



## CASE STUDY **SITECORE**

# Power a CMS with Additional Custom Features

It takes more than great content to create a quality website; it takes a personalized approach that offers each one of your customers a unique experience.

## — THE COMPANY

As a world leader in the hospitality industry, our client welcomes millions of guests to any one of their 4,100 hotels and resorts. Yet despite the large volume of customers, our client still wanted localized websites that would meet the high expectations of each guest. This included high speed, top-notch security, smooth user experience, and easy access to additional information such as top local restaurants and recommended local sights. For those robust features, our client chose to shift their site to Sitecore CMS.

## — THE CHALLENGE

Niteco had to categorize a huge amount of data and then migrate it into the new Sitecore database, both of which can present huge risks. Although the Sitecore e-commerce model is quite powerful, adding customized e-commerce competency into the Sitecore CMS can be difficult.

## — THE TOOLS

Sitecore 8.1

.NET

Visual Studio

## — THE SOLUTION

Niteco's 10 Sitecore Certified Developers promptly took up the challenge, offering our client the following:

### Data Personalization and Analysis

After thorough research on industry and user behaviors, a custom admin area was designed so that critical sales data can be analyzed with ease.

### Customized Optimization

We used multi-layered architecture to make a scalable website that can accommodate future growth. Then, we enhanced the search speed and faceted search by applying various technologies.

### Multi-lingual Platform with Maps

The platform supports nine languages and is integrated with Google, Bing, & Baidu to allow users to look for restaurants, bars and tourist attractions close to the hotel they are staying in.