

# The Ace World Companies Main Website

## CLIENT



## BACKGROUND

Ace world companies is an industry leader in industrial and heavy equipment industry since 1987. They manufacture and sell hoists, cranes and end trucks to their distributors and end customers nationwide. The customers are in various industries like manufacturing, construction, shipyards, marine, aerospace etc.

## CHALLENGE

Ace wanted a custom CMS for their main website, and wanted to add new products and product lines to the site. The site needed to be used by their existing clients to receive online quotes and buy products online.

## WHY TELERIK

Telerik provides a very comprehensive set of .NET controls that are easy to use and have a great client-side JavaScript object model. Telerik RAD controls also has an HTML editor, which was important in developing the CMS feature for the site.

## CHALLENGES AND OBJECTIVES

Ace World Companies (AWC) wanted to recreate their website from scratch as a dynamic content management site. In addition to having a CMS site, their goal was to be able to add new product lines and provide customers the ability to request a quote or submit a purchase order for the new products. Because AWC primarily sells products and services in the heavy equipment and material handling sectors, a standard eCommerce tool was not a good fit for their product lines.

AI Software was tasked with developing a customized Content Management System for the site that integrated eCommerce functionality to meet ACW's unique needs. The site would dynamically display products, their attributes, and additional options. Customers needed the ability to review prices, request quotes, and place orders. Additionally, when a quote was requested, a PDF copy of the quote would need to be provided to customers and sales office team members. ACW felt that it was particularly important that the site provided customers with an enjoyable purchasing experience while maintaining a professional appearance.

## THE SOLUTION

To create a semi-content management system requires a lot of time and effort. Building such a system is complex by itself. Since there are many options available for content management systems, we did not want to reinvent the wheel. Unfortunately, none of the available options provided the appropriate level of integration with the .NET framework.

Telerik RAD controls has an HTML editor control that we used to allow users to update the content. This content is stored in a database and retrieved as pages are loaded, allowing visitors a seamless front-end

experience. We used caching to store all the text content in the memory to provide enhanced performance for end users. Additionally, we designed the interface using grid, tab, and dropdown list controls to display product lists in an intuitive and familiar way for users.

We develop an administrator's panel to allow certain users the ability to maintain the site's content. The Admin panel was designed with the RADPanelBar control to display the menu and tabs, and allows each tab to display different administrative modules.

## THE RESULTS

The Telerik RAD controls helped greatly to build a custom CMS (Content Management System) for our client ACE World companies. The final product has following features:

- Add or update site pages to the main web site
- Add or update new product lines and define the attributes and pricing options
- Maintain SEO friendly URLs, meta keywords and descriptions
- Upload image gallery, videos, manuals and brochures
- Create online pricing quotes for selected products
- eCommerce

The entire website was developed and went live within four months, a full two months ahead of the original estimate. We had a team of **one designer, one developer** and **one senior developer** for the project.

The website now provides ACE an excellent tool to engage customers using online quotes, videos, manuals, and news updates. They are able to effortlessly provide real-time updates about products and specials to customers. The customers find the site very user-friendly, as they can create online quotes and add notes for their special orders.

After the project was completed, the ACE website experienced a 700% increase in registered users according to their system.

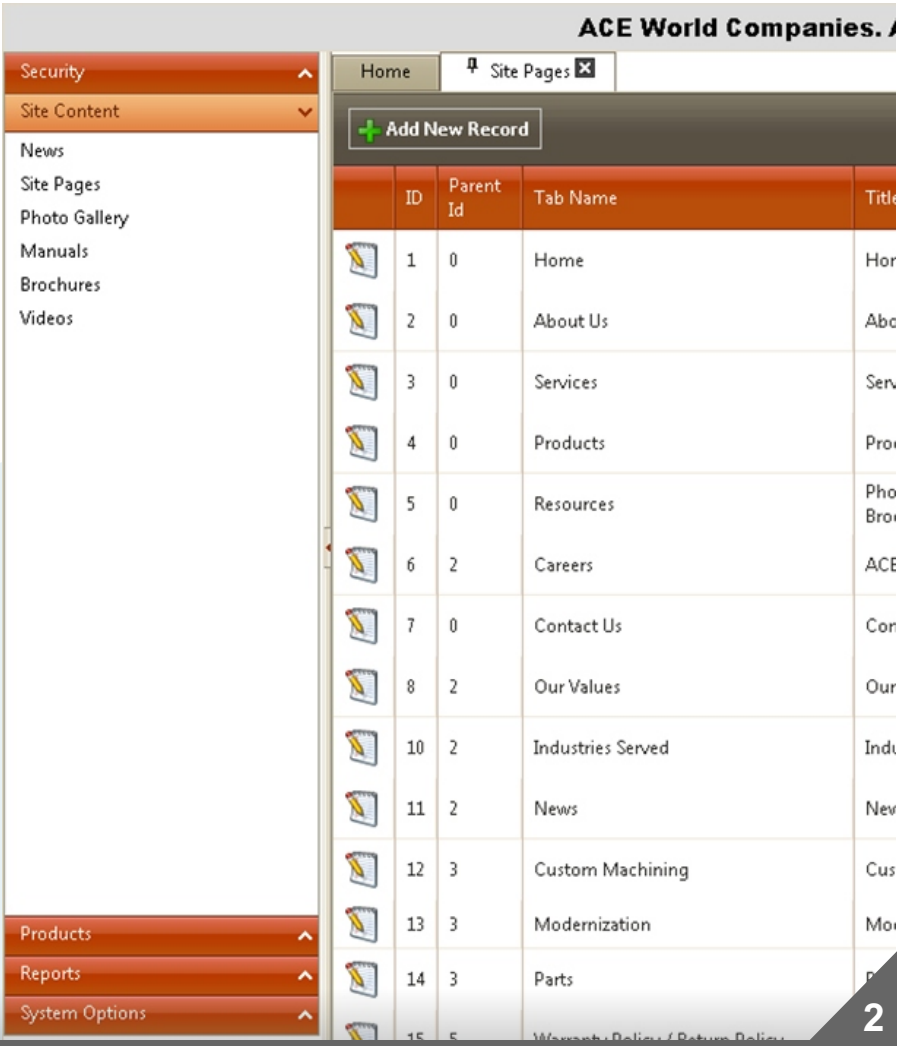
We asked Ace World Company about the new system and here is what has to say for the new website:

