#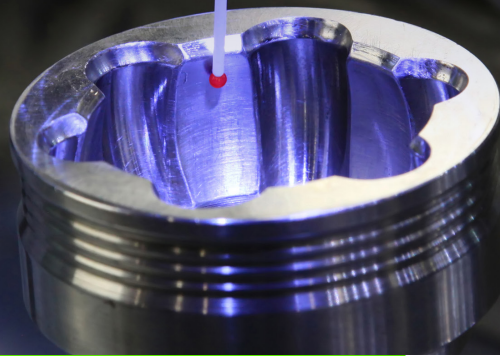 FARO TECHNOLOGIES – HOW SITEFINITY HELPS THIS WORLD-LEADING TECHNOLOGY SPECIALIST TALK TO CUSTOMERS IN 15 REGIONS AND 12 LANGUAGES WITH ONE VOICE

Client

FARO®

Industry
Hi-tech manufacturing

Summary
When FARO Technologies needed to bring their global web presence up to date, they turned to Sitefinity. Leveraging Sitefinity's ease of use for business users and strong support for developers, they created a single global website with localization for every region—enabling FARO marketing managers around the world to talk to their markets in their own languages, but with one voice.

Background

Like many B2B enterprises, FARO Technologies Inc. (NASDAQ: FARO) has challenging communications needs. As a world-leading manufacturer of 3D measurement devices and software, its highly technical market is dispersed around the globe. Purchasing cycles are quite complex, so reaching the right decision makers with the right message is critical to the company's success.

FARO has offices where its customers are. There are 23 FARO regional divisions, some with more than one office, and four branches in China alone. The FARO website is the heart of the company's marketing strategy, so localizing web content is a key activity for all regional marketing managers.

Challenge

As FARO grew and became more successful, so too did its marketing infrastructure. By 2007, the company had multiple websites. A central FARO.com site hosted information about events, and was augmented by regionally built websites running on different CMS platforms. Over time, these sites failed to meet requirements, so FARO also created microsites for their products.

Coordinating content between the sites was labor-intensive and hard to manage efficiently. Translating and localizing content was a constant challenge for the marketing teams. The challenge was to keep all sites in the same layout and maintain the different plattforms.

"The web sites were hard to manage," says Erik Schradi, Senior Web Developer at FARO Europe. "A marketing manager would have to involve a webmaster to set up or change a page because there had to be changes to the JavaScript and the CSS, or hand-coded adjustments to get images in the right place."

There was a clear need to create a modern, unified online presence—one with the capability to deliver content globally while supporting local variations.

Solution

The company began a project to overhaul the web infrastructure and the front-end design, initially evaluating the RedDot CMS by OpenText. But by 2009, the project had been put on hold . When it resumed in 2010, the FARO team reevaluated web content management solutions from a number of CMS vendors, including Progress Sitefinity.

"We chose Sitefinity for several reasons," says Erik. "Overall, our evaluation concluded that the Sitefinity solution represented better value for the money for FARO. There were, of course, other important considerations, such as extensibility and integration since we hoped to one day move to the cloud."

A key factor driving FARO's selection of Sitefinity was its ease of use for end users. Usability was essential if the new infrastructure was going to enable regional marketing managers to localize content without difficulty and effectively exploit SEO.

The second key driver was the support Sitefinity provides for developers. "For developers, Sitefinity offers better support, its architecture is close to .NET and it comes with built-in support for Windows Workflow Foundation," says Erik. "These were important for us."

Result

Sitefinity Partners

Implementation of the new platform began in 2011. The Sitefinity Partner Network Team at Progress helped the FARO team, which also included United Experts and

QUBA, both accredited Sitefinity partners based in the UK.

"This was a technically challenging project," says Jon Eaton, New Business Manager at QUBA. "As we are UK-based and Erik's team is in Germany, clear communication was vital at the outset since most work was completed via telephone and online."

QUBA's certified Sitefinity developers quickly brought the development program on track and completed a comprehensive code audit alongside United Experts.

"Our recommendations were to align the development with Sitefinity best practices," says Boris Motusic, CEO of United Experts, a Sitefinity consultancy and official training partner. "Once this was done, the development proceeded smoothly."

Benefits for business users

The project's primary focus was to make it easy for business users to make updates to the site quickly and easily. FARO regional marketing managers access the site using Sitefinity's intuitive back end. QUBA built custom modules which automatically pulled-in filtered content, making layout creation a simple matter of dragging and dropping elements into editable templates.

"Setting up landing pages is simple," says Alberto Castiglioni, Marketing Team Leader at FARO Europe. "When I was introduced to Sitefinity, I said 'That's easy —I can do this myself without being a technician!' Our marketing managers are usually up and running with Sitefinity inside of an hour."

FARO staff, including the regional marketing managers, can now make their own landing pages using established templates and widgets, which makes the website more responsive to business needs. "When the marketing department wants to launch a new campaign, they can do this in as little as one to two days. This was not possible before."

