WWW.PARKERINTL.COM

INDUSTRY
Food and Beverage

BACKGROUND
Parker International was established in 1990, and has grown to become an established leader in the global food trade industry, shipping thousands of containers of foodstuffs per year to international destinations. We specialize in providing quality food products, including beef, pork, poultry, produce and animal feed, to buyers around the world.

CHALLENGE
Parker International needed a new website following their expansion in the last years. The company wanted to further strengthen their promotional campaigns in their expanded world coverage and the new website needed to be an effective tool for winning new customers.

WHY SITEFINITY
Parker International needed a CMS system that is user friendly and requires minimum efforts to maintain. Everyone familiar with Microsoft Word should be able to update the site just as easily.

TECHNICAL DETAILS
The Parker International website took one developer, one designer and one project manager 4 weeks to develop.

HOW SITEFINITY INCREASED THE OPPORTUNITY TO DELIVER MORE OF WHAT PARKER INTERNATIONAL'S CUSTOMERS ARE AFTER

The Parker International website provides visitors with an overview of the company's products and services.

THE CHALLENGE
Parker International needed a new website following their expansion in the last years. The company wanted to further strengthen their promotional campaigns in their expanded world coverage.

Parker International has no internal programming or design capabilities so the requirement was for an intuitive CMS WYSIWIG editor that required no knowledge of markup or programming techniques. Parker International also needed a CMS that ensured the ever increasing regulatory requirements of a large organization could be easily handled was intuitive and would streamline the information change process; this included providing different access rights for staff with different roles.

THE SOLUTION
A data-driven website developed in Microsoft .Net and SQL Server, all built within and managed by Telerik's Sitefinity.

"Sitefinity ticked all the boxes" says Dimitri Miroshnik. "From its fantastic content management and authoring tools, including drag and drop page editing, versioning and its flexible workflow process which ensures any site changes are delivered to those with the sign-off responsibilities."

The many Parker International employees who actively use Sitefinity talk about the familiar Word-identical content authoring functionality and the fantastic out of the box modules which enabled greater interaction with its end users. Web 2.0 is about listening to your end users and responding accordingly, "…no other CMS we looked at came close to this level of functionality" said Dimitri.

RESULTS

The amount of time required from company employees to publish new content on the website has been significantly reduced and the whole content publishing process is streamlined thanks to the implementation of workflow.

"Sitefinity ticked all the boxes. No other CMS we looked at came close to this level of functionality."

- Dimitri Miroshnik, Parker International

From a development perspective, Sitefinity delivered on all fronts. A fully exposed and open architecture ensured the additional modules that were required for the site could be easily integrated.

THE RESULTS

The amount of time required from company employees to publish this information to the web has been reduced. In particular, the workflow functionality has made a significant difference. Where in the past, email was the only way changes could be shared with a predefined sign-off path, the entire process is now managed internally by Sitefinity.

With the increased levels of functionality, came increased opportunities to deliver more of what Parker International's customers are after. Future initiatives for Parker International? The significance of its international markets would suggest it's only a matter of time before Sitefinity's multi language functionality is adopted.

SOLUTION PARTNER

EASTISOFT

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