Telerik
Sitefinity CMS
Envision. Build. Manage.

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INDUSTRY
Manufacturer and national distributor of insulated, customized drinkware.

BACKGROUND
Tervis Tumbler Company is a niche drinkware company that manufactures insulated, custom-designed and personalized tumblers that keep cold drinks colder and hot drinks hotter longer. Tervis tumblers are guaranteed for life and are sold in 6,000-plus retail outlets nationwide. The company is dedicated to upholding the same high standards of quality craftsmanship and customer relations today as it has since it was founded in 1946.

CHALLENGE
Tervis Tumbler has been expanding its product line and signed major licensing deals, creating an immediate need for an e-commerce system to accommodate this growth. Imperative to this effort was a CMS that allowed them to make changes to their Web content on the fly.

WHY SITEFINITY
Tervis Tumbler needed a CMS system that allowed them to remain adaptable. Sitefinity offers an open architecture environment for ease of use and the ability to create custom modules.

HOW SITEFINITY HELPED TERVIS TUMBLER ACCOMMODATE ITS EXPANDED PRODUCT OFFERING AND GROWING CUSTOMER BASE, WHILE PROVIDING A BETTER ONLINE EXPERIENCE FOR ITS CUSTOMERS.

THE CHALLENGE
Tervis Tumbler has been expanding its product line and offering having recently signed major licensing deals with large brands such as the NFL and John Deer. This resulted in a need for an upgraded, modernized, easy-to-use e-commerce system to accommodate this growth. Imperative to this effort was a content management solution that allowed them to make changes to their Web pages, as well as build out their website by adding new pages. Their objective to be able to manage their website content supports their overall goal to provide a better online experience for Tervis customers.

THE SOLUTION
MethodFactory met with Tervis Tumbler to define their website and Web application

goals; they detailed out the page structure and determined the functionality they needed. MethodFactory recommended Sitefinity for its built-in functionality, extensible architecture, ease of use, application speed and cost.

Tervis uses Sitefinity to manage non-product website content, including company background, news, and return/exchange policies. They also use it for their marketing and landing pages, as well as the home page. The static pages use Sitefinity's HTML, image, Flash and streaming media modules, making it a modern, media rich website where customers can get a better 'feel' and view of the products – how they are constructed and what the designs look like from different angles.

Tervis has added many new product lines based on licensing deals with the NFL, MLB, Coca Cola, Disney and many other brands, becoming a provider of drinkware for them with their logos, teams, etc on the product. These partnerships are bringing more visitors to the website and creating an increased demand for

TECHNICAL DETAILS

The website was developed in ASP.NET, SQL Server and Sitefinity CMS. Commerce Server was used for the product section of the website and was also integrated with XAPTA ERP System.

RESULTS

With Sitefinity as the core CMS platform, Tervis Tumbler now has the ability and confidence to manage their content, allowing them to remain flexible to any changes that might be required, ensuring that website content stays up to date.
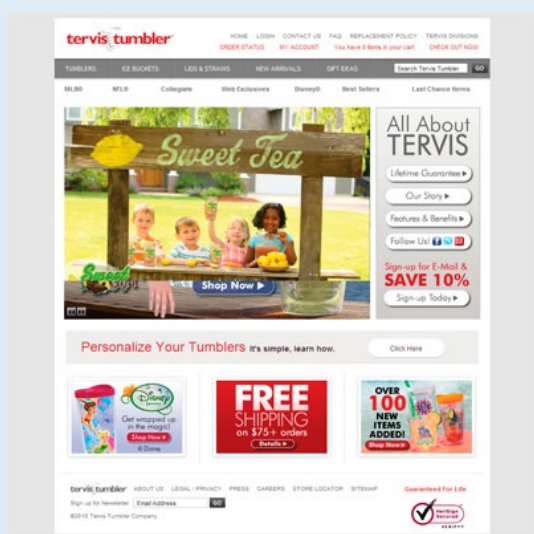
"When it came to their new website, Tervis Tumbler was most concerned with improving their customers' online experience. This meant keeping content fresh and up-to-date as soon as it was available without having to depend on a 3rd party. Sitefinity empowered them to do this."

- James Williamson,
Partner,
MethodFactory, Inc.

customer service information like Replacement Policy and other static content that will need to be updated as the company and its offering continues to grow. In addition, MethodFactory made use of multiple templates and themes to enable marketing staff to more easily manage the presentation of their content.

The combination of Sitefinity for non-product content management and Commerce Server for product management makes for a comprehensive commerce solution that allows Tervis staff to manage content, add pages, and controls and ultimately provides the customers with a better user experience. For the Tervis project, MethodFactory also integrated XAPTA ERP System with Commerce Server.

THE RESULTS

Tervis Tumbler received a robust content management system that allows their staff to manage content at the page level and 'build out' pages throughout the site on the fly.

With Sitefinity as the core CMS platform, Tervis Tumbler now has the ability and confidence to manage their content in an open architecture environment, allowing them

to remain adaptable to any changes that might be required, ensuring that website content stays up to date.

Tervis received a fresh graphic design, which greatly improved the website's organization and navigation. Sitefinity's template management enabled front-end developers to quickly implement the new graphic redesign and provides greater flexibility when making presentation level updates to the website.

The new website, along with its content managed landing pages provided an improved marketing vehicle for the company's licensing arrangements with organizations like the NFL, MLB, John Deere, collegiate, etc. Overall these tools are resulting in a better representation of their corporate brand, user experience and customer service.

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