

CASE STUDY



www.schulershoes.com

INDUSTRY

Consumer Goods and Services

BACKGROUND

Founded in 1889, Schuler Shoes is a retail shoe store that focuses on comfort footwear and related products in the Minneapolis, St. Paul area. Schuler Shoes focuses on providing customers with the full-service shopping experience and knowledge to match. Schuler Shoes has been online since 1997.

CHALLENGE

We had three major challenges. First, make website content easier to update by business users. Second, create a workflow system to proof-read content before publishing it. Third, add Sitefinity modules easily into AbleCommerce.

WHY SITEFINITY

Sitefinity has an extensive user base and numerous professional examples. Sitefinity has a vibrant user community where we found answers to many of our technical questions.

TECHNICAL DETAILS

Able Commerce, Google Analytics
Microsoft SQL Server
ASP.NET

INTEGRATING SITEFINITY AND ABLECOMMERCE

THE CHALLENGE

Our main objective was to manage our store and our website content in one system. We wanted to share login data between our store and website, set-up content management workflows, add meta tags through the UI, and allow versioning.

We wanted a better framework for adding custom controls. If a property needed to be changed, such as the number of testimonials to be shown, we would like our business users to quickly change a textbox's value instead of code work. Another objective was to drag and drop controls onto pages and have business users adjust layout, without a programmer's help.

THE SOLUTION

By integrating Sitefinity and AbleCommerce, we got the best of both worlds; AbleCommerce, a leader in the e-commerce industry for over 17 years, has one of the most stable, functional and well recognized solutions in the business. Sitefinity, which is backed by the leader in UI tools for .NET, has all the features in a CMS that we needed. Sitefinity has workflow, versioning, and an intuitive UI for our content contributors and that's why we chose it.

Schuler shoes used the Generic Content and several custom modules. These include an e-mail list sign-up form, a foot doctor finder, and social networking widgets.

THE RESULTS

Integrating Sitefinity and AbleCommerce has put us in an excellent position to expand our online marketing and sales efforts. With the upcoming release of Sitefinity, we will increase our web based marketing efforts through the software's new functionality and performance improvements.

We have experienced great results by integrating the solutions. We can share the same credentials between the website and the store. Pages are easier to create because AbleCommerce's controls can be dragged and dropped onto pages without

Schuler Shoes deployed the provided file set with AbleCommerce and Sitefinity integrated.

RESULTS

Sitefinity made workflow much easier and allowed business users to add and modify content. It has also positioned the Schuler Shoes site to move forward with initiatives in heavier content pages and social media expansion.



"Integrating Sitefinity and AbleCommerce will allow you to maintain your online business in one place. You can have an award winning CMS, coupled with a leader in e-commerce solutions at your fingertips."

*- Joseph Anderson
JMA Web Technologies*

coding. We can set-up workflows, so content can be approved before going live. We found it easier to add custom functionality to AbleCommerce through Sitefinity's modules, since Sitefinity allows modules to be configurable, without code, through the UI.

"I feel like I have noticed better placement when I'm searching for various information of our site on Google relative to other fairly popular sites. Though I feel that AbleCommerce has a good SEO base, I think that adding Sitefinity on top of that has only helped. In addition, we have not even spent that much time optimizing our titles, tags and on-page content so if we're getting good placement without much effort, I'm certainly happy having Sitefinity and AbleCommerce working together to keep the pages very SEO friendly," says Michael Schuler from Schuler Shoes.

SOLUTION PARTNER