### What benefits did the client experience?

We love the ability to change things on the backend as needed. We can do this on our own timeline and it is a great asset to our company.

### What feedback have you received in terms of intuitiveness and ease of customizations/ease of use?

It is extremely easy to make changes and customize the website. Performing administrative tasks is really user friendly. This makes it incredibly easy to use.

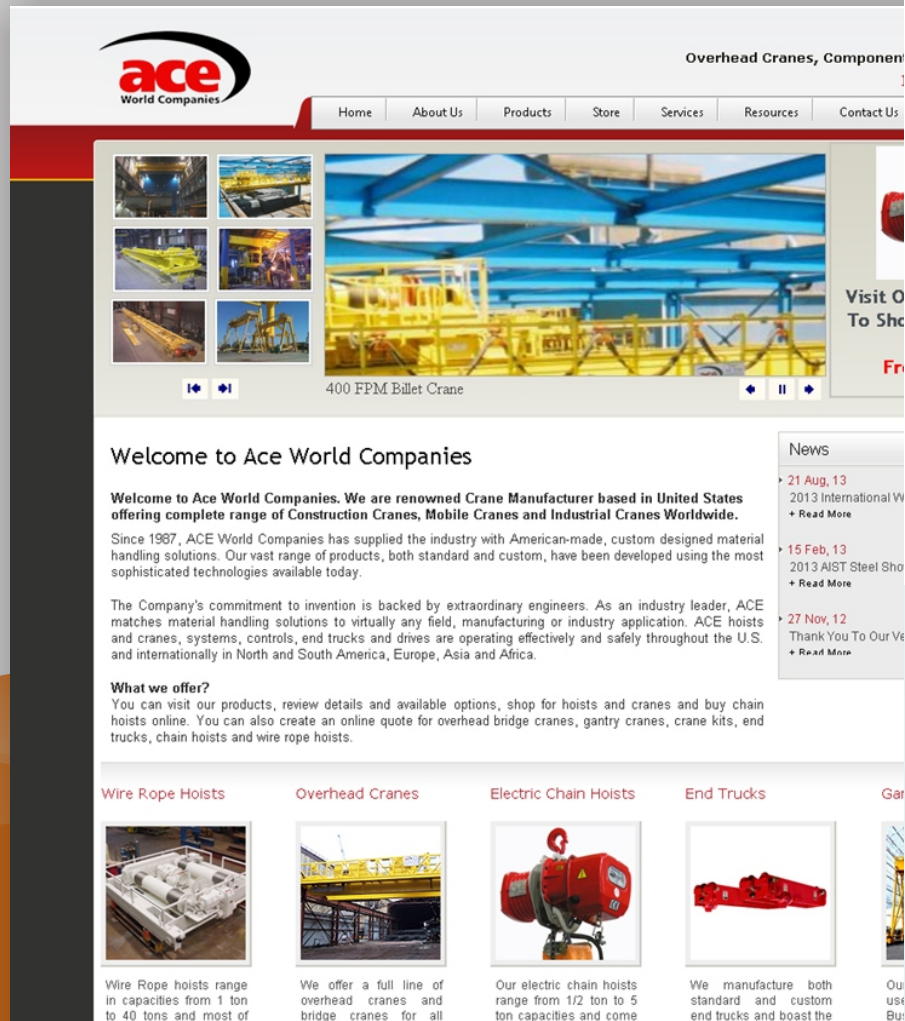


**What improvements were you able to achieve? Performance, ease of use, cost savings, or increased functionality?**

The ease of use is a great asset. Now we can keep our website up to date which has many positives.

One Now we don't have to pay a third party to update the site, which saves us money.

Tow We can change things as needed. If something has to be changed we do not have to wait on someone else's schedule.



## TECHNICAL DETAILS

Please include information about the following, where applicable:

- Operating System  
**Windows Server 2008**
- Database Platform  
**Microsoft Access**
- Number of Developers  
**3**
- Development Time  
**5 Months**

## RESULTS

By using Telerik's RadEditor we successfully completes the CMS feature of the project. It would not have been possible to implement tabbing feature in the Admin panel without the rich client side object model of RadTab. The intuitiveness of Telerik's tools resulted in a 40% increase in develop productivity.

## QUOTE

“The ability to customize our own website in-house is a great asset. The ease of use of the admin panel means we can always have a great looking website. Our website is always current and has fresh content because it is so easy to update. This helps us stand out from our competition. The redesign also improved our Google rankings. This has been a very valuable tool for us.

**Stacy Thomas**  
Marketing Executive