

Case Study



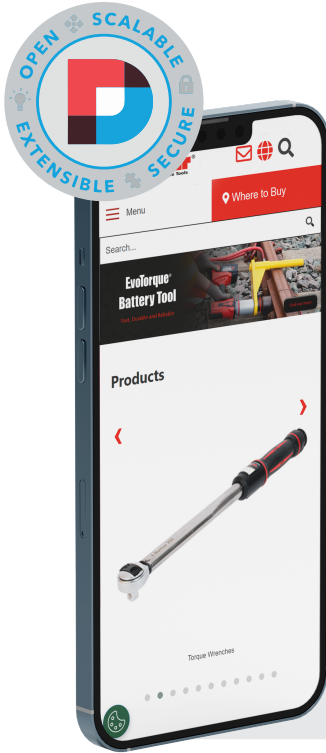
• The Company

Norbar

• Task

GLOBAL WEB SOLUTION





Project Requirements

Norbar, with offices worldwide, faced a disjointed online presence due to regional teams updating content in their own styles. They needed a unified web environment that allowed for central management control without losing the local value of content produced by each representative company. The goal was to create a cohesive online presence that catered to diverse geographic locations and language preferences.

The Solution

Leveraging the professional version of DNN (EVOQ), we created a single website with the capability to deliver multiple versions of content tailored to specific audiences based on their geographic location and language preference. Given the project's complexity, we collaborated closely with DNN Corp to ensure EVOQ met all technical requirements. The EVOQ platform was ideal, offering excellent SEO, ease of use for the administrative team, and modular scalability. It enabled Norbar to serve different content to users depending on their location while maintaining a centralised control system.

The Outcome

Initially, the new website successfully ensured that anyone searching for Norbar worldwide landed on a tailored site offering information in the end user's native language and showing the nearest local distributor. However, the cost of the professional version of DNN, EVOQ, eventually became economically unviable due to a significant price increase. In response, Norbar asked us to consolidate their web presence into one main site and three separate portal websites, each with its own URL. These portals share the same resources as the main website, maintaining the benefits of centralised control while providing a cost-effective solution.