

Case Study

Cottman Transmission and Total Auto Care

Intranet Project



Industry

Automotive and Services

Partner

Falcon-Software Company, Inc.
Two Union Square, Suite 4200
Seattle, WA
98101
USA
www.falcon-software.com

Gary Eisenstein

President & Founder

gary@falconefx.com

800-707-1311 USA/Canada

250-480-1311 Local

Backgrounds

Established in 1962, Cottman Transmission and Total Auto Care serves many locations across America. The company specializes in transmissions and follows a strict code of ethics: Ensuring customer's vehicles are repaired quickly, economically, and efficiently. Cottman's growth around America was substantial, which only implied internal communication within the company was vital. In order to assist Cottman's growth, the use of a CMS platform was seen as imperative to the company, aiding the efficiency of communications across the organization, and increasing employee interaction and engagement. Providing Cottman with a suitable Intranet would help sustain their overall image and culture that could carry-over to their target market.

Goals

Cottman Goals

In general, Cottman had an idea of how they wanted their intranet to function:

- **Information Collection:** Ability to track employee database, such as Franchisee owners and Franchisee profile page,
- **Community Building:** Aid in the organization of employee special events and help employees know each other better through social interaction opportunities on the intranet (calendars, blogs, forums, general posting boards)
- **Dual Use:** The site should function as the core Intranet for all employees, as well as a secure site accessible by Cottman Franchisees.
- **User Interface:** Cottman wanted the design to be uniform across pages, with the ability to incorporate specific Franchise Portal site requirements on non-standard pages and single sign-on functionality to be in use.
- **Departments:** Categorize all departments effectively, allowing clear organization and therefore communication with all stakeholders.

Falcon-Software Goals

Falcon-Software's primary goal was to fulfill the client's requirements as efficiently and in the most cost-effective manner possible. Given the scope and timelines requested of Falcon, it was decided that the site should be designed and built using Kentico CMS's Intranet Design framework as the foundation for the look and feel of the Intranet.



Case Study

Challenges & Solutions

Although the Kentico Intranet design framework was a time-saving mechanism, all requirements were not able to be executed using built-in modules. The primary challenges to the project were:

1. Requirement: Interface design needed to be uniform between the primary employee intranet and the secondary Franchisee Dealer Portal section contained within the intranet.
 - a. Challenge – The out of the box templates weren't intended for this and the pre-designed framework and theme interface would need to be customized.
 - b. Solution – This was overcome by using the Kentico style sheet editor and modifying out of the box web parts to use different imagery. By dragging additional web parts into different regions of the layout it was possible to customize the design. Some out of the box elements were hard to style and therefore were modified with custom css.
2. Requirement: Cottman required the navigation interface to look and function in a very specific manner (order and action of menu items).
 3. Challenge – The pre-built, out of the box menu that came with the Intranet Design framework did not behave in the manner that met Cottman's requirements. It was not possible to use the CMS menu list, or even CMS repeater controls as the different sections of the menu needed to behave in very particular ways.
 4. Solution – A series of custom web parts were built and used to separate some of the complexities of the menu, and enabled an easier development structure moving forward if additional customization is needed. By embedding web parts inside of a main web part, it was possible to keep the usage of the resulting web part easy for end users, and to give flexibility to developers making future edits/enhancements.
3. Requirement: Create a robust employee directory, which assigned roles and users to each department.
 - a. Challenge – Data was provided from multiple sources, in multiple formats.
 - b. Solution – This was a content organization challenge, not a technical one, and was able to be handled in tandem with Development by some non-development staff. The Falcon development team was able to leverage Kentico's built-in web parts and additional tools to build the functionality, while a separate content management team consolidated Cottman's department and employee lists for one-time entry into the site using Kentico's import tool.

Case Study

Results

The functionality of the Kentico CMS product made implementation efficient and enabled all goals and objectives requested by Cottman to be successfully executed in the time allowed.

Since implementation of the Intranet, Cottman's organization has seen an improvement in workforce productivity, communication, and enhanced collaboration. The use of Kentico also allowed the company the ability to create and publish their own content while achieving reduced costs for administrative and operational purposes.

Knowing that implementing an intranet for their company would deliver a return on investment in many areas within their organization, Cottman is happy that Falcon-Software was able to execute their vision exceeding their expectations, on-time, and within budget.

Key Criteria for choosing Kentico CMS

Kentico's Intranet solution helped deploy many of the guided goals that Cottman hoped to achieve:

- **Flexible:** Kentico provides flexible platforms for creating intranet sites and managing content, including pages, documents, and media files
- **Departmental:** Kentico has the ability to organize and manage the employee directory efficiently, while allowing restricted access
- **Features:** Kentico presents users with the ability to customize workflow with versioning and email notifications
- **Enhancement:** Kentico builds employee enhancement by news, blogs, forums, and event calendars

About Falcon-Software

Falcon-Software www.falcon-software.com understands not only their client's web needs but also their business needs, which has propelled Falcon-Software beyond customer satisfaction to loyalty that has driven their growth since 1993.

With offices in Philadelphia, Dallas, Seattle, Toronto and Victoria, Falcon-Software offers a unique combination of e-business strategy, creative web design, and Web CMS application expertise when developing feature-rich website solutions for their clientele. Their mission is to integrate strategy with creative design and development technology delivered to their clients on-time, on-budget and exceed expectations.

Falcon-Software is a **Gold Certified Kentico CMS Partner** offering full creative design, development, training and hosting services. We invite you to get started today, at no cost. Call us for a free Kentico CMS consultation at 1-800-707-1311.