

ENLITE®

• ABOUT THE CLIENT

Enlite is a part of the Aurora Group, a rapidly growing manufacturer and distributor of energy-efficient and environment-friendly LED lighting products. The company has an experienced product engineering team that is responsible for the design innovation, R&D, manufacturing, distribution and marketing of lighting products across all four domains of lighting elements: control, power, luminaires and lamps. With its portfolio of over over 1200 smart LED lighting products, the Aurora group distributes its products in more than 70 countries.

The huge repository of products on the Aurora website makes it difficult for customers who are looking to buy from just a few specific listings of products. This is where Enlite comes in, to serve customers and wholesalers in finding products from specific products listed by the distributors. Enlite is basically a micro-site that is designed to facilitate the distributors and wholesalers to effectively browse and buy products. This micro-site is designed for people who are looking to buy LED lamps, fire rated downlights, LED flat panels and transformers. The Enlite products undergo rigorous quality and safety checks before they are dispatched, ensuring that one always receives a reliable and safe product.

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GOALS

The Enlite project, being a part of the Aurora group, required to be similar, yet different from the parent website. Hence, the main goal was to create a website specifically for the distributors of Aurora lighting products, such that wholesalers and distributors can easily look-up, list and buy products. The Enlite microsite is developed following a distributor-specific approach with an aesthetically designed and easy-to-navigate homepage. A definite set of products are listed from the portfolio of thousands of lighting products by Aurora, so that distributors find it convenient to search and place orders for products. A light and fast microsite is what the client wanted Clavax to develop, and they immediately set to work on it by assembling a team of designers, developers and quality analysts. Developing and implementing the functionality in the microsite of the project was quite easy, as Clavax had decided to go with Kentico CMS 7.0. The idea was to implement the following in the project:

- ✔ A microsite enlisting details of fire rated downlights, lamps, LED flat panels and transformers
- ✔ To design a layout that would optimize the search and buying of products for distributors and wholesalers
- ✔ Creation and maintenance of admin panels for various new/existing editors
- ✔ Quick access to product listings
- ✔ Incorporating a customer support page to help them find the right products at the right time

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"In ten years of outsourcing web solutions for small and medium size businesses, I have yet to discover a partner more capable than Clavax. Having proven themselves in earlier projects, they bolstered the Kentico development efforts of another firm during our initial website launch. Since then, we have transitioned the full, ongoing development work exclusively to them. Clavax's Kentico development work is supported by the

knowledge, experience, and passion for effective business systems of their owner and project leaders. For these reasons, I gladly offer my strongest recommendation."

— Ricky Frohnerath, Brand Web Manager

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CHALLENGES

The Enlite project was an interesting one as Clavax had to develop a microsite that was projected at a specific consumer base. Enlite was similar in many ways to the Aurora website, but the challenge was to come up with a unique design and layout that would make it stand out from its parent website. Some of the requirements that were to be implemented in the microsite are listed as follows:



✓ ADMIN PANELS:

Aurora and Enlite-both being a part of the same group of companies-cater to the same set of editors. So with Kentico Clavax successfully assigned the users to both the site access and it saved lots of time.

✓ ORGANIZING DATA AND PRODUCT LISTINGS:

Deploying the Enlite microsite in a short span of time was going to be a difficult task, with the number of products and other user details. This task was optimized with the use of the Kentico CMS technology.

✓ MAINTENANCE:

Maintaining and securing huge amounts of product details and ensuring that the site is up and running at all times was also one of the major concerns while developing the project.

SOLUTIONS

While developing the microsite for Enlite, it was critical that Clavax design an aesthetically appealing layout while at the same time maintaining its efficiency in handling incoming traffic. The people at Clavax came up with the solution to use Kentico technology to develop this project in response to the above-mentioned challenges. The design and development of the site using Kentico 7.0 took just about two to three weeks to get deployed.

RESULTS

Kentico enabled Clavax in effectively implementing the client requirements in a very short span of time. With Kentico, they were able to incorporate the following into the client's microsite:

✔ A SINGLE INTERFACE TO MANAGE ALL WEBSITES

Kentico allows for managing multiple sites—be it a corporate website, e-commerce stores, microsities or blogs—from a single user interface. The design and development details of both Enlite and Aurora were available for easy access to the team members as a quick and easy reference.

✔ EFFORTLESS SHARING OF CONTENT, CODE AND CREDENTIALS

Team members can easily share content, codes and other data to maintain consistency across all website properties using a single user ID and password. One can also switch between multiple websites being developed under the same client.

✔ INSTANT DEPLOYMENT OF MICRO-SITES

There are multiple templates consisting of website structure, predefined content and other design options enabling developers to create and get a website deployed instantly.

✔ MULTI-TENANT ENVIRONMENT

Kentico 7.0 CMS allows developers to access multiple websites' information from a single user login ID and password, streamlining and simplifying the code and system maintenance process.

KEY CRITERIA FOR SELECTING KENTICO CMS

The driving force in choosing Kentico CMS for the development of the Enlite project was due to the following points:

- ✔ A single log in into the application enables the management of all websites, one single interface to manage everything.
- ✔ Sharing of code, content and other credentials of the team is possible for all website properties.
- ✔ Kentico CMS offers a scalable architecture for future upgrading of the website or microsite.
- ✔ Multitenant environment enabled Clavax to manage multiple clients in the same installation of the CMS.
- ✔ Also, the availability of predefined templates, website design and structure ensures that microsities can be created and deployed in no time at all.

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