



Sitecore
Case Study:



SEAS-NVE – Combining two sites into one with Sitecore, while maintaining a distinct workflow for each site

Summary

SEAS-NVE determined that in order to allow their stakeholders to make better and faster strategic decisions regarding electricity and gas procurement, they needed to update their web presence. For this new project the target stakeholders are represented by consumers, board members and government agencies.

SEAS-NVE selected Addition Consulting to build their new campaign website and integrate it into their corporate website. The goal was to consolidate the two web sites—a campaign and the corporate site—into one instance of Sitecore.

Challenge

SEAS-NVE is a consumer-owned energy company. It delivers energy and communications services to 375,000 customers and shareholders and has 600 employees. SEAS-NVE's products are divided into three main categories: electrical products, consulting, and network products.

Prior to the 2008 launch of their new corporate site, SEAS-NVE maintained a separate campaign site that lacked integration with their corporate site. They sought a solution that would allow them to effectively share the content of their campaign site with their corporate site. This also aligned with the need to ensure that the user experience was seamless—within a single fully-integrated site.

SEAS-NVE also needed to focus their attention on the website quality and relevance of content. They wanted to facilitate direct communication both internally and with the customer. Each board member would also need their own access via an Extranet.

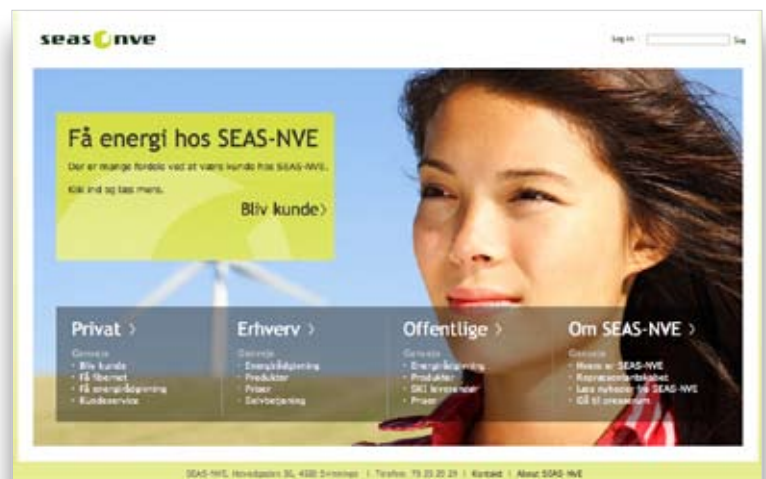
Solution

Working with Sitecore partner, Addition, SEAS-NVE combined their campaign site with the existing corporate web site—with Sitecore CMS as the platform.

By placing campaigns on the home page, SEAS-NVE can deliver timely and relevant offers as soon as the customer comes to their site.

continued on back

SEAS-NVE
Site
www.seas-nve.dk



Extranets were developed to support two key constituencies - employee representative cabinet and board of directors. Each Extranet user logs in from the main site. The two target groups then obtain access to each of their separate areas. The board can see the contents of the representative area, but the representatives cannot see the content of the board area.

The Extranet provides for sharing and easy dissemination of current content and documents to its members. The Sitecore Media Library was used to enable the rapid distribution of information between board members.

Addition Consulting developed a custom campaign module to control the delivery of offers to the new site. Addition also integrated Google Analytics to monitor traffic and site usage and Google Search Appliance to provide for enterprise search.

Result

For SEAS-NVE's clients the result is a marked improvement in services. This solution brings the customers closer to SEAS-NVE, enhancing the level of service they receive. The new site delivers simpler and more effective navigation and ease of use. Other benefits include:

- **Optimized display of information:** The new design and updated information architecture now contribute to a more open and welcoming impression of the company, with a focus on news, campaign teasers, and offers.
- **Interactive site:** Customers are able to update personal information, e.g. new address, meter reading, and make service request, etc.

- **Easily updated, relevant content:** By using the campaign module to control campaign image and fields, webmasters can continuously update content in relation to marketing feedback and to support various holiday and seasonal themes. Additionally, the customer also has access to view a geographic map, showing updates on construction and new fiber connections in their cities. All this helps to create a more dynamic and effective site.
- **New extranet:** The Extranet allows members to interact with SEAS-NVE as they choose. For SEAS-NVE it streamlines the administration. The Extranet is also how board members get updates and follow up with memos, files etc.

Addition Consulting has developed a solution that makes a big difference in the effectiveness of SEAS-NVE's web site. This greatly reduces maintenance cost while delivering a fully integrated solution to the various external and internal stakeholders. SEAS-NVE is able to continuously optimize their web presence based on actual usage providing even higher levels of service to their customers and shareholders. Cost savings are also realized by moving from SEAS-NVE physical records to electronic media.

The flexibility of Sitecore has allowed the management of the corporate web site to be separated from the management of the campaign web site, even though the two distinct sites appear as one solution from a user perspective.

Technology Description

Solution Special Ingredients:

Google Search Appliance for search
Google analytics



Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons. Sitecore has offices and representatives in more than 50 countries around the world.

Sitecore
www.sitecore.net

SEAS-NVE
www.seas-nve.dk

Addition
www.additionconsulting.com