DNN

FORTUITAS ™

DNN Gold Certified Partner

MARS

An Extranet for Sales and Partner Enablement

WHO THEY ARE

Mars Brazil is a division of Mars Incorporated, a global manufacturer of confectionary, pet food and other food products. The Petcare division in Brazil distributes PEDIGREE®, the largest dog food brand in Brazil and WHISKAS®, the largest cat food brand in Brazil.

WHAT THEY WANTED

Mars Brazil had a sales extranet with high costs, low adoption and low usage. They looked for a new, cost-effective solution with social features that would be easy to maintain and support an increasingly mobile user base.

HOW THEY DID IT

Working with **Fortuitas** (a DNN Gold Certified Partner), Mars Brazil launched a social extranet, using DNN's Evoq Suite[1] in the Cloud. The new extranet encouraged usage from employees, customers and distributors. The site is mobile-friendly using responsive design. In addition, contributors are empowered to independently manage content, without IT involvement.

PRODUCTS IMPLEMENTED

evoq | CONTENT   evoq | SOCIAL   evoq | IN THE CLOUD

1. DNN's Evoq Suite includes Evoq Content (Content Management System) and Evoq Social (Online Community Solution).

Driving higher levels of employee engagement

The old extranet struggled to sustain activity and interest. Evoq Social combines collaboration features with gaming mechanics to keep Mars' users engaged and active. Instead of engaging on public social networks, Mars draws social interactions into their extranet, a property they can track and manage.

Pain Point:

The old extranet was designed for viewing from desktop computers only.

Solution:

Evoq Social provides Responsive Web Design (RWD), which dynamically adjusts page elements based on the viewing device. This means that Mars users can use the extranet whether they're on desktop, tablet or smartphone.

Cost effective, easy to manage and secure

On their former extranet, all changes (even changing a word on a single page) required a request to a vendor. The new, DNN-powered site empowers administrators and end users to preview and implement changes on their own. The site runs on DNN's Evoq in the Cloud, a fully managed and secure service that passed an extensive security assessment from Mars' IT organization.

Pain Point:

Content updates required that a request be submitted to the vendor.

Solution:

DNN's Evoq Content CMS (Content Management System) puts Mars in complete control of content updates. Users can create and modify pages and have those changes published immediately. In addition, with granular permissions and workflow, certain sections (of the site) can implement review and approval before updates are pushed live.

A scalable model for managing content

Successful websites depend on fresh and updated content. Mars uses the granular permissions feature of Evoq Content to empower particular users to manage entire sections of the site. In addition, areas that require editorial oversight (e.g. the homepage) use Evoq Content's HTML Pro feature to enable workflow between content contributors and content approvers.

Mobile-ready for a growing mobile workforce

Because the Field Sales team of Mars' Petcare Division spends a lot of their time outside the office, they often access the extranet from their mobile devices. The Mars extranet utilizes the responsive design features of Evoq Social, which dynamically adjusts page elements based on the viewing device. Features of the extranet are fully functional whether users are on desktop, tablet or smartphone.

Secure collaboration with partners

Mars' Petcare Division leverages Evoq Social's Groups feature to manage secure, access controlled collaboration with leading partners, such as Walmart. Within the "Walmart Group," Mars employees from Sales, Communications and Corporate Affairs can securely communicate with their contacts at Walmart. DNN's Evoq Social facilitated this partner enablement, which was not possible on the old extranet.

Pain Point:
Limited collaboration with Mars partners.

Solution:
Evoq Social's Groups feature is used to manage secure, access-controlled collaboration with leading partners, such as Walmart. Within the "Walmart Group," Mars employees from Sales, Communications and Corporate Affairs can securely communicate with their contacts at Walmart.

Digital Asset Management

Extranets are rich in the amount of documents and files. Mars utilizes Evoq Content's Digital Asset Management (DAM) feature to make it simple and easy for end users to organize and manage their assets in a folder structure.

> " DNN's Evoq Suite provided us with everything we needed to create a new, world-class extranet. The combination of community features with content management made all the difference. "

Fernando Castagnari
Sales Communication and Training Manager
Mars Petcare Brazil