



CUSTOMER CASE STUDY



## SUMMARY



CUSTOMER	Bush Industries
WEBSITE	<a href="http://bush.co/">http://bush.co/</a>
COUNTRY	USA
INDUSTRY	Manufacturing - Furniture

## CUSTOMER PROFILE

Bush Industries is a leading manufacturer of furniture for offices, homes, and home offices. The company is based in Jamestown, N.Y.

## SOFTWARE

- DNN Evoq Content
- Avatar Software Search Boost
- Engage Employment

## PARTNERS



## PRODUCT IMPLEMENTED



# DNN Helps Furniture Manufacturer Build Strong New Ties to Consumers, Retailers

Bush Industries has built an industry-leading reputation selling office and home furniture through large retail chains. When the company made a strategic decision to engage more directly with consumers, it deployed a new website created with the Evoq Content<sup>1</sup> management platform. The rich tools and modules helped the development team create a visually rich portal that quickly connects customers with the products they want, while creating a valuable flow of information between Bush and its retail partners.

## Business Needs

Bush Industries is a major manufacturer of furniture for businesses and homes. Founded in 1959, the company has built a large customer base and a leading position in its industry by providing commercial-grade workplace furniture for small and mid-sized companies, ready-to-assemble (RTA) furniture for homes and home offices, and European-style office furniture through its Rohr division. Historically Bush has sold its products through large, “big box” stores, where employees in outlets such as Staples,

OfficeMax, and Office Depot work directly with customers for their furniture purchases.

In 2010, the company made a strategic decision to use a more direct approach in engaging with consumers to help influence their decisions and create more customer “pull” in the marketplace, while also giving retailers an easily accessible information source on Bush product lines.

“As part of that effort, we decided that we needed a new business-to-consumer website that could incorporate multiple brands on a stand-alone basis while still maintaining an overall consolidated portal to support a broad consumer sales life cycle,” says Patrick Theimer, Executive Vice

President of Marketing and eCommerce for Bush. The company’s major brand names include Bush Furniture, Bush Business Furniture, and Rohr.

The website would require careful planning to accommodate the functionality needed to streamline transactions between consumers and the retailers. Bush products are “highly considered purchases,” meaning buyers do a lot of planning, ask many questions, and often need sales help before making a purchase.

## Solution

Bush worked with Illuminati Studios, a website design and digital marketing company, to create the new Bush company site. Illuminati used Evoq Content for the project. Ernie Millares, Senior Web Developer for Illuminati, says DNN provided several key advantages for the project.

“The existing Bush IT environment includes Microsoft SQL Server and Microsoft .NET Framework applications, so DNN was a good fit,” he says. “We also needed a content management system with full version control and the ability to support multiple web portals within one installation. Plus, DNN provides easy extensibility for the custom modules that we planned, and has an active development community that could provide support when we needed it.”

Using Evoq Content, Illuminati designed a corporate portal that provides instant access to



its three main furniture divisions. Visitors can also access “micro-sites,” such as My Space for students and other customers with limited budgets and space; Bush Signature QTA™ (Quick-to-Assemble) furniture; and Office Connect, which helps business professionals design and order durable, wear-resistant furniture.

DNN modules used in the solution include Avatar Software Search Boost to help customers search for products across multiple product line sites, and the Employment module from Engage, which Bush is using for its careers page.

## Benefits

Using Evoq Content, Bush Industries and Illuminati created a powerful, easy-to-navigate portal that helps customers find the furniture to fit their needs and the outlets where they can purchase it. The work went quickly with easy customization and ready-to-use modules. While built primarily for consumer use, the Bush sites are tightly integrated with the retail supply chain to enhance the customer experience and support retailer activities. The support provided by DNN as part of the Evoq Content subscription helped the development team quickly resolve questions during the process.

### Rapid Development Environment

Millares credits the flexibility of Evoq Content for quick development of the new Bush site.

“DNN is highly extensible. The available modules are almost .NET-based applications in themselves, and you can easily add components such as user interface objects,” he says. “It only took us two months to get the main Bush website up. The micro sites took about one month each. This shows how fast implementation goes when you’re using DNN. Rolling out new sites is a breeze.”

### Tight Integration with Retail Chain

DNN provides a web platform that simultaneously helps customers make more informed decisions while linking product specifications and customer information with supply chain data.

“We were able to deploy specific, intelligent tools that help consumers with tasks like space planning, and at the same time syndicate content and share commerce tools with our retailers that will deliver customers to their shopping carts,” says Theimer. “We used DNN to create an online presence that tightly links our customers’ activities with our retail partners. The information we get from these activities will allow us to continually improve our website content.”

### Broad Support for Developers

DNN also provides an extensive support environment for the development team and for internal Bush administrators.

“An important reason for choosing the DNN Evoq Content suite is the great support that’s available through the DNN Support Network. We use the support regularly. It’s a great resource for our development work and will be invaluable for the Bush internal team moving forward.”

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<sup>1</sup> Evoq Content was previously known as DNN Professional and Enterprise Editions.

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Patrick Theimer  
Executive Vice President of Marketing  
Bush Industries



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