



Dzus takes control of web content with help from Time Technology

Dzus, part of the Southco Group, designs, manufactures and supplies fastening solutions for the automotive, IT, aerospace and other industries. Established in the US in 1932, Dzus' main manufacturing/sales site is in the UK, with sales offices in France, Germany and Japan.

Dzus is aware that in today's business environment an enticing, up to date web site is a company's vital 'shop window to the world'. Its competitors have web sites and it is important that potential customers are drawn to the Dzus site rather than to its competition.



Case Study Subject

Business

Area

Content Management Overview

Customer

Dzus

Recognising the requirements

Dzus had a standard html web site that it could only update and maintain through a third party. As a result, the site remained fairly static with updates being a slow, drawn out, costly process. The company wanted to move from this unsatisfactory situation and had several objectives for a remodelled site. It was obvious that if Dzus was to keep ahead of its competitors it needed to keep its web site up to date using in-house resources. It needed to improve the company's visibility and ranking within search engines by being able to regularly update search keywords on the site. Operating globally, it needed a multi-lingual site. Last, but not

“We discussed our requirements with Time Technology and visited one of its customers to see a similar solution in action. This convinced us that Time Technology offered all the capabilities we needed.”

DZUS

least, the company wanted an area of the site where users can log-in to track the status of their orders. The manufacturing system at Dzus downloads information into a Lotus Notes Domino database and the web site would need to link into this database to provide the order tracking facility.

Dzus looked around for a company that could help it develop its web site in the way it required. Finding a company that could cope with the language requirements and had credible experience of a Lotus Notes environment was the greatest challenge.



Nick Constantine, Customer Services Manager & Web Site Project Champion at Dzus said: "We discussed our requirements with Time Technology and visited one of its customers to see a similar solution in action. This convinced us that Time Technology offered all the capabilities we needed."

From static to dynamic

Time Technology provided Dzus with a web content management solution based on customised IBM software. This enables the company to control and manage the content of its site easily and cost-effectively using in-house resources. Integrating the Dzus web site with the Lotus Domino back-end systems enables registered customers to log on to an order tracking facility. The most challenging achievement for Time Technology was fulfilling the requirement for multi-lingual facilities. The site is now available in five languages: English, French, German, Italian and Japanese. "Time Technology made every effort to deliver what we required. We are not an IT company so have limited in-house IT resource. Time Technology understood this and worked with our limitations," explained Constantine. "They have a very professional approach and are also very open. They kept us informed at every stage of the project."

Dzus has a support contract with Time Technology to cover any problems that may occur with the solution. The company also calls on Time Technology's expertise to help with the creation of new web-based forms or major changes to the site. On a day-to-day basis, however, Dzus manages the site and its content without any outside help.



"Time Technology made every effort to deliver what we required. We are not an IT company so have limited in-house IT resource. Time Technology understood this and worked with our limitations."

Ongoing benefits

Since implementing the new solution from Time Technology, Dzus has made cost savings that will persist year on year. Rather than paying an annual fee to a third party to maintain the web content, this can now be done in-house. The only external costs are for technical improvements to the site.

Cost and employee productivity improvements have also been gained from the online order tracking facility. Customers no longer have to telephone a Dzus employee to discover the progress of their order. They can log-in and track it themselves. Dzus can see who has logged on to the facility and, in this way, ensure it is fulfilling its purpose.



One of the greatest benefits the new solution gives to Dzus is its flexibility. "We have much greater control of our web marketing strategy and this has had a very positive effect on the sales and marketing potential of our site," said Constantine.

As Katrina Strong, Dzus' Marketing Manager, explained: "We can quickly and easily amend the key words on our site used by search engines and this has substantially improved the ranking of the site. It now comes up first on some searches and always on the first page of results." Dzus is consistently achieving rankings that are better than its main competitors and, because of this, hits on the site have increased notably. In seven months following implementation of the new solution,

there was a 37 per cent increase in visitors to the site. The new site contains a contact form that visitors can use to make enquiries about products, pricing, distributor details and so on. Since this facility has been available Dzus has seen a 57 per cent increase in the number of enquiries it receives each month.

“We are able to update site content much more swiftly now the company is not relying on a third party to help us”, Strong added. “Press releases, newsletters and product sheets can be added and updated as required and in any of the five languages supported by the site.” Before the new solution, French and German customers were not using the Dzus parts catalogue because it was only in English on the web site. A German version is now available with a French one on the way. The number of German customers using the catalogue online has improved noticeably. In fact there has been a general increase in French and German visitors to the Dzus site since it became available in the native languages.

Towards a web-enabled future

Dzus is keen to build on the success of its web solution. In particular, it wants to provide an online ordering system for its customers and intends to start this work once its internal systems have been updated to support the process. “Time Technology is our preferred supplier for this future work,” said Constantine. “The work they have already done met all our needs but, more important than this, we felt there was a refreshing genuineness about Time Technology’s desire to help us develop as a business.”



“We can quickly and easily amend the key words on our site used by search engines and this has substantially improved the ranking of the site. It now comes up first on some searches and always on the first page of results.”



For further information contact:

Time Technology Ltd
Brook House
Mint Street
Godalming
Surrey GU7 1HE

www.time-technology.co.uk

Phone: 0870 871 8004

Fax: 0870 871 8005

Email: office@time-technology.co.uk