

## MANUFACTURING – eCommerce Portal

### Overview

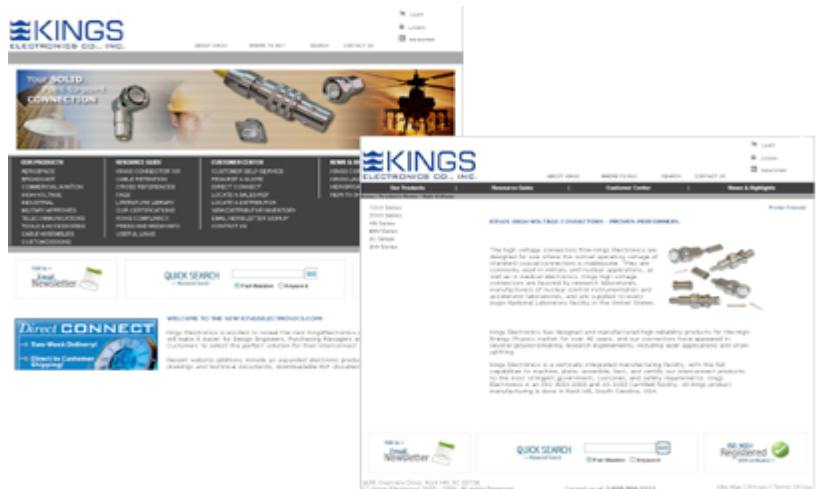
Founded in 1947, Rock Hill, South Carolina-based Kings Electronics is a leader in the design and manufacture of audio and video products for the Broadcast, Telecommunication, Commercial and Military Aerospace industries.



### Business Needs

Kings Electronics' goal was to transform their existing website into a B2B eCommerce portal utilizing DotNetNuke (DNN), a Microsoft .NET®-based open source Content Management System. The new system would allow clients to look up detailed product specifications via integration with King's JD Edwards back office. Users would then be provided a secure Shopping Cart feature for eCommerce transactions.

In addition, Kings Electronics desired to have their web-portal search engine optimized to leverage the power of the Internet's search engine capabilities, by driving incremental business directly to Kings, thus bypassing their traditional reseller / distribution model.



### Strategy

King's goal was to eliminate a static website with outdated content, to leverage their website to capture greater market share through B2B eCommerce features, and to add a robust content management system. We installed a Microsoft .NET® open source content manager to enable a non-technical resource to manage the content on the website. In addition, we built custom modules to utilize the Microsoft .NET® framework, plugging them into the content manager.

### Benefits

The website was optimized for search engine and content management, with a search-friendly system incorporated from the outset. We designed the site to offer simple product and technical specification capabilities, as well as shopping cart features for users who were looking for a one-stop shopping experience.

By selecting a Microsoft .NET® open source content manager we were able to:

- use the content manager as a framework for the website development, taking advantage of many free modules and role-based security features
- meet the client's requirements for an easy-to-use system whose content could be maintained by non-technical resources
- implement a system that complemented existing investments in Microsoft technologies

### About Logical Advantage

Logical Advantage is an award-winning, full-service Information Technology consulting and application outsourcing company. We are dedicated to providing high-quality, cost-effective custom software development and consulting services. We specialize in mastering complex business challenges, delivering mission critical solutions backed by our deep expertise and proficiency in Microsoft® technologies.