

MANUFACTURING – Product Specifications Portal

Overview

Hickory-based Shurtape Technologies LLC, is a world-leading manufacturer of commodity, industrial grade and specialty adhesive tapes, offering a wide range of quality paper masking, polypropylene, coated vinyl, metalized cloth and duct tape.



Business Needs

Shurtape was in the process of rebranding their corporate image – including their website – when they determined to find a user-friendly Content Management System that could drive their website. Shurtape's goal was to provide an online products database management system to their distributors, dealers and end-users via the web. During this process, Shurtape requested both RSS capabilities as well as the ability to search products by kind and by market. In addition, the products database needed to provide product index views and thumbnails, and a product home page was requested to act as a central repository for all available product information.



Strategy

Shurtape's previous website was a static site with outdated content. Logical Advantage installed a Microsoft .NET® open source content manager, enabling a non-technical resource to manage the content on the website. We then built several custom modules utilizing the Microsoft .NET® framework, which were then plugged into the content manager.

Benefits

The addition of a products database to Shurtape's website provides them with real product-driven functionality as opposed to a more static presence. The database is the first of many elements that Shurtape hopes to implement, thus transitioning their website to a web portal that delivers real business value to end users, dealers and distributors.

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 that allowed content to be maintained by non-technical resources
- Implement a system that complemented their 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.