



Sitecore  
**Case Study:**

**TOSHIBA**  
**Leading Innovation >>>**

**Toshiba Business Communications Division – managing their partner portal and division’s website successfully with Sitecore**

**Summary**

Toshiba’s Business Communications Division (BCD) enlisted the help of ClearPeople Ltd. to redevelop the division’s web presence, and create a partner extranet using a bespoke content management solution. Three years later, and with even greater importance being placed on the partner extranet, Toshiba BCD required that their website have further advanced functionality. Given the complexity of the requirements, ClearPeople recommended Sitecore as the preferred enterprise-class Content Management System (CMS).

**Challenge**

The volume of content on the website had significantly increased since the site’s initial launch. Toshiba BCD required a solution that could save editorial time, was easy for non-technical people to use and would allow for future enhancements.

The major challenge was therefore not only to provide Toshiba BCD with an easy-to-use CMS, but it also had to be compatible with the strict rules that the corporate hosting environment requires for publishing and staging control. In addition, The requirements for user interface flexibility and standards compliance made this a challenging project.

**Solution**

ClearPeople implemented Sitecore CMS for Toshiba BCD, which includes some of the following features:

- A highly efficient publishing tool
- Adherence to Toshiba global web and security guidelines, including:
  - Fully protected staging and intranet environment
  - Separate (web-farm server) public facing internet/extranet environment
  - Preview and Publishing control
  - Workflow control
- World class adherence to web standards
- Clean, elegant and flexible user interface
- Password protected areas (Extranet) for Toshiba partners
- Flexible form control
- Flexible brochure download form controls

**Toshiba Business  
Communications Division  
Site**

[www.telecoms.toshiba.co.uk](http://www.telecoms.toshiba.co.uk)



## TOSHIBA

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*“We have been using Sitecore for three years now, and one of the main benefits we’ve seen is the incredible flexibility – we can do more with the site than ever before.”*

—Andrew Levey,  
Marketing Manager,  
Toshiba BCD

### Result

ClearPeople’s expertise in developing for Sitecore CMS meant that a working solution was quickly implemented. The new website was successfully launched after a ten week design and development process. Sitecore’s administration interface exceeded the expectations of BCD’s editors in terms of usability. After a few hours of training, a handful of editors were able to create new content items.

Three years after Toshiba BCD started using Sitecore to manage their web site content and partner portal, they have been able to get information into the most user-friendly format as possible, while allowing partners to find the information they need quickly. The site has grown and they have incorporated a number of additional features:

#### For customers:

- Using post code search and Google maps API, customers can easily find local partners.
- Toshiba is using aliases for web pages so they can track marketing activities.

#### For partners:

- **Segmentation:** Toshiba BCD has also been doing more segmentation with partner logins: this allows, for example, direct partners access to a price list, while indirect partners get their pricing from distributors.
- **Quick validation:** Partners can now register on the portal, and once the email address is validated and Toshiba BCD approves the partner, the partner can immediately log on to the portal.
- **Corporate policies:** ClearPeople is able to easily implement rules as needed to ensure that Toshiba guidelines are being adhered to.

“Sitecore is really easy to use and we can get things up on our site quickly. The combination of the flexibility of Sitecore and the expertise from ClearPeople has been invaluable,” says Andrew Levey, Marketing Manager, Toshiba BCD.

Moving forward, Toshiba BCD plans to expand their partner portal to create more of a community, with forums, blogs, and other social networking features that Sitecore offers. They are also looking into expanding the partner portal area into a customer zone, to allow customers to register for things such as user guides, new product release information and customer loyalty offers.

### Technology Description

The Toshiba BCD website is running on Microsoft SQL Server. In addition, a number of other standard and custom modules were also employed - such as Lucene search. A roadmap of additional features is already planned, such as fully indexed document search and possibly online forums, proving the ability of extending the functionality of Sitecore CMS.

Furthermore, Toshiba’s own security standards have been followed, and exceeded, by implementing a strict approach to database access on the public facing servers. Updates cannot be done via the public servers. Instead, any required updates, such as a partner registration or a user profile update, are published via a web-service to the internal environment. Updates are tightly controlled and published either automatically or through a custom defined workflow, depending on the security scenario.



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.

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