

Teknion Improves Website Management Threefold with Progress

CASE STUDY

CLIENT

teknion

INDUSTRY

Retail & Wholesale

PRODUCTS

Sitefinity

SUMMARY

Teknion wanted a modern, sophisticated website that matched its brand image, so the company turned to Progress Sitefinity to improve web content management and design.

INTEGRATIONS

Bynder Digital Asset Management Platform

Salesforce CRM

Elastic Search

Maxmind

Challenge

Teknion is no ordinary furniture designer. With a unique blend of furnishings and fixtures, Teknion products enable any business to set the tone and culture of the company through the design of the workspace.

However, for a brand with a reputation for creativity and pushing boundaries, Teknion's website was lacking in many ways. Because it was built on HTML, usability was problematic—Rafal Jakubowicz, Manager of Digital Operations at Teknion, was the only one with the HTML knowledge required to change, update and add content. This resulted in bottlenecks for even simple tasks, let alone making more comprehensive changes to the site.

“Practically all the responsibility for website management was on me, it was a huge bottleneck,” Jakubowicz explained. “Even if we had five people, it would be impossible to make the way we managed the website any faster—if you did not have programming knowledge, then you just could not make things happen.”

Content management issues were complicated even further by the company's international reach. With operations in Canada and the United States, the Teknion website needed to support both French and English languages, which

meant creating and managing content in multiple languages. Plus, the need for responsive design was also on the horizon—as a company with a basis in architecture and design, operating a website that was incompatible with the latest mobile devices was not an option.

In 2015, Teknion decided to rebrand the company's image as a whole. With all the website issues stacking up over the years, the rebrand seemed like the perfect opportunity to relaunch the company's digital presence. The current website was serviceable, but it simply wasn't scalable and didn't integrate well with other systems. A new approach to content management was required and would enable Teknion to embody its brand values.

Solution

Picking the right solution was important for Teknion, so the company decided to bring in Moveable Online, a digital consultancy and web development firm.

“We took a different approach—instead of settling on a platform first, we wanted to look at Teknion's processes and needs and build from there,” said Oren Shapiro, Vice President of Service Delivery, Moveable Online. “We were looking for a technology that gave Teknion the ability to bend the framework and evolve with shifting market needs to bring the Teknion vision to life.”

After looking at the existing requirements, Teknion selected Progress® Sitefinity® as its content management system.

“We liked Sitefinity for a variety of reasons,” Jakubowicz said. “There were some unique usability features that appealed to us and we loved the modularity of the system. So from the get-go, we were drawn to Sitefinity.”



“From the start of our solution search, we knew we wanted a system that was easy to use. Despite setting that bar going in, Progress Sitefinity still managed to surpass expectations and we were surprised with how easy the training went when we grabbed nontechnical personnel from different departments. We sat them down for training and they were up and going in a matter of minutes.”

Rafal Jakubowicz, Manager of Digital Operations,
Teknion

Sitefinity empowered Teknion to take control of its brand on the digital front and create a modern, sophisticated website that represented the company's progressive, trend-setting attitude. Simply creating and managing content got a lot easier as everyone was empowered to contribute. Within weeks, Teknion overhauled the entire website and included new non-technical personnel to the content team to streamline content management. Teknion was able to build a more sophisticated customer experience—and it was easy to manage from behind the scenes as well.

“The site we built with Sitefinity enables us to be closer to who we are as a brand,” added Claudio Ferreira, Senior Manager of Digital Corporate Marketing, Teknion. “We spend a lot of time talking to interior designers and architects in our industry, so we needed to have a site that was as design-driven as the product that we sell.”

Being able to offer customers a quality browsing experience was also vital, and Sitefinity played a pivotal role in that. Website content could be personalized to customers based on their user

profiles and Sitefinity enabled the web team to further localize content with multilingual settings. With more than 180 pages of content, being able to streamline the localization of content instead of having to manage multiple versions of each page individually freed up the website team to work on more mission-critical projects.

Additionally, the responsive design capabilities ensured customers could access the site at every point of the buying journey.

“Without support for mobile devices, shopping takes on a stop-and-go nature and it’s easy for customers to get disrupted and distracted,” explained David Gowe, Director of Business Applications, Teknion. “So that is one of the biggest advantages of the responsive design we gained with Sitefinity—we’re smoothing out the shopping experience, regardless of how customers are browsing.”

Ease of integration with other systems was another requirement for Teknion. The company had a digital asset management system with more than 20,000 files and the seamless integration with Sitefinity enables the company to make the most of these assets.



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Results

With two years of experience with Sitefinity, Teknion has been able to evolve its website and support the surrounding content processes better than expected. The biggest benefit has been the added efficiency and productivity gained by the marketing team. Website management was once a slow process that presented a major bottleneck—now, anyone can be trained how to do it within a day.

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The user-friendliness of Sitefinity resulted in Teknion being able to do more with less. The web team is able to perform routine tasks much faster than before and is able to promptly respond to requests as they come in. This is particularly the case with the multi-site feature—Teknion can make edits at one place and have them manifest elsewhere.

“The fact that a small team of half a dozen people within the corporate marketing team is able to manage and interface with tens of thousands of assets is incredible,” said Oren Shapiro, Vice President of Service Delivery, Moveable Online. “The marketing team is operating three times more efficiently than it was previously able to.”

For Teknion, the new website is just the first step. The company is always looking for new ways to both improve the customer experience and the efficiency of employees. With the rise of mobile devices and the new found responsiveness offered by Sitefinity, Teknion is exploring all sorts of options to push boundaries even further.

Teknion

Teknion creates furniture that connects people, technology and spaces. We hold to a simple yet powerful principle: design does matter. Teknion offices and facilities are located in the United States, Canada, the United Kingdom, India, Russia and Malaysia. Clients are served through a network of authorized dealers worldwide. Through our 30 years of dedication to innovative and sustainable design, we offer a diverse portfolio of award-winning office systems, office furniture, ergonomic accessories and architectural products. Visit Teknion at teknion.com and join Teknion at facebook.com/teknion.

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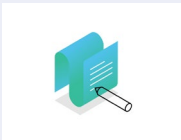
Moveable Online

Moveable Online, based in Toronto, Canada, acts as the digital strategy and web development team for design firms, agencies, corporations and non-profits. Its focus is on delivering websites and business applications that drive growth and simplify operational management.

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