



CUSTOMER CASE STUDY



SUMMARY



CUSTOMER	Green Resources
WEBSITE	www.greenresources.no
REGION	Norway
CUSTOMER SIZE	3,000 employees
INDUSTRY	Forestry

CUSTOMER PROFILE

Green Resources is a Norwegian company that works with renewable resources, including forestry efforts in Africa, bioenergy, and renewable electricity.

PARTNERS



PRODUCT IMPLEMENTED



“Green” Company Overhauls Website Using New Content Management Tools

Green Resources, a forestry and carbon offsetting company that focuses on renewable resources, wanted to update its website with a cleaner look and more manageability. With help from IT services provider SalarO, Green Resources adopted the DNN Evoq Content¹ management platform for a website overhaul. The site has an attractive new look, it is tightly managed, and it lets company administrators access comprehensive support from DNN.

Business Needs

Green Resources is a Norwegian company that specializes in forest products, renewable energy, and carbon offsets. The company, which was founded in 1995, focuses on forestation efforts in Africa, with more than 14,000 hectares—or about 34,600 acres—under its management in Mozambique, Sudan, Tanzania, and Uganda. The company started its first harvest from its own land in 2008 and holds more than 200,000 hectares of land for future planting and conservation.

Green Resources operates a public website as well as an intranet for its communications with the public, investors, advisors, and employees. For a number of years after the company's launch, its web presence was adequate for a startup, but eventually became outdated as the company grew.

"The old site lacked a lot of functionality that we felt was necessary for a growing company, and some of our users complained that it was not visually attractive," says Vas Andreev, Webmaster for Green Resources. "By 2009, we decided that we wanted a site that was more attractive and provided more functionality. We were also concerned about security after our site was hacked, including one instance that lasted a couple of days and resulted in the hacker defacing the site."



Solution

Green Resources decided to upgrade from the DNN Platform—which it had used for several years—to DNN Evoq Content. Green Resources worked with SalarO, a small technology firm that specializes in DNN solutions, to help develop and apply a fresh skin to their old website and migrate content.

Salar Golestanian, President of SalarO, says his company used Evoq Content from concept to final product. "We did a complete overhaul of the main website visuals," he says, "and installed DNN modules for various functions including publishing news articles, enabling Adobe Flash functions, newsletter signup, and document management."

SalarO used development tools from Telerik for parts of the website redevelopment work, including the site's main menu. A developer license for Telerik RadControls for ASP.NET AJAX is now included as part of Evoq Content at no additional cost. Green Resources uses a number of features available in Evoq Content, including granular user permissions, content approval workflows for efficient content management, and unlimited technical support. Andreev also receives automatic email notifications of product updates and security patches as a benefit of the Evoq Content subscription.

Green Resources made the transition in early 2010 to the new website, which is hosted by SalarO. The transition went smoothly and took about 30 days.

Benefits

Evoq Content allowed Green Resources, working closely with SalarO, to deploy a polished website that will complement the company's efforts in the years to come. Evoq Content includes unlimited technical support through the DNN Support Network, which provides access to the DNN support team and the Evoq Content online Knowledge Base. Green Resources uses the granular permissions feature to control how and when users publish information to the site. Andreev also benefits from automatic notifications that alert him when new content is posted and if external users are making requests for newsletters and other types of content.

Support for Technical, Security Issues

The unlimited technical support included with Evoq Content2 allows SalarO and Green Resources to respond rapidly to issues it encounters with its site. While the new site will not be immune from future hacking attempts, Golestanian says it is good to know that his company and Green Resources can quickly turn to the DNN Support Network for advanced warnings or help when needed.

"We have completely separated the Green Resources database and file locations from where they used to be when the previous site was hacked," says Golestanian. "We monitor the site closely for any security issues and contact Green Resources immediately if we see anything unusual. The benefit of the Evoq Content is that if there is any occasion

when we have to respond to a security incident and cannot quickly figure out a solution, we can contact DNN Corp. for help through the DNN Support Network. It provides an additional layer of support and protection. The Green Resources management team appreciates the added insurance that Evoq Content offers."

Tight Controls over Web Content

Green Resources has a large group of employees who generate content for the company's new website. Andreev says the tight controls that Evoq Content provides for content publishing are invaluable for managing what appears on the website.

"Right now, we have about 100 users, mainly managers, who have permission to post content to the new site," he says. "With DNN, it is easy to grant specific users permissions to access just certain areas of the website and our intranet. This is a valuable feature because of the great control it gives in managing web-based content. Plus, when someone attempts to upload or edit a document, I get an email notification that tells me this is happening."

Automatic Notifications

In addition to email alerts about changes to web content and product updates, DNN provides Andreev with alerts when someone signs up for information or a newsletter on the main website.

"This is very handy, because it keeps me continually updated about activity on the site," says Andreev. "It helps us be more responsive to people who are interested in our activities, or investors who want our newsletter. With DNN we're able to run a rich, dynamic website with tools that enable effective internal management of the site and help us be more responsive to people outside of the company."

¹ Evoq Content was previously known as DNN Professional and Enterprise Editions.

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Vas Andreev
Webmaster
Green Resources



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