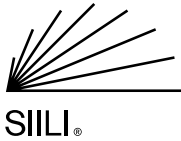


Ruukki Site Speed Soars 700% with Progress Sitefinity and ASP.NET MVC

CASE STUDY



INDUSTRY
Construction

PRODUCT
Progress® Sitefinity®

SUMMARY

When Ruukki needed to boost site performance to modernize and generate leads, Progress Sitefinity with ASP.NET MVC sent both speed and leads soaring.

Challenge

Ruukki Construction, a part of SSAB Inc., is a leading supplier of steel-based products and services for roofs and walls used in building sustainable buildings. The company has a strong presence in 10 European countries which enables it to serve customers out of local manufacturing sites. When Ruukki first consolidated its web presence on Progress® Sitefinity® from Sitecore and Episerver, the company enjoyed top performance. But technology changes over the ensuing years left the company's digital experience lagging. Kiril Jovchev, CMS Competence Lead at Ruukki's implementing partner, Siili, described the problem, "Five years ago, our Google page speed insights scored 70 or 80—all green, all good. Over time, this deteriorated to 10 out of 100. What was originally fast, was not fast according to current standards."

The lack luster site performance was negatively affecting search engine optimization (SEO) rankings and the customer experience. This, in turn, resulted in lower web-driven conversions and decreasing sales leads. Ruukki's team sourced the primary issue back to its use of older ASP.NET Web Forms technology versus the newer ASP.NET MVC. Beyond that, Ruukki had undergone a company rebranding, GDPR legislation had passed—making updates to tracking requirements essential, and the company also wanted to expand accessibility features. There was a strong business case to update the site, but no content or design changes would matter if it couldn't first address site performance.

Solution

Ruukki had several options to consider, including SAP which it already used for enterprise resource planning. But after consideration, the team determined the best approach was to keep Sitefinity as its content management system (CMS) and migrate from Web Forms to ASP.NET MVC, "With MVC, you can prioritize how the images JavaScript, CSS and overall delivery of the content load. The structure of the HTML is free of complexities, making it ideal for developers and for a highly optimized site."

Being experienced in MVC, Ruukki's implementing partner made a straightforward Web Forms to MVC transition. "We rewrote the widgets that we had, but managed to keep all the integrations, the data models, the modules in the module builder and all the content in those. We did an information

"With Sitefinity, we can do most of the work on the website ourselves. We maintain more than 30 sites and launch campaigns with a fairly small team."

Mika Autio
Web Manager, Ruukki

architecture facelift for the new brand and some of the content, but it wasn't a big deal to recreate the pages," said Jovchev.

The team also preserved Ruukki's technical independence, "With Sitefinity, we can do most of the work on the website ourselves. We maintain more than 30 sites and launched campaigns with a fairly small team," said Mika Autio, Web Manager of Ruukki Construction. "The template editing was something that no other CMS on the market could offer—and still doesn't."

Centralized management was key, given that Ruukki has both business-to-business (B2B) and business-to-consumer (B2C) channels and a wide dealer network coming to Ruukki.com for product information, resources and documentation from many countries, speaking many languages. To efficiently run its business, the Ruukki site has vital integrations with SAP, Eloqua, AWS, InRiver and more than a few country-specific chat bots—making site performance critically important. The new site would dramatically improve and modernize the company's overall digital experience.

Results

What could have been an overwhelming undertaking—wasn't; the team migrated 30 Sitefinity sites from ASP.NET Web Forms to MVC in only three months. Following launch, and a little fine tuning, the team got Ruukki's Google site speed rating up to 80—a 700% increase vs. the pre-launch scores. This helped deliver a 30% increase in page views and dramatic gains in

year-over-year leads, "The biggest increase in leads was for the B2B business. We got a 50% lead increase on that product. It was huge," Autio shared.

From an SEO perspective, Ruukki's new site delivered a 70% increase in content requests and a 6% drop in bounce rate. For B2C, Ruukki experienced 36% more visitors, 20% more page views and a 16% increase in goals met.

Overall, the company has been very happy with the results achieved with Sitefinity and ASP.NET MVC, changes that keep Ruukki on the forefront of its industry, as Autio says, "Ruukki offers premium products versus the competition, so if you're premium, you need to have a better digital experience. And we've been quite happy with Sitefinity."

About Ruukki

Ruukki Construction, part of SSAB, is a Nordic supplier of steel-based building products and services for roofs and walls underpinning sustainable buildings. Employing around 1,500 people, Ruukki has a strong presence in 10 European countries and serves customers locally with its main brands: Ruukki and Plannja. Learn more at www.ruukki.com.

About Siili Solutions

Siili is a full-service, modern digital powerhouse. Siili has expertise in all areas of Sitefinity development with global reference cases. Siili operates in Northern and Central Europe and in the US.

About Progress

Progress (NASDAQ: PRG) provides the leading products to develop, deploy and manage high-impact business applications. Our comprehensive product stack is designed to make technology teams more productive and enable organizations to accelerate the creation and delivery of strategic business applications, automate the process by which apps are configured, deployed and scaled, and make critical data and content more accessible and secure—leading to competitive differentiation and business success. Learn about Progress at www.progress.com or +1-800-477-6473.

© 2020 Progress Software Corporation and/or its subsidiaries or affiliates. All rights reserved. Rev 2020/11 | RITM0097346



Learn More

www.progress.com/sitefinity-cms

Find us on:

 facebook.com/progresssw

 twitter.com/progresssw

 youtube.com/progresssw

 linkedin.com/company/progress-software