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PARTS DESIGNER AND MANUFACTURER  
MACHINERY ENGINEERING

A CMS migration to a new, easier to manage platform  
that catered for Eminox's global audience.

## Background

Eminox is a leading name in the design and manufacturing business, supplying parts to heavy-duty vehicles internationally. Their main area of expertise is exhaust and emissions systems.

## Goals

The goal of the new website was to transfer Eminox's existing website over to a superior CMS—Kentico. Additionally, Eminox has a global audience, so the new platform had to be able to cater to different languages. Finally, it was essential that the new website worked for visitors using mobile or tablet, therefore it had to have a responsive design.

## Challenges

One of the previous challenges for Eminox was catering to their international audience. Luckily, the fact that Kentico allows for different cultures within the same site made this easy, as before this project, Eminox had to control each cultural version of their site separately.

The structure of the old site and the new different cultures meant that the content structure had to be thought through, as the cultures needed to be similar. This meant that Distinction and Eminox had to consider which content was essential across cultures, and then transfer this data over to the new site.

## Solution

Distinction led a discovery phase with Eminox to explore what was not working about their current site and where Distinction could help. This workshop covered everything from design to functionality, as well as how Distinction would train the Eminox team prior to launch.

To import data from the existing CMS, Distinction were able to automatically transfer over all news articles and job vacancies to Kentico. Data for cultures had to be manually imported into the new content structure. Distinction also gave a new look and feel to the site, as well as implementing a new navigation structure.

The site is hosted on Microsoft Azure. This decision was made because the cloud-based solution means that the site will run quickly regardless of where it is accessed from—this was extremely important to Eminox, given the international status of the company. Hosting the site on Azure also means that the site will have minimal downtime if there were ever to be any issues. In addition, the scalability of Microsoft Azure means that the site can cope with large amounts of traffic, so if Eminox were expecting peaks in traffic, it would not affect the performance of the website.



### Retrofit Solutions



#### CRT System

The Eminox Continuously Regenerating Trap (CRT®) is a market leading diesel particulate filter. It reduces particulate matter by mass and number as well as hydrocarbons and carbon monoxide. The passive regeneration capability makes this a simple and effective way to reduce emissions without additives.



#### SCRT System

The Eminox SCRT® System can upgrade vehicles to emissions levels equivalent to Euro VI as well as reducing nitrogen dioxide (NO<sub>2</sub>). Emissions of nitrogen oxides (NO<sub>x</sub>), particulate matter (PM), hydrocarbons (HC) and carbon monoxide (CO) can be reduced by more than 95%.



#### SCR System

Standalone Selective Catalytic Reduction (SCR) Systems are also available.



#### Oxidation Catalysts

Can virtually eliminate hydrocarbons and carbon monoxide also reducing particulate matter by up to 30%.



#### Eminox Electronic Service Indicator

Continuously monitors system back pressure, providing advanced warning of filter servicing requirements.



Hosting the site on Microsoft Azure saves EminoX money as well, as they pay for what they use due to the scalable cost of the solution.

Toward the end of the project, Distinction provided cross-browser and device testing on the new site, as well as full training on the new CMS to the EminoX team.

## Results

Client feedback on the site has been fantastic, and customers, in turn, have been pleased with the new website. Content is now far more efficient to manage with Kentico CMS, especially across cultures.

## Key Criteria for Choosing Kentico

Cultures was a key feature of Kentico that Distinction was certain would make a huge difference to EminoX's management of the website. Similarly, so was the ability to implement a responsive design. The built-in E-commerce functionality of Kentico, whilst not implemented during this project, was another reason for choosing the platform; this is because interest was shown by EminoX to use this functionality in potential future projects. Other reasons for choosing Kentico include:

- Customisable nature of CMS
- Solid and robust CMS platform
- Advanced device detection
- Video and media library capabilities
- Easy to administer and take control in-house upon delivery
- Extensive reporting
- The fantastic 24/7 support that is offered by Kentico

## Distinction

Distinction helps forward-thinking brands to transform their businesses using digital platforms and technologies.

They're experienced throughout the B2B and B2C customer lifecycle, across many industry verticals.

For many of their clients, they provide the full suite of digital services, and for others, they provide just a few to complement existing expertise. Whatever they do, they create outcomes... not outputs.

## distinction

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