Kentico

MINDLAB ›CONNECT

mindlabconnect.com

MindLab Connect

Zenesys Technosys pvt. Ltd.

PUBLISHING

Background

John Wiley & Sons, Inc., along with its arm, Mindlabconnect.com, is a big publishing company specializing in science, technology, medicine, and other academic fields. With a diverse customer base ranging from students and instructors to academic researchers and professionals, Mindlabconnect.com urgently needed a robust web portal with a modern design and interface that could effectively present the company's products and services to global customers. The challenge was to create a user-friendly and administrator-friendly e-commerce platform allowing the company to showcase, sell, and market its service and products that are as diverse as the clientele—books, journals, encyclopedias, training materials, educational materials, and added services.

Goals

Mindlabconnect.com specializes in academic publishing. Its products are marketed to professionals, researchers, students, instructors, and various other practitioners in scientific, technical, medical, and scholarly fields. The company produces books, journals, and encyclopedias both in print and electronically, as well as online products and services, training materials, and educational materials for undergraduate, graduate, and continuing education students.

Challenges

The client was originally using Ektron as their main platform. The Ektron CMS was also used to handle multiple other services, and the Kentico e-commerce portal ran independently. The client wanted the Ektron system and the new Kentico system to communicate in real time and allow the Kentico system to access the Ektron data seamlessly and on demand. Also, to allow for fast shipping processing, the client wanted to integrate a module by courier service UPS into the new website.

Solution

Using the earlier-built token-based authentication access, Zenesys created custom integration modules using Windows Communication Foundation (WCF) services, and these custom integration modules, that were themselves communicating using RESTful APIs, were used to integrate the Ektron system with the Kentico E-commerce portal (both are separately deployed). Ektron has all the user details and only e-commerce functionality (shopping cart setup, products, manufacturers, and supplier's management, order management) is used in Kentico. Data integration was in real time and it was possible to log in to both portals from one login page and fetch all the user details from the Ektron portal. Zenesys also integrated UPS's module, which helped with fast-tracking the shipping workflow.

"Zenesys and the entire team did a good job for us on this long-term project of Kentico. They have very good skills in .Net, Kentico, and other Microsoft technologies."

John Kritzmacher
Chief Financial Officer and Executive Vice President Technology and Operations John Wiley & Sons, Inc.

Results

- The user engagement rate is growing
- Location-based features increased the website's revenue from global locations significantly
- Because of customized admin features, content uploaders now save around eight hours per week on content updating
- The new website has a better response time and customers get a faster turnaround time

Key Criteria for Choosing Kentico

- A user-friendly CMS for a non-technical team
- Marketing capability
- Multilingual support
- Role-based user access to e-commerce, events, seminar, and research documents
- Role-based e-commerce for partners according to country
- Third-party e-commerce integration (all product information uses RESTful API) with the use of Kentico's E-commerce Web Parts and functionality with basic information in Kentico (e.g., Name, Description, Image, etc.)
- UPS's shipping module implementation

Zenesys Technosys Pvt. Ltd.

We offer a wide range of services on the Kentico Platform. Be it providing E-commerce solutions to sell your services or working with Kentico's Marketing solutions to widen your reach, setting up a new website on Kentico or upgrading an existing website to Kentico, we are equipped to handle all your Kentico programming and customization requirements.

Being a partner with Kentico gives Zenesys access to new and better resources helping us to tackle client problems by providing out-of-the-box solutions with Kentico features.

Kentico is an Integrated Marketing Solution based on the Microsoft ASP.NET platform. Kentico provides loads of features to smooth the building of websites, intranets, online communities, and e-commerce solutions. Kentico supports all type of web content from creating a basic website for a desktop to providing highly customizable E-commerce solutions. Kentico is not limited to just creating websites and showing online content, it comes with a handy package to meet your SEO and marketing needs. Furthermore, you can also go forward to create multilingual sites and run multiple sites on a single instance. It's worth mentioning that Kentico comes with 70 ready-to-use modules and 450 configurable web parts.

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