

Case Study: Bringing the Power of Responsive Design to DX1

Engage's DNN solution allows DX1 to provide dealerships with uniquely designed, responsive websites

At a Glance:

Background

- DX1 specializes in delivering the only complete dealership management platform available to powersports dealers.
- DX1 is a cloud-based platform that provides dealers with everything needed to manage and market their businesses.

Challenges

- The DX1 team required a customer-facing website development solution within the platform.
- The solution would provide a tool to create and customize responsive dealer websites.

Solution

- Engage worked with DX1 to develop a DNN solution within the DX1 platform.
- The solution provides dealerships with uniquely designed websites, complete with responsive functionality.

Results

- DX1 is able to provide the only complete dealership management platform in the powersports industry that includes responsive, easy-to-manage websites.
- Dealerships are able to better serve their own customers and strengthen their online presence with responsive websites.

Full Case Study:

Background

DX1 specializes in delivering leading-edge business solutions tailored to the needs of powersports dealers. DX1 is a division of Dominion Enterprises, a marketing services and publishing company that provides a comprehensive suite of technology-based marketing solutions across multiple verticals. Headquartered in Norfolk, Virginia, Dominion Enterprises has more than 45 businesses and 3,000 employees worldwide.

Challenge

DX1's cloud-based dealership management platform provides dealers with everything needed to manage and market their business, including a dealership management system (DMS), a lead manager, website and online marketing tools. With DX1, dealers can save time and operate more efficiently – they simply log into the system to access one dashboard and a single database storing customer and inventory information.

In developing DX1, the platform required a customer-facing website development solution. The solution would provide a tool to create and customize responsive dealer websites. With mobile

devices accounting for nearly two out of every three minutes spent online, according to [comScore](#), it was vital that these sites were responsive. This would ensure that sites provide an optimal, consistent experience whether users are browsing on a desktop, phone, tablet or other mobile device.

To build the front-end of the solution, DX1 looked to use DNN. The company wanted to enlist an outside DNN expert for guidance to ensure seamless interaction with the back-end system.

Solution

Working closely with the DX1 team, Engage bridged the gap between the company's vision and the front-end solution itself.

After creating a successful prototype, Engage and the DX1 development team worked together to create a DNN solution that provides dealerships with uniquely designed websites, complete with responsive functionality.

Results

Today, DX1 provides a complete dealership management platform for dealers and customers that includes responsive, easy-to-manage websites. As a result, dealers not only receive the intrinsic benefits of DX1, but are able to better serve their own customers with responsive websites. Also, because the solution is built on the DNN content management system (CMS), dealers can more easily curate content with little to no programming knowledge, saving potential time and resources.

"By collaborating with Engage, we are offering our dealers attractive, responsive, mobile-friendly websites through our dealership management platform," said Jeff Littlejohn, President, DX1. "Dealerships are strengthening their online presence and capturing all possible audiences and providing a seamless, consistent experience for customers regardless of the device they're using to browse."

About DX1

DX1 is the only complete dealership management platform for the powersports industry. DX1 gives dealers access to everything they need to manage and market their dealerships, including a DMS, lead manager, website and online marketing tools. Dealers save time and eliminate frustration with the efficiency of one login, one dashboard and a single database where customer and inventory data is stored. For more information, visit [DX1app.com](#).

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