



CUSTOMER CASE STUDY



## SUMMARY



CUSTOMER	Schuler Shoes
WEBSITE	www.schulershoes.com
COUNTRY	United States
INDUSTRY	Retail

## CUSTOMER PROFILE

Schuler Shoes is a shoe retailer based in Minneapolis, Minnesota. The company, which has eight retail stores and an online presence, has 175 employees.

## PRODUCT IMPLEMENTED



# Shoe Retailer Finds the Right Fit Using DNN Website

Schuler Shoes has a long history dating to the 19th Century, but an aging website was hampering its 21st Century business growth. So the company turned to DNN to help them build a modern eCommerce site that is tightly integrated with its business operations. DNN has made it faster and easier for the company to handle essential online tasks such as updating inventory data, posting sale information, and collecting customer feedback.

## Business Needs

Schuler Shoes is a classic American business success story. Started in 1889 by Vincent Schuler in Minneapolis, the company is going strong more than 120 years later. It sells a wide array of shoe brands, such as Keen, Rockport, Merrell, Dansk, and New Balance.

The company has eight retail stores in the Minneapolis-St. Paul metropolitan area and sells online through its own website as well as through Amazon.com.

Since 1997, Schuler Shoes has operated a website where customers could check out the company's offerings.

In its original design, the site consisted of static, HTML-based product information that was run as a side project by a store manager.

Eventually the company added a shopping cart. And in 2009, the company deployed a rudimentary content management system.

This combination of website products, however, soon proved inadequate for the company's vision of a more vibrant web presence, says Michael Schuler, eCommerce Director.

"New versions of our existing solution made it hard to integrate with our existing shopping cart," says Schuler. "We wanted the core functionality

surrounding our product listings and ordering processes to remain intact."

Other issues also created a need for a stronger, more integrated web content management system (WCMS). Schuler wanted to make it easier for employees to look up product information on an internal web page, with permissions that could control access while preventing information from being accidentally deleted. And there were daily issues that he wanted to address.

"For example, I wanted the ability to schedule new information, like a sale event, to either appear or disappear on the site without me having to be there doing a manual insertion or deletion," he says. "I also wanted to let other employees make edits to content without my assistance."

## Solution

The search for a new WCMS that could offer rich features as well as easy integration with the company's Microsoft-based environment led Schuler to choose Evoq Content<sup>1</sup>.

"Once I began testing DNN I saw that it would be a relatively easy process to move our site over to the new platform," he says. "Plus I was really encouraged by the strong community of users and developers surrounding DNN. It would provide sources to turn to when I needed help."



To ensure the continued functionality of the existing shopping cart, Schuler worked with an outside developer to create a solution for user authentication and login. For other aspects of the project, Schuler's time was largely focused on moving content to the new system and installing modules that could deliver key functions.

"I've really relied on the Open-SmartModule for user controls," he says. "It helped save a lot of time. We've also used the DNN HTML module to immediately see content changes that might be coming in from different sources." The company also uses iFinity URL Master for enhanced searches, and the Form and List module for various employee and customer forms.

Additionally, the company is taking advantage of DNN support for mobile users. "I turned that feature on right away," Schuler says. "While mobile users are still a relatively small percentage of our customers, we expect the number of mobile users to grow, and in the meantime it offers a better experience for that part of our base."

## Benefits

With Evoq Content, Schuler Shoes has a redesigned site that delivers greater efficiency for daily tasks. It is far easier now than in the past for authorized employees to make changes to the site, reducing the workload for Michael Schuler. He adds that Evoq Content makes his job easier by

making it simple to schedule important changes to online information. The company also has new tools for collecting information from both employees and customers.

### Simplifies Information Updates

One of the most important aspects of the site is ensuring that inventory information is current. Keeping it that way used to be laborious, but that has changed with the new WCMS. "DNN has helped us become far more efficient in essential business processes such as keeping inventory information up to date," says Schuler. "We post the information to an internal site and use granular permissions so authorized merchandizing employees can log in and then edit and add whatever information is needed. It's simple for them to use, increases accuracy, and reduces some of my workload by eliminating the need for me to help."

### Easy to Schedule Content Changes

Schuler says a routine but vital task has been streamlined using Evoq Content. "The ability to schedule when a piece of information goes on or is removed from the site is huge for me," he says. "Being able to schedule information changes, such as the beginning or end of a sale advertised on our home page, means the information is displayed in the correct time frame. That eliminates possible errors that could cost us money, like having sale prices remain visible on the site past their expiration date."

## Provides Tools for Quickly Collecting Information

The company benefits from the forms tool provided by Evoq Content, using them for both internal and customer-facing tasks. "In the past, something simple like collecting vacation requests from employees could be pretty time consuming. Now, with Evoq Content, the process is automated through a workflow," Schuler says. "We're also providing

forms that customers can fill out on our website. It gives us more frequent and easily viewed feedback on how individual stores are doing, which in turn helps us take actions to enhance customer service."

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<sup>1</sup> Evoq Content was previously known as DNN Professional and Enterprise Editions.

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Michael Schuler  
eCommerce Director  
Schuler Shoes



155 BOVET ROAD, SUITE 201

SAN MATEO, CA 94402

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