

Case Study

Virginia Dare

www.virginiadare.com



Industry

Food Services

Partner

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Goals

To upgrade the Virginia Dare website from an information only site to align with Virginia Dare's current and future marketing plans. The new website needed to "represent the company online as it was represented offline – as the #1 provider of vanilla and other flavorings to the food production industry."

Challenges

The challenges faced centered around structuring the website so it quickly segmented the various client types that visited the home page. It was critical that an individual customer could very easily find the information they needed. In addition, Virginia Dare had a large number of visitors who were interested only in the history of the company. This segment needed to be quickly diverted to the appropriate areas where they would not tie up company resources.

Solutions

Synergy has a tried and true approach to enterprise level website development based on years of experience and a desire to "get it right first time". Upon commencing the project, we drew upon our breadth of experience drawing on important aspects of website design that are universal:

- Each website has a target audience that may be broken down into primary and secondary segments
- Each segment has a need and a purpose for visiting a website
- Each organization has something (information, content, a message, or a product) that they want the audience to see.

After extensive interviews of key internal Virginia Dare personnel (department heads) Synergy was able to confirm the primary and secondary audiences, identify each audience's needs and from this information create a taxonomy ensuring the website content would meet the audience's requirements and the client's needs.

Once this structure was known – we then applied best in class visual design to it, the result being a website that met the needs of the client and their users.



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"We were very impressed with how thorough the Synergy team was at researching our industry and understanding how we interact with our customers. From a professional standpoint they adapted to our professional processes and methods."

Paulette Kerner,
Marketing Department,
Virginia Dare, Inc.

Key criteria for selecting Kentico CMS

The Kentico CMS is the best solution for the management of www.virginiadare.com because it provides greater flexibility over content in general and as a result, the site will be easier to maintain by the Virginia Dare staff.

The CMS allows internal users/administrators to provide new website content through a What-You-See-Is-What-You-Get (WYSIWYG) editor, thus not requiring the internal users have website coding skills. Outside of plain text content, these systems allow for placement of multimedia, image or other web content types. External updates to the CMS/website are only required when the page templates themselves change.

The CMS uses rules to style the content, separating the display from the content, which has a number of advantages when trying to get many pages to conform to a consistent "look and feel". The system then adds the content to a larger collection for publishing.

The system also includes workflow for the internal users, which defines how the new content is to be routed around the system. The new system will also give the flexibility to design page layouts (as allowed by Admin permissions). The Kentico system will be easy for department staff to use, and capable of accommodating future additions.

Content Management Features:

- Integrated Search
- Online authoring/change approval
- WYSIWYG editing
- Workflow including a review and publishing process
- Session and user management
- Indexing and Searching
- Object Storage
- Templating
- Image and URL management
- Content scheduling
- Advanced publishing workflow approval

