

ABOUT THE CLIENT

Aurora is a global manufacturer and distributor of energy-saving lighting products. It has made a distinct name in its functional domain by consistently delivering energy-saving lighting solutions across all four elements of lighting: control, power, lamps and luminaires.

Aurora was established in the year 1999 by Andrew Johnson, who currently serves as the CEO of the group. With a clear branding strategy, Aurora weaves its core business philosophy of creative product ideation, R&D, innovative engineering, technology and marketing into its work structure. The company's main agenda is to enrich lives of people with their lighting solutions that would, in turn, contribute towards a healthier and sustainable environment. To ensure quality and consistency of the products, the company has established strategic partnerships with renowned semi-conductor companies as well.

The diversified product line of Aurora very well demonstrates its brand credibility, seamless compatibility and reliability. Since its inception, Aurora has remained an influential contributor in the domain of lighting solutions. It has provided the market with a wide range of high-performance, power-packed integrated products based on its 100% in-house ideation, industrial design, R&D, manufacturing, engineering, testing and research.

Aurora's lighting solutions are currently available in more than 40 countries and there are 24 international facilities dedicated to manufacturing, R&D, distribution, sales and marketing. It has nine interactive, sensory A.L.E.X (Aurora Lighting Experience) showrooms and more than 800,000 sq. ft. of state-of-the-art integrated manufacturing facilities in Asia, Europe and the UK.

INDUSTRY

Lighting - Manufacturing and Engineering

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GOALS

When the client approached Clavax with their project, they already had a live website in place for the users of the United Kingdom, but they wanted to reach out to a larger, global consumer base. The client wanted us to add certain enhancements and implement additional modules to enhance the utility of the website.

Keeping in line with this, Clavax set a few functionality goals to be implemented on the website. These goals can be categorized as under:

- ✔ Improved, dynamic search experience
- ✔ Enrich content features and dissemination
- ✔ 360 degree views of the site
- ✔ Image gallery and zoom functionality

They have also set a few long-term goals for further enhancing the functionality and usability of the website. These goals are enumerated as under:

- ✔ Social and digital media integration
- ✔ Integration with ERP using Microsoft Dynamics Navision technology
- ✔ Online user management and Salesforce CRM integration
- ✔ B2B e-commerce implementation

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"In ten years of outsourcing web solutions for small and medium size businesses, I have yet to discover a partner more capable than Clavax. Having proven themselves in earlier projects, they bolstered the Kentico development efforts of another firm during our initial website launch. Since then, we have transitioned the full, ongoing development work exclusively for them. Clavax's Kentico development work is

supported by the knowledge, experience, and passion for effective business systems of their owner and project leaders. For these reasons, I gladly offer my strongest recommendation. "

— Ricky Frohnerath, Brand Web Manager Aurora Group

● CHALLENGES

The Aurora project has been an interesting project to work on, given that its functional domain and area of expertise is quite different. As the project is currently an ongoing one, Clavax are in the midst of implementing the goals that they'd set before starting to work on the project.



- ✔ Implementing changes into an existing source code, so as to enhance the utility and functionality of the website.
- ✔ Enhancing the Smart Search Tool in the website
- ✔ Developing a product data sync process to extract data from a mid-level database system to the Kentico database system.
- ✔ Managing the large repository of product data and other consumer-based information in the client website.

● SOLUTIONS

Clavax came up with the following list of solutions to the aforementioned challenges:

- ✔ **EASY UPLOADING OF INFORMATION ON THE WEBSITE:**
Huge chunks of product and image data can be uploaded on the website using SQLServer queries. The system admin can upload large quantities of data and information on the website without having to worry about incoming traffic or the site crashing.
- ✔ **MULTILINGUAL WEBSITE:**
The website has been made multilingual so that people from different cultures and demographic regions can easily access it. Aurora Lighting is now locally accessible to users in Germany, France, USA, South Africa, Taiwan and Australia, apart from its
- ✔ **KENTICO SMART SEARCH:**
Search is an important component of website functionality, as it allows the user to quickly and conveniently access content and information of their interest. The search option available on the website was enhanced for better results.

● RESULTS

Clavax could very effectively implement the client requirements into the project with the use of Kentico development solutions.

✔ DYNAMIC BANNER MANAGEMENT

Clavax's team of developers enhanced the static banners on the website to enable management by non-technical content administrators. The result is reduced change order turnaround.

✔ PRODUCT DATA SYNC PROCESS

The result is a more streamlined, automated sync process with external business systems. Product data is presented in near real-time on the website, including stock availability.

✔ MULTICULTURAL

The result is stronger communication efforts, with a greater chance of connecting with regional audiences. The number of monthly site users has increased by about 110%.

✔ SMART SEARCH TOOL

Users are able to locate results faster than ever in an overall more enjoyable search process. The number of required search refinements dropped by 37% and the time spent on the site after a search increased by 11%.

KEY CRITERIA FOR SELECTING KENTICO

As the client had already effectively utilized the features of Kentico CMS development, it was only best that they also continue working on the project using Kentico technology only. The major driving force in opting to continue with Kentico development can be attributed to the following features of the tool:

✔ The Kentico CMS solution has a scalable architecture that enables upgrading of the website or a microsite in the future.

✔ There are a number of built-in web parts and easy-to-use functionalities available with Kentico development, thereby reducing the code development and deployment time by more than half.

✔ Kentico also allows developers and team members working on a project to share codes and content related to all website properties.

✔ Integrating an existing ERP or CMS is made effortless because of the highly flexible platform that can be customized to fit the user requirements.

✔ Last but not the least, the flexibility offered with Kentico makes it the perfect solution to develop simple as well as complex websites with elan.

powered by

Clavax