content stage. Gap Consulting determined the information required; page templates with various containers were then created as a part of the skin to allow quick and efficient page roll-outs and content implementation.

Leading front-end web technology was used to build customer success story, event, news and white-paper sections using a combination of third-party and custom-built modules. Features such as ‘read more’ and rotating ‘testimonials’ were developed into modules by Cantarus to improve functionality; a useful CRM integration piece was also developed to push the ‘contact us’ form through a CRM system to help track customer enquiries. A user acceptance testing (UAT) phase assisted in tracking software issues and Cantarus consultants provided user training to ensure end users understood how to use DNN correctly.

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The Cantarus team collaborated very well with our design and internal marketing team, holding regular weekly calls and providing extensive updates.



Cantarus implemented the DNN Platform CMS for its extensibility, scalability, security and the following features:

- Cantarus' previous experience developing DNN websites with the guarantee of reliability and performance
- Rapid web page development using pre-developed containers and easy-to-use CMS functionality
- Pricing for open source had no large capital outlay
- Add-on custom modules for extensibility
- No technical knowledge required for updating and maintaining blogs and pages
- Cantarus technical support to assist if required

“ *We needed to be able to convert leads sent by Microsoft; for this we needed a current, modern website with fresh content.*



THE RESULT

Essential to their recent marketing campaign and the conversion of leads driven by Microsoft, the new website template was exactly what Gap Consulting had hoped for. Built to their design specifications, more creative than before with no compromised functionality, their initial concerns were alleviated.

USABILITY:

An easy-to-use industry-leading CMS platform, feature-rich and professional; DNN makes it simpler to structure new content and keep the website updated regularly without technical expertise.

FLEXIBILITY:

Access can be granted to multiple users and administrators can support multiple websites from one control panel, making it easy to refresh content, add blog posts and new pages.

EXTENSIBILITY:

Cantarus built an open source solution that can be built upon by integrating media content and additional features in future phases such as the addition of custom built modules.



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