



The Essential Resource for Dairy, Deli, and Bakery Professionals

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International Dairy-Deli-Bakery Association (IDDBA)

Skyline Technologies



TRAINING



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Background

Skyline migrated the International Dairy-Deli-Bakery Association (IDDBA) from their custom-developed website platform to the Kentico CMS platform and transitioned their hosting environment from a traditional on-premises server to Microsoft Azure, providing them with a flexible and scalable solution.

Goals

IDDBA is a nonprofit trade association providing education, training, and marketing resources for food retailers, manufacturers, brokers, distributors, and other interested professionals.

Challenges

Like many websites, IDDBA's was built over many years and was highly customized to their specific business needs. During this period of time, the website became more complex and leveraged several tools outside of the core website itself. In addition, IDDBA began to see their user base increasing the consumption of web content via mobile devices and recognized the need to provide this audience with a mobile solution.

IDDBA did not, at the time of the migration, have dedicated, internal web development staff. Therefore, topics like scalability, uptime, and hosting were rarely, if ever, considered. Additionally, when registration for the annual IDDBA Expo opens each spring on the website, their website's hits grow exponentially over that one-week span. This is where Azure turned out to be very desirable approach. This "set-it-and-forget-it" hosting solution allowed IDDBA to focus more so on writing and providing great content for their audience rather than getting bogged down in the technical details of website hosting and scaling during peak times.

Solution

IDDBA determined they wanted to move to a CMS platform that would allow them to simplify the website, implement a responsive design, and enable their team to manage the website's content even when live. IDDBA selected Skyline Technologies to partner with their organization to architect and implement the Kentico platform to meet their needs.

The project included the following key components:

- Responsive design implementation
- Custom-built mega menu navigation with featured content functionality
- Integration with IDDBA's association management software (AMS) for the creation of user accounts
- An online member directory



- A blog
- E-Commerce configuration and customizations, including:
 - Online conference registration for members and non-members
 - Online purchasing of IDDBA publications
 - Customized “Bill Later” invoicing
 - Customized receipts
 - Authorize.Net configuration
 - UPS and FedEx configuration
- Hosting transition to Azure - Skyline utilized Azure’s App Services, including an Azure Web App and supporting SQL Azure database. This setup enables IDDBA to scale upon demand put on the website.

The work was completed by one of Skyline’s teams located in their Appleton development center over three months. A Scrum-based Agile methodology was used, and a strong relationship was formed between the team and IDDBA’s product owner, allowing Skyline to consult with the customer and build a solution that met IDDBA’s audience’s needs.



Results

IDDBA’s website is now:

- Mobile friendly: IDDBA.org is now a fully responsive website built upon Kentico, allowing them to serve their mobile audience better.
- Self sufficient: The IDDBA team is now able to manage their site content and e-commerce capabilities with limited support from an external agency.
- Flexible Hosting: By hosting on Azure, IDDBA has a flexible and scalable environment that allows them to scale their environment for their high

traffic times surrounding their annual conference, resulting in overall cost saving for IDDBA.

- Integration: Active members within Alpha5 feed directly into the website creating accounts so members have quick access to the 'member's only' content. When users register for the IDDBA Expo, we capture the member's information increasing automation and decreasing the amount of phone calls the IDDBA staff needs to initiate.
- The first two months saw organic search traffic increase from 44% to 54%.
- Mobile traffic to the site has increased 128%.

Key criteria for choosing Kentico

- Able to create, style, and publish announcements and news quickly to keep the website fresh with content
- A strong website framework to allow Skyline to build a responsive website
- Role-based security to protect member-only content from non-members
- A solution with strong partners, such as Skyline, within IDDBA's geographical vicinity
- Management of sales of their "What's in Store" book directly through e-commerce
- Process automation to replace the manual internal process of registering individuals for annual IDDBA show with a form and checkout process through the new website.

Skyline Technologies

At Skyline, we make technology easier by understanding your business challenges, solving problems and envisioning what's possible.

As the Midwest's premiere provider of information technology and digital marketing consulting services, we serve clients across industries with a special focus in manufacturing, healthcare, financial services and insurance. Founded in 1992, Skyline is an associate owned consulting firm with locations in Green Bay, Appleton and Milwaukee. At Skyline, we blend smart business strategy with technology—enabling you to see beyond your it.



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