



Case Study: Hardworking Value

True Value and Engage launched a new, enhanced TruSite platform using DNN. The project had a simple guiding principle – maintain consistent brand standards while allowing retailers to make their site personal. By leveraging a number of features inherent to DNN and extending the platform, True Value is able to provide retailers the tools to create and manage their own feature-rich content. Additionally, the True Value marketing department is able to provide a robust set of starter content to ensure brand standards and keep content current and relevant for all retailers. From the onset of the project, True Value stressed the importance of maintaining an upgrade path for the core DNN framework. This allows them to benefit from the ongoing work in the DNN community. These requirements were easily satisfied by leveraging the extensibility of the framework to meet the robust needs of TruSite. Furthermore, True Value utilized many of the features core to DNN to allow us to focus on the requirements that were truly unique to TruSite. By integrating with True Value’s retailer extranet, TruSite offers retailers a seamless, single sign-on solution. Retailers access their TruSite with a familiar login and are able to manage their site from the same place they receive new updates from True Value. Better yet, store information is directly pulled into the retailers’ sites by integrating with True Value’s member information database. Retailers are able to quickly verify their contact information, update program involvement, and even validate their address in Google maps.