

# VISION ENGINEERING

## CASE STUDY

### DNN WEB DESIGN & DEVELOPMENT

# THE PROJECT



Pure systems were recently commissioned to undertake a site rebuild for Vision Engineering, a world-leading manufacturer and distributor of ergonomic stereo microscopes and non-contact measuring systems. With over 50 years of expertise they are world leaders in ergonomic microscopy.

“We needed to revamp our 9 language websites which were outdated (built in Dreamweaver) and to put them onto a CMS platform that would allow us to be more efficient with managing content in multiple sites.”

Jason Naraine, International Online Marketing Director, Vision Engineering

## MULTI-LINGUAL & EASILY MANAGED

One of the major features of the project was the ability to have 9 separate language versions of the website and for Vision Engineering to be able to manage their web content more efficiently across these multiple sites. The new website also needed to be responsive, ensuring that it performed effectively on all devices. Vision Engineering also wanted to redesign the site with a more streamlined look.

## THE SOLUTION

DNN was the only CMS that met the requirements for multi-language versions of the site due to its portal based architecture. The flexible, extensible and customisable nature of DNN meant that Pure Systems were able to build the required functionality using a combination of the built-in features in DNN and the choice of thousands of third party modules. Many of these modules were customised to suit a specific application, representing a significant saving for Vision Engineering in both cost and time compared to a custom build. DNN licensing also proved to be the most cost effective solution due to the requirement for multiple domains.

## KEY FEATURES



Responsive



Multi-Lingual



Facet Search



Secure Members Area

## Jason Naraine, International Online Marketing Director for Vision Engineering, said of the website

"We shortlisted DNN as it had localisation built in and Pure Systems were able to demonstrate that it could meet our required functionality now and for the future, due to its extensibility and large community of third party modules.

We also took the opportunity to redesign the site to make it more fit for purpose and responsive to allow for the growing mobile users.

The DNN licensing was a lot more cost effective for us than the other the other Content Management Systems we shortlisted as we have multiple domains and this also contributed to us choosing DNN.

Pure Systems we able to clearly explain what functionality was out of the box, the various third party modules available and what could be customised and developed further, pointing, out pros and cons on the different options available. They listened to our all our concerns and answered all our questions and continue to provide a good soundboard for any ideas we have. They continue to be a valued part of our digital team."

*The Vision Engineering website can be found online by visiting [www.visioneng.com](http://www.visioneng.com)*

*For more information on DNN web Design & Development visit [www.puresystems.co.uk](http://www.puresystems.co.uk)*

**"We enjoyed the challenge or creating a brand new multi-lingual DNN website solution for Vision Engineering, a world leader in microscopy products. DNN was a great choice for the website, it enabled us to meet the complex requirements and deliver these as a manageable web solution for Jason and his team.**

Dan Rice, Pure Systems

