

Case Study

ORBIS Corporation

www.orbiscorporation.com



Industry

Manufacturing

Partner

Omni Resources
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Background

ORBIS, a subsidiary of Menasha Corp., makes reusable plastic products for shipping applications. When ORBIS broke ground on a manufacturing facility in Mexico, company leaders sought website improvements that would better serve an international customer base.

Goals

ORBIS was already using the Kentico CMS, and site managers were pleased with its functionality and ease of use. The company partnered with Omni Resources to provide additional site improvements that would enrich the customer experience and contribute to internal efficiency.

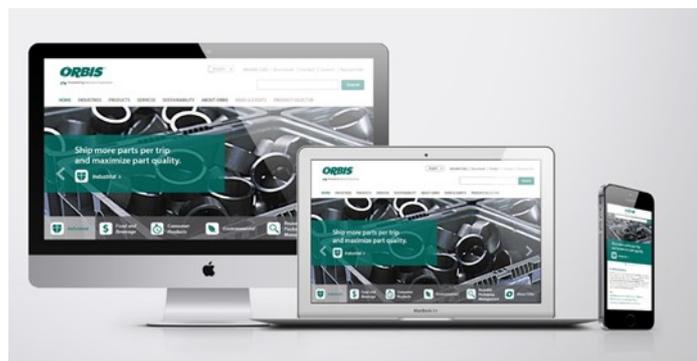
Challenges

Search Challenge

- The technical team was challenged with coming up with an algorithm for looking at phonetic spelling of proprietary keywords. For example, a customer might type the search string like “racker” when the product is actually spelled “RACK’R”. Under the covers, Lucerne was used to convert the conventional spelling to the phonetically spelled word. In the example, a decision tree was used by looking for the “er” and replacing it with an “R” preceded by an apostrophe. Smart search was being used, however, the search logic was housed in a different location.

Streaming Video in the Cloud Challenge

- Another interesting challenge on this project was the streaming feed of around 700 videos with the various formats. Microsoft Azure made it easy to incorporate the streaming video feed. Management of the videos was built into the Kentico administration UI including the way that they are fetched and presented, however, the content administrators don’t have to worry about the videos because they are handled in Azure.



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Solution

Over the course of a year, Omni provided a series of phased enhancements that included a fully responsive site design, internationalization, custom search features, and greater media integration.

Using the site's new Product Selector, customers can search the ORBIS catalog for solutions that meet category, style, and size variables, according to the interior and exterior dimensions. The Product Selector allows users to set their own size tolerances and accommodates both metric and English measurement systems.

Omni also leveraged Kentico's search tools to create a custom search experience that provides textual matching using keyword relevancy, spelling variations, and synonyms for ORBIS products. Now, customers searching for the Rack'R pallet can find exactly what they need whether they search for rackr, racker, or rack'r.

Next, Omni extended site search functionality with an autocomplete solution that provides suggestions as users type in the search field. The autocomplete tool works with both product names and model numbers, creating a more efficient search experience for both customers and ORBIS service reps.

New features also include enhanced video integration, using the Microsoft Azure media streaming services. The update gives content managers the infrastructure they need to upload videos for every ORBIS product, using a single format that can be streamed to over 700 different devices.

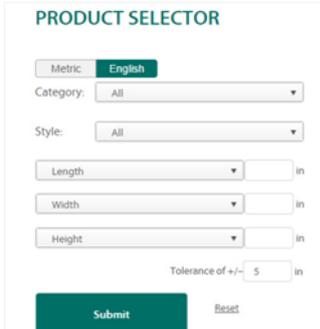
Finally, by modifying site code to better leverage Kentico's internationalization capabilities, ORBIS was able to launch an updated site for Mexico and is now poised for a rapid roll-out of additional languages.

Key criteria for choosing Kentico

Kentico provided ORBIS with an extremely flexible content management system that has met their needs throughout their site lifecycle; five years and counting. By leveraging Kentico's built-in modules, Omni can shorten the development cycle for site enhancements, allowing the ORBIS site to reflect better the rapid pace of company growth.

Key Kentico features that led to success:

- Standard tools to shorten the development cycle
- Improved media storage
- Built-in internationalization tools
- Reduced ongoing maintenance costs



The screenshot shows a web form titled "PRODUCT SELECTOR". It includes a "Metric" dropdown menu with "English" selected. Below it are "Category" and "Style" dropdown menus, both set to "All". There are three input fields for "Length", "Width", and "Height", each with a dropdown arrow and a unit indicator "in". A "Tolerance of +/-" field is set to "5". At the bottom, there are "Submit" and "Reset" buttons.