



# Teknion Improves Marketing Efficiency by 3x with Sitefinity

CASE STUDY



teknion

INDUSTRY  
Retail & Wholesale

PRODUCT  
Sitefinity

SUMMARY  
Teknion wanted a modern, sophisticated website that matched its brand image, so the company turned to Progress Sitefinity to improve web content management and design.

## Challenge

Offering a unique inventory of furniture and fixtures, Teknion products enable any business to set the tone and culture of the company through the design of the workspace. However, for a brand with a reputation for creativity and pushing boundaries, Teknion's website was lacking in many ways.

Over reliance on IT resulted in bottlenecks for even simple tasks, let alone making more comprehensive changes to the site. Content management issues were complicated even further by the company's international reach—the website needed to support French and English, which meant creating and managing content in multiple languages. Plus, the site could not support mobile devices, which added obstacles to the customer journey.

## Solution

In 2015, Teknion decided to rebrand, which presented the perfect opportunity to relaunch the company's digital presence.

Picking the right solution was important for Teknion, so the company brought in digital firm Engineess. After looking at Teknion's existing workflow processes and needs, Teknion selected Progress® Sitefinity® CMS as its content management system.

Sitefinity empowered Teknion to take control of its brand and create a modern, sophisticated website that was also easy to manage. Simply creating and managing content got a lot easier as everyone was empowered to contribute. Within weeks, Teknion overhauled the website and included new non-technical personnel to the content team to streamline content management.

Being able to offer customers a quality browsing experience was also vital, and Sitefinity played a pivotal role in that. Website content could be personalized to customers based on their user profiles and Sitefinity enabled the web team to further localize content with multilingual settings. Additionally, the responsive design capabilities ensured customers could access the site at every point of the buying journey.

**"We target interior designers and architects, so we needed a site that was as design-driven as the product that we sell. The site we built with Sitefinity enables us to be closer to who we are as a brand."**

**Claudio Ferreira,**  
Director of Digital Corporate  
Marketing, Teknion

“We target interior designers and architects, so we needed a site that was as design-driven as the product that we sell,” said Claudio Ferreira, Director of Digital Corporate Marketing, Teknion. “The site we built with Sitefinity enables us to be closer to who we are as a brand.”

Ease of integration with other systems was another requirement for Teknion. The company makes extensive use of a digital asset management (DAM) system that holds more than 20,000 assets. Keeping the data separate from the content enables content contributors to work independently from the web team. Sitefinity enables Teknion to keep the DAM independent but offers seamless integration so the web team can pull in content based on the attributes set in the DAM.

## Results

Teknion has been able to evolve its website and support the surrounding content processes better than expected. The biggest benefit has been the added efficiency and productivity gained by the marketing team. Website management was once a slow process with major bottlenecks—now, anyone can be trained within a day.

“The fact that a small team of half a dozen people is able to manage and interface with tens of thousands of assets is incredible,” said Oren Shapiro, Vice President of Service Delivery, Enginess. “The marketing team is operating three times more efficiently than it was previously able to.”



**“[With Sitefinity,] the marketing team is operating three times more efficiently than it was previously able to.”**

**Oren Shapiro**, Vice President of Service Delivery, Enginess

For Teknion, the new website is just the first step. With the rise of mobile devices and the newfound responsiveness offered by Sitefinity, Teknion is exploring all sorts of options to push the boundaries of web design even further.

## Teknion

Teknion creates furniture that connects people, technology and spaces. We hold to a simple yet powerful principle: design does matter. Teknion offices and facilities are located in the United States, Canada, the United Kingdom, India, Russia and Malaysia.

## Enginess Online

Enginess is a digital business consultancy specializing in strategy, innovation, experience design and software engineering. We help organizations be more innovative, streamlined and agile through digital transformation.

Deliver sophisticated, elegant digital experiences with  
Sitefinity



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Rev 2019/04 | RITM0042421

