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E.D. SMITH
FOODSERVICE

Cook Locally, Dine Globally.™

E.D. SMITH
SAUCEMAKER

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with
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FEED YOUR INSPIRATION

Great Recipes!

Burgers Are Back!

Dine Globally,

E.D. SMITH FOODSERVICE

Heartland Business Systems

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FOOD, BEVERAGES

The E.D. Smith Foodservice website was migrated from a Lotus Notes custom website to the Kentico CMS platform. The updated website is hosted within Microsoft Azure Web App Services. Kentico, paired with Microsoft Azure, offers unique accessibility and maintainability that allows the customer to keep the website up-to-date and fully functioning.

Background

E.D.SMITH is in the value-added food business. They produce jams, pie fillings, dressings, sauces, and ketchup for Foodservice, Retail, and Corporate Brands worldwide. In Foodservice, their vision is to be recognized by customers, peers, and investors as a leading sales organization in the Canadian Foodservice channel that delivers top quartile growth and profitability by providing customer-centric solutions that meet and exceed their customers' expectations.

Goals

The following are the primary drivers in their selection of Kentico and Azure for the E.D.SMITH Foodservice website:

- ease and speed with which the site could be deployed
- versatile template options
- user-friendly interface that allows their marketing team to perform content entry and stay within a limited budget
- hosting in an existing Microsoft Azure tenant to access shared files
- daily scheduled tasks to import product data

Challenges

The project required the inclusion of a scheduled import task.

This task receives a file from the client containing product information (i.e., product details, nutritional information, allergen information).

This data is displayed on the site with little to no customer interaction.

The footer and an alert system were created with company standards in mind. All websites of this customer share a standard footer, alert system, and common pages. These pages include Contact Us, Privacy Policy, Terms and Conditions, and Supply Chain Laws. The alert systems, hidden in the header until activated, display recalls and other urgent notices on all sites selected for the notice in the alert admin screen. The iframe Page Template, along with the JavaScript Web Part was used to handle the standard pages that are shared across all company sites.

Solution

The solution was to recreate the website in Kentico and host it on Microsoft Azure. Products are automatically displayed on the website using built-in Kentico Web Parts and a scheduled task. The customer has the ability to edit product details and has visibility to this data by logging into the dashboard. This is convenient because they can make on-the-fly changes when it is not practical to wait for the next scheduled data file drop. The Kentico Schedule Task allows the user to monitor run times and errors that might occur



during the import process. The process runs daily so adjusting the scheduled time needed to be user-friendly.

Microsoft Azure's hosting environment allows this site to use shared files to generate the site footer and alerts. This is critical to the site's functionality as these alerts can include time-sensitive notices.

Azure also allowed a seamless deployment using the deployment slot feature. The Kentico version of the site was created in a deployment slot where the customer could test the user experience while it was being developed. Once complete, swapping the old and new site was fast and reliable. Azure's automatic backup feature is utilized for the E.D.Smith Food Service website. These backups are scheduled and require little to no maintenance.

Results

The customer is satisfied with the improved website.

They are able to manage content and update products with little technical skill.

The website is flexible and self-sufficient. It requires little maintenance, due to Kentico and Microsoft Azure features, to keep the site secure and backed up.

Key Criteria for Choosing Kentico

Key factors for selecting Kentico for this client were:

- fast setup
- cost of Kentico fit within limited budget
- easy-to-use interface for content updates of nutritional info
- responsive
- user-friendly content editing on informational pages
- ease of hosting with Microsoft Azure



Heartland Business Systems

Heartland Business Systems is a division of Heartland Technology Group, a leading provider of technology consulting services, hardware, and hosting. HBS provides end-to-end support for Kentico implementations from business analysis and strategy to design, development, support, and hosting. Heartland Technology Group has over 500 employees focused mainly in the Midwest.

HBS' website development methodology starts with a thorough needs analysis and implementation strategy designed to find a fully integrated solution for each client, including the capability to provide Kentico hosting. As a Kentico Partner, HBS can leverage Kentico's power and flexibility with HBS' expert team of website and software developers to deliver on-time, on-budget, and on-the-mark results.



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