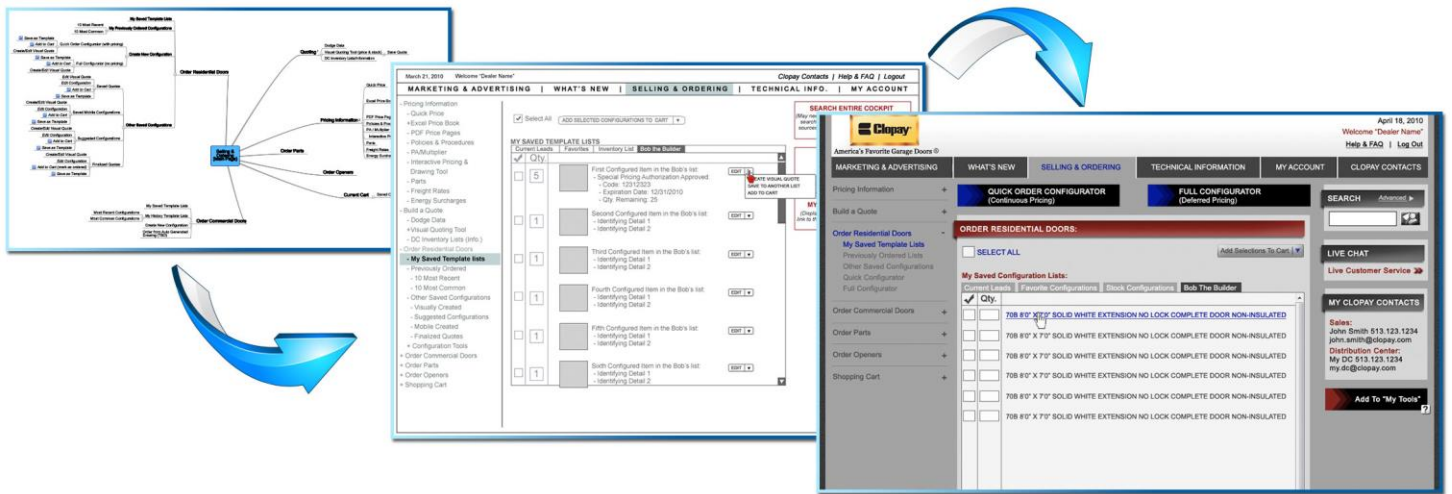


Enhance Business Partner Communications

ViewSource CASE STUDY



Dealer Portal

Clopay Building Products Corporation, Mason, OH

Goal

Clopay® engaged ViewSource to enhance their existing dealer communication portal to better serve the needs of their valued business partners—their network of dealers. The dealer portal serves as a key communications tool between Clopay and its dealer network partners, providing a gateway to Clopay resources.

Solution

To accomplish this goal, Clopay identified six key communication and resource areas to enhance:

- *Information Access (Navigation)*
- *Pre-Sales*
- *Product Ordering*
- *Post Order Follow-up*
- *My Account Info*
- *Clopay Info*

ViewSource and Clopay® collaborated on planning and implementation to ensure that expectations were managed throughout the project and to achieve the best outcome possible. ViewSource took on the primary responsibility for interviewing stakeholders and the subsequent design and build in coordination with Clopay who provided the business processes and content. The revamped dealer portal was subsequently developed using Microsoft .NET content management framework connected to a newly created database.

Outcome

The enhanced dealer portal includes the ability for users to customize their own home page for content that is of greatest interest; improved navigation; management tools to enable Clopay to add, delete, modify content; and an administrative console for administering portal users such as: password management and user reset.