Goals

Logistics Unlimited, Inc. is a full service freight and logistics company that specializes in providing unique solutions individually created for businesses with critical requirements. Like many businesses, Logistics Unlimited had a basic, static website that provided information about the company to prospective customers.

But Management desired something more dynamic: a website that would serve as a portal for their tracking, tracing and quoting systems built on a platform that would allow them to update their own content. They also sought the ability to transform their website into an information hub for distributing forms such as Commercial Invoices and Credit Applications. But the ultimate goal for LUI was to streamline the update of vendor information – an annual requirement for all TSA Air Cargo system members.

Challenges

Logistics Unlimited was looking for freedom and flexibility without having to re-build their website from scratch. Their original website was created by a service which controlled any update or change requests. Something as routine as a change to a phone number took several phone calls, many days and cost hundreds of dollars. It was the tail wagging the dog.

Solutions

Logistics Unlimited began a search for a content management system that was powerful and flexible enough to achieve their goals while remaining easy enough to be used by their own staff. With the help of 5Nova, LUI was able to convert their existing website into the Kentico CMS platform giving them access to easily managed features like polls, bizforms and the WYSIWYG editor. The document inheritance model and use of templates via the portal engine were instrumental components in a speedy site conversion.
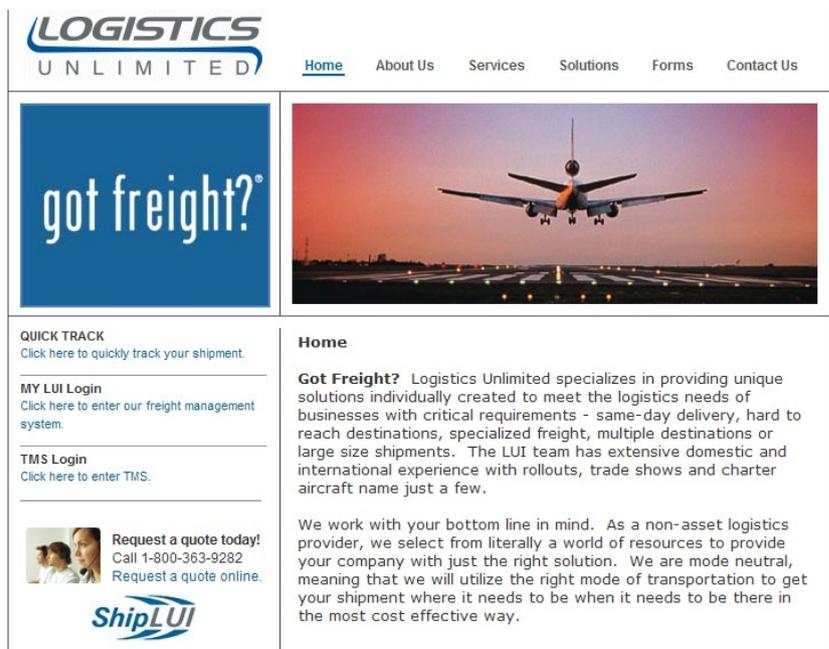
Results

Soon after the re-launch of their website, one of LUI's booking sites unexpectedly went down for the day. Communicating quickly was no longer a concern for LUI. They were able to inform their customers by posting an emergency message online. Under the old system, this would have been impossible.

Today LUI's staff is updating their website and polling their customers. They are centrally distributing forms, experimenting with new pages and inserting new graphics. Customers have centralized portal access and LUI prepared to efficiently capture those required annual vendor information updates.

Key criteria for selecting Kentico CMS

- A reputable, local partner with product expertise. The primary reason Logistics Unlimited selected Kentico CMS was the reputation of 5Nova's team, respect for their expertise and strong customer references.
- A speedy conversion of LUI's existing website into a content management system with little re-development effort.
- A powerful system that was easy to use without requiring an investment in technical personnel. Having 5Nova to backup LUI's staff made it a compelling deal.
- An enterprise level solution that was cost-effective for a medium sized company.

"5Nova made the transition and implementation easy by not only doing a flawless job of setting up our site in the Kentico system, but also in being there consistently day in and day out when we had questions. Such vendors are hard to find. When you find one, hang on to them."

Ted Shown,
CEO,
Logistics Unlimited