



Sitecore  
**Case Study:**



## VNU Exhibitions Europe – Creating Multiple Web Sites Quickly and Efficiently with Sitecore Foundry

### Summary

This international exhibition organization needed a way to efficiently create multiple websites to support more than fifty fairs and events throughout Europe and Asia. Working with Sitecore partner, Evident Interactive, they've harnessed the power of Sitecore Foundry to meet their goals.

### Challenge

VNU Exhibitions Europe organizes fairs in the Netherlands, Belgium, Germany and Russia. VNU also has a significant presence in China and elsewhere in Asia. The company combines the expertise of fair-organizing companies and the marketing of integrated information groups. The result is an organization that profiles itself in the world of fairs and exhibitions by its marketing communication.

With fifty specialist fairs and growing, VNU Exhibitions needs a new website for every fair they organize, which was costing them time and money. Their partner of the past twelve years, Evident Interactive, had previously built a website generator to help VNU Exhibitions create new sites. However, the CMS they were using was more than five years old and it needed to be updated.

### Solution

To make the process of creating websites easier, dynamic, and more flexible, Evident Interactive, a Sitecore partner for three years and counting, developed a new website generator based on Sitecore Foundry.

Harnessing the power of Sitecore Foundry, the new website generator is a multisite platform that allows VNU Exhibitions users to create hundreds of websites totally independent of each other. They can change the complete layout of the websites, including the number of columns, the amount of pages, etc. They can also add specific functionalities per page like forms, widgets, news listings, photo galleries, and more. Especially important for VNU Exhibitions, an international organization, is that the website generator is multilingual.

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VNU Exhibitions Europe  
Site  
[www.vnuexhibitions.com](http://www.vnuexhibitions.com)





*“With the website generator we can carry out our web marketing in an efficient way around hundreds of congresses and fairs.”*

**—According to Wim Weijmans, Manager Marketing Operations, VNU Exhibitions**

*“The reason we chose Sitecore is because Foundry provides an ideal solution for the VNU Exhibitions project. Foundry provides delegated and distributed site management to individual site owners and groups.”*

**—Herbert Pesch, Managing Director, Evident Interactive**

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### Result

Today, VNU Exhibitions is taking advantage of the advanced technology in Sitecore’s Foundry. Says Pesch, “We accomplished the goals we wanted to accomplish. VNU Exhibitions is now able to create dynamic and flexible websites in an easy way. It’s now possible for them to create a website in a few days which is a huge improvement from the way they did things before.”

According to Wim Weijmans, Manager Marketing Operations, VNU Exhibitions, “The website generator is a dynamic environment in which we can create, style and maintain our websites in an easy way. With the website generator we can carry out our web marketing in an efficient way around hundreds of congresses and fairs.”

### Technology Highlights

The website generator application is based on Sitecore Foundry 3, so a lot of the technological highlights are based on Foundry. Furthermore, Evident Interactive customized the application for VNU Exhibitions and provided five modules with which they can create totally different websites. Another technology integrated on the application is Microsoft Search Server.



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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[www.sitecore.net](http://www.sitecore.net)

**VNU Exhibitions Europe**  
[www.vnuexhibitions.com](http://www.vnuexhibitions.com)

**Evident Interactive**  
[www.evident.nl](http://www.evident.nl)