> "Setting up landing pages is simple. When I was introduced to Sitefinity, I said 'That's easy—I can do this without being a technician!'"
>
> **Alberto Castiglioni,**
> **Marketing Team Leader, FARO Europe**

Sitefinity's granular permissions system safeguards FARO web properties against inadvertent changes and enables business users to safely optimize pages for SEO. "The priority is to allow people to make changes without being able to break anything."

The system also leverages Sitefinity's support for Windows Workflow Foundation to help managers keep content in sync by triggering notifications when new content needs to be localized.

Integration with existing infrastructure

FARO relies on an automated marketing platform to manage the lead generation process. Sitefinity is built with integration in mind and FARO has exploited this to provide a seamless interaction between the marketing platform and the website.

For example, a site visitor may be asked to register with a form in order to attend an event. Sitefinity provides contextual information so that the form is generated in the right language, and data is then pushed back into the marketing platform to register the visitor for the event with appropriate follow up emails being sent out. Data is also pushed into FARO's CRM.

Registered visitors on the FARO website are Sitefinity users. A visitor who registers creates a Sitefinity user profile and this triggers follow-up emails from the automated marketing platform.

Sitefinity Integration with Windows Azure

When Sitefinity introduced support for Microsoft Windows Azure, FARO took the opportunity to pursue a move to the cloud. Says Erik, "We were using one of the biggest server hosts in Germany which was quite fast in terms of hardware, but we were experiencing some slowdowns on the sever, especially in the US and Asia. It was time for us to move to the cloud."

FARO decided to go with a natural Azure server rather than running as an application. Running as a normal Windows machine made it easy for them to update single files or upload new CSS files without building a whole new deployment. FARO maintains one live web server, one staging web server, one live database server, and one staging database server, "It's much faster now and we have the option for larger files, such as videos or downloadable files on the server. If there's a problem, we can put them in a CDN network then mirror in three different data centers in the local regions."

Should that happen, the Sitefinity integration is key, "If someone from China goes to a page, Azure detects you're from China and downloads the proper content to Sitefinity from the server in Asia."

24-7 support

As a global organization, FARO requires support around the clock so that marketing managers can raise technical questions during their own business hours. QUBA, as the implementation partner, provides 24 hour support to FARO, 7 days a week from its UK base, with response times protected by SLA.

As a Platinum Sitefinity Partner, QUBA is in turn able to rely on priority support from Sitefinity's own global support team, meaning that no matter the complexity of the issue, FARO can be sure of a timely response.

> "When the marketing department wants to launch a new campaign, they can do this in as little as one to two days. This was not possible before."
>
> **Erik Schradi**
> **Senior Web Developer, FARO Europe**

The Verdict

The European and US sites are live and the FARO team is working to finish Asia and bring other languages online. The Spanish and Portuguese language version of the site for Brasil and Mexico will follow in short order. The Windows Azure integration has FARO websites working faster, and Sitefinity's usasbility and support continue to impress at the regional level.

"Our web presence is much more sophisticated," says Erik. "Feedback from the marketing managers has been very positive. Early analytics show that visitors are spending longer browsing the site than before. We also have more page views and unique visitors on the pages that have gone live. The new site also makes it much easier for our customers to get in contact with the right person. Although it is early, we are confident that the new site will perform well."

FARO is now looking to the future. "We are already planning Phase 2," says Erik. "We will be adding functionality, making our download center even more user-friendly and connecting the system more closely with our CRM. We will also implement single sign on for all systems. This is just the beginning."

About FARO Technologies

FFARO (NASDAQ: FARO) is the world's most trusted source for 3D measurement , imaging and realization technology.. The Company develops and markets computer-aided measurement and imaging devices and software. Worldwide, approximately 15,000 customers are operating more than 30,000 installations of FARO's systems. FARO is headquartered in Florida, USA with regional head offices in Stuttgart, Germany and Singapore, and branch offices worldwide.
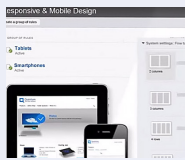
www.faro.com

About Quba

QUBA is a Sitefinity Platinum Partner. As an integrated full-service digital agency, QUBA prides itself on its design, strategic marketing and technology expertise. Working nationally and internationally, QUBA helps clients develop their businesses, build brands and sell products online. QUBA's team of designers, user experience specialists, digital marketeers, Sitefinity developers and project managers understand how to create effective websites that deliver results. www.quba.co.uk

About United Experts

United Experts is a Sitefinity consultancy and the Sitefinity Official Training Partner for the UK. Offering advice throughout the project cycle, United Experts has helped Sitefinity customers of all sizes from startups to blue chip. www.unitedexperts.co.uk

Learn More

Sitefinity at a Glance

A CMS Solution for Any Mobile Strategy

Sitefinity CMS: Website Personalization

Explore Other Resources

A Mobile CMS For Any Strategy
Mobile CMS Tutorial
Inspire Customer Loyalty by Personal Experiences

About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premise and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

Progress® Sitefinity™