

NORBAR TORQUE TOOLS LTD

CASE STUDY

WEBSITE DESIGN & DEVELOPMENT

DyNNamite
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PROJECT REQUIREMENTS

With offices all around the world, Norbar's presence online had become disjointed, with many regional teams updating content using their own individual style.

The team at DyNNamite was asked by Norbar to create a web environment that would offer effective central management control without compromising the local value of the content being produced by each of its representative companies.

Having worked with Norbar for many years and with an in-depth knowledge of their fascinating business, if anyone could meet this challenge, we could!

THE SOLUTION

Using the professional version of DNN (EVOQ) we created a single website with multiple versions of content to be delivered to specific audiences, depending on the geographic location and language preference of each end user.

As the requirements of the project involved breaking new ground, we were able to work in close collaboration with DNN Corp to ensure EVOQ delivered all of the technical solutions that were needed.

In the end, DNN's professional platform, EVOQ, was the ideal content management system for this project. It provided the technical capabilities Norbar required - including the ability to serve different content to users depending on their location - as well as containing all of the benefits that DNN had become famous for: excellent SEO, ease of use for the administration team and modular scalability.

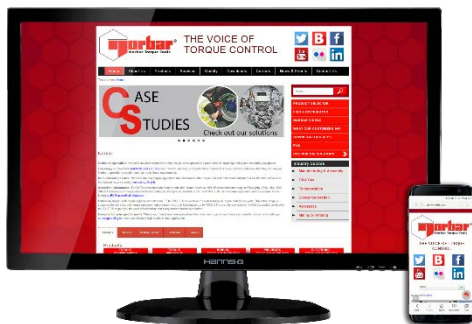
“The consolidation of the many websites we owned into one, multilingual website is fantastic”

MD, Norbar Torque Tools Ltd

“This was a highly technical project and DNN’s EVOQ platform handled the requirements beautifully”

Andrew Libra, DyNNamite

It is now the situation that anyone in the world searching for Norbar will land on a website which is tailored for them - one that offers information in the end user’s native language and also shows where their local distributor is based. However, the multilingual and varied content that end users see - unique to each geographic region in which Norbar operates - is in fact all part of one, centrally-controlled website.



The website can be viewed at
www.norbar.com

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