

# CUSTOMER SUCCESS STORY

## TENNANTS DISTRIBUTION



POWERED BY **DNN**

“

*We chose Cantarus because of our long-standing relationship, its reputation in DNN development work and their project delivery record. The team performed admirably and produced the exact results we wanted in an e-commerce site with the correct functionality.*

”

Alan Taylor, Head of IT,  
Tennants Distribution

## IN BRIEF

### CHALLENGE:

With no e-commerce solution for non-harmful products, Tennants Distribution were losing competitive advantage to online distributors of non-harmful chemical, AdBlue, and the valuable time of their sales representatives.

### SOLUTION:

DNN Platform plus “DNN Evoq Content” CMS in addition to a collection of accompanying Cantarus custom-developed modules to deliver extensive e-commerce functionality, hosted on Cantarus’ private cloud - kalaniCloud™

### RESULT:

A flexible e-commerce website, adaptable to its end users, hosted on a secure Cantarus infrastructure assisted in amplifying Tennants Distribution’s revenue and increased productivity of its field sales-force.

## THE CHALLENGE

Restricted by a website that primarily advertised hazardous chemical products, Tennants Distribution sold goods after checks and validation from a field sales manager, making e-commerce a non-viable option for the majority of their business.

Greenox AdBlue, was a harmless best seller and market leader for operators of diesel engine vehicles and machinery. It began losing its unique selling point amongst the hazardous products on the Tennants Distribution website and held no outstanding web presence in contrast to competitors selling the same product. The key issues Tennants Distribution faced were:

- AdBlue competitors held competitive advantage by providing customers online purchase options
- Sales team productivity suffered
- At trade-shows and through brochures, customers could not be directed anywhere for instant orders

Cantarus was chosen to implement an e-commerce solution specifically for Greenox AdBlue, which would be critical to the expansion in the trade of this product and have significant benefits to Tennants Distributions sales team.

“ We needed an online channel allowing customers to purchase AdBlue easily, supporting sales representatives’ effectiveness in regulating larger ‘harmful’ chemical orders.

## THE SOLUTION

Working closely with the Tennants Distribution’s business team, Cantarus consultants and developers established a statement of requirements to be implemented via the latest web technology, to support e-commerce functionality without the user having to wait for post backs or page reloads.

Cantarus developed multiple bespoke modules to deliver specialist e-commerce functionality, aiming to create a dynamic and unique user shopping experience.

Design features included sophisticated search options: to allow customers to find exactly what they required and user and security role functionality: empowering dynamic price list functionality based on the customers’ agreed pricing model, volumes and transport costs.

The website framework provided all necessary security features required for an e-commerce operation and additional support from DNN Corporation. Boasting one of the most sophisticated DNN hosting infrastructures in the world, Cantarus was also selected to host the site on its high availability, private, secure cloud- kalaniCloud.



Founded in the late 1700’s and turning over in excess of £100 million per annum, Tennants Distribution Ltd is the UK’s largest independent distributor of chemicals, distributing nationwide for some of the world’s major chemical manufacturing companies; they have global reach and strong trading links as far as India and China.

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*Freeing up time for business development in other business areas, the new site has increased productivity and we expect a vast rise in sales for all our products as a result of this solution.*



## evoq | CONTENT

Cantarus implemented the DNN Evoq Content CMS for its adaptability, extensibility and following features:

- Cantarus' previous experience developing DNN e-commerce website and guarantee of reliability and performance
- Rapid application development, leveraging existing functions for cost-efficiency
- Re-usable, scalable commercial site, easily capable of supporting unlimited products and categories
- No technical knowledge required for updating and maintaining e-commerce products, pricing or site content
- Cantarus technical support to assist if required

“ *We knew sales for Greenox AdBlue could easily be outsourced to an e-commerce website entirely separate to our main site, but were not sure how to move forward, that's when we approached Cantarus.*

## THE RESULT

Providing AdBlue customers with the option to order directly from Tennants Distribution, the DNN based e-commerce solution assists in making online purchases quick and simple, whilst also providing the following benefits:

### BUSINESS DEVELOPMENT:

Increasing revenue through new channels and wider market reach is now achievable. Existing customers can order online and receive price breaks based upon their contracts and products ordered.

### PRODUCTIVITY:

Easier to manage orders, sales representatives can also use the site as a sales tool to place orders whilst visiting customers. Saving valuable customer and sales representative time, the new channel makes AdBlue customer visits complimentary rather than necessary.

### FLEXIBILITY:

Content adapts to end users based on registration status; un-registered users can place orders, receiving quotes separately. Sales teams can manage customer pricing models, while management are notified of any pricing modifications automatically.



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