

Case Study

Andersen Europe

www.anderseneurope.com



Industry

Healthcare

Partner

Discover IT (UK) Ltd
 Southend Road, Bradfield
 Southend, Reading
 Berkshire, RG7 6EU
 United Kingdom
 www.discoverit.co.uk

Paul Bailey
 pbailey@discoverit.co.uk
 0118-971-3975

Goals

Andersen Europe is part of the Andersen group of companies based in the USA providing sterilisation products for the healthcare industry. They required a new web site which could be used not only to promote their products and explain the concept of their sterilisation techniques but also to allow their customers to purchase some of their products online.

Selling to and supporting European, Middle East and African markets, the web site needed to be multi-lingual in English and French.

It was also important to offer easily downloadable product related literature and videos such as:

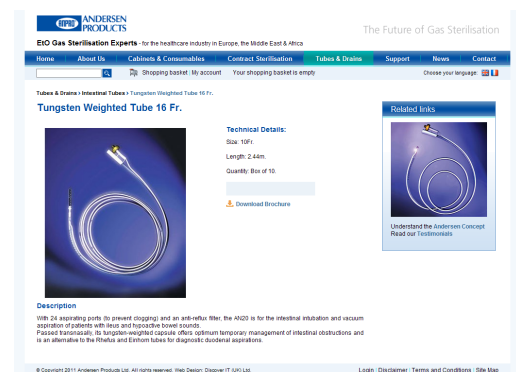
- Owner's manuals
- Operating videos
- Brochures
- Study guides
- Wall charts
- Data sheets
- Etc.

Above all, the web site needed to be easily content managed by Andersen Europe staff.

Challenges

The Andersen products had differing requirements. The details for the sterilisation cabinets would be displayed but they would not be purchasable online. The consumables for use with the cabinets had to be available for online purchase in the store. Prices were only to be displayed for logged in customers.

In addition, there were varying media items (videos, documentation, etc) that were to be displayed on the relevant product pages.



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Solutions

We chose to implement this project using Kentico CMS V5.5 with the Ecommerce module. However, the requirements were such that it was not possible to use only the standard Kentico Product document type. We developed a custom document types to encompass all the relevant fields required for the different Andersen products such as the downloadable documents, videos and technical details.

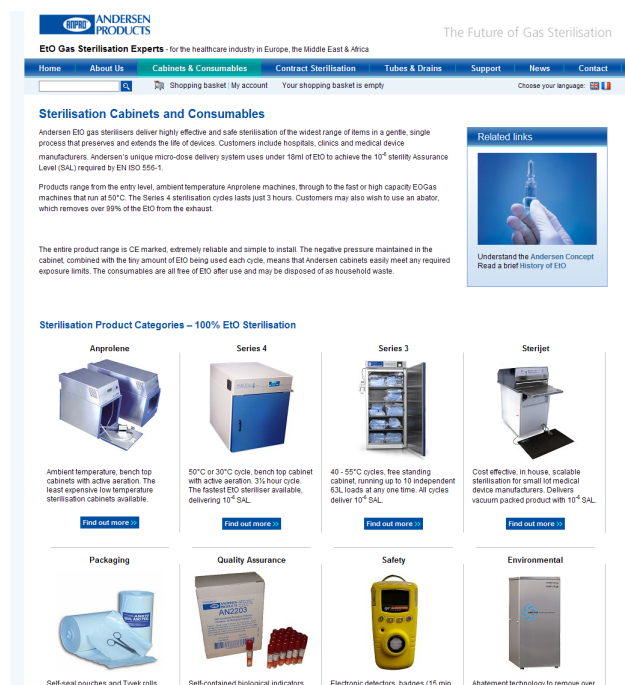
We wrote some special functions in Kentico to display the Andersen specific material.

In addition, dozens of page templates were built to incorporate all the different content requirements for each of the products categories and types, and their respective documentation.

The web site took just over a year to plan, design, develop and implement in both languages.

Key criteria for selecting Kentico CMS

- Excellent content management features.
- The Ecommerce module which meant that the shopping cart did not have to be developed separately.
- Multi-language features.
- Media galleries which simplified the upload and display of both documents and videos.



The screenshot shows the Andersen ETO Gas Sterilisation website. The header includes the Andersen logo and navigation links: Home, About Us, Cabinets & Consumables, Contract Sterilisation, Tubes & Drains, Support, News, and Contact. The main content area is titled "Sterilisation Cabinets and Consumables" and features a "Related links" section with a video thumbnail. Below this, there are four product categories: Angrolene, Series 4, Series 3, and Sterijet, each with a brief description and a "Find out more" button. At the bottom, there are four additional sections: Packaging, Quality Assurance, Safety, and Environmental, each with a representative image and a "Find out more" button.