



CASE STUDY



WWW.ALINEAUTO.COM

INDUSTRY

Automotive

BACKGROUND

Founded in 1939, Arnold Oil Company remains a family-owned business service with dozens of wholesale/retail auto parts stores servicing most of Texas.

CHALLENGE

Arnold Oil contracted Go IT Services to develop a new website to modernize their web presence, as well as add new functionality and integrate with their corporate centralized data management strategy.

TECHNICAL DETAILS

1 project manager
1 developer
1 graphic artist
2 months development time

WHY SITEFINITY

Go IT Services recommended Sitefinity as their preferred CMS solution architecture due to its user-friendly, highly-customizable, and feature-rich architecture.

RESULTS

Sitefinity proved to be an ideal platform for supporting the customized implementation of specific technical requirements. It also provided the flexibility for Arnold Oil employees to effectively maintain and control their website content with ease.

TEXAS-BASED ARNOLD OIL COMPANY CHOOSES SITEFINITY FOR THE A-LINE AUTO PARTS WEBSITE

Go IT Services, a Sitefinity service partner, develops a professional new website that captured the vision and strategic objectives of Arnold Oil Company.

THE CHALLENGE

Arnold Oil was in the process of re-imaging their stores with bold red, white and blue colors. Their aging website also needed to be redesigned to promote their business more effectively, include the company's history, and illustrate who they are and what they do.

Arnold Oil also wanted to have better control over the website and maintain it more easily. Specifically, they wanted business users to be able to update content, have a workflow for managing the migration of changes to the published site, and the ability to create new pages without technical skills.

In addition, Arnold Oil had invested in SharePoint as their internal collaborative tool, and wished to centralize the key data about their business within it. The public website should be able to retrieve data directly from SharePoint, such as their offered services, locations, and product lines.

THE SOLUTION

A component was developed to retrieve XML data and images from SharePoint lists via Web Services. The retrieval process was activated from a simple button placed within a tools page of the website that was restricted to authorized users belonging to a special role.

Several user controls were developed to read the XML data that had been saved locally on the web server to provide the customized functionality that was required. This included:

- A rotating ad banner on the home page.
- A graphical display of services.
- A list of manufacturer product lines organized by category.
- Locations organized by areas and displayed on Google Maps with drilldown to view specific store details.

The remainder of the site comprised of textual content and static images, plus forms to join the mailing list and locate parts.



"Sitefinity is an excellent Content Management System that enables us to deliver high-quality web solutions at a very affordable price. Our programmers work very efficiently with it, and our customers love using it. Great job, Telerik!"

*- Jamal Khalil
Senior Account Manager
Go IT Services*

THE RESULTS

The project was completed in accordance with the customer's expectations. During an afternoon of training with Arnold Oil employees, they were able to master all facets of content maintenance and were very positive about the ease of use.

It was very easy to add custom functionality to the website since Sitefinity integrates seamlessly with an ASP.NET development environment. The customer appreciates that they are able to continue to maintain key data about their business in SharePoint without having to duplicate it in the website. The simple one-click publishing from SharePoint to the website is very straightforward to use, and the implemented solution is extendable to publish additional data by simply adding to the web.config file.

In addition, the customer appreciates that they have implemented a strategic solution that can be enhanced to support additional requirements. They expect to add a secure area for customer and eCommerce functionality in the near future.

SOLUTION PARTNER

