



**The challenge:**

Citroën prides itself on delivering cars which are 'alive with technology'.

Having completed the design of its new website, Citroën needed a technology partner able to undertake the technical implementation, removing all the manual product data entry requirements and having it ready in record time for a product launch.

*"Dot Net has been fantastic. They worked extremely closely with our internal team. We were particularly impressed with the proactive way in which they would identify potential problems and develop solutions before they could impact our deadline."*

Jules Tilstone  
Head of Digital Marketing  
Citroën

## Driving business through the web

Citroën UK Ltd is a wholly owned subsidiary of PSA Peugeot Citroën and is the UK importer of Citroën cars and light commercial vehicles. Supplying a full range of passenger cars, Citroën is a major player in the UK market with a market share of between 4-5% (5-6% in the retail market), ranking them well inside the top 10 manufacturers. Citroën is an even bigger player in the LCV market, with a market share of 7-8%, competing with Volkswagen for 3rd place in the market behind Ford and Vauxhall.

Citroën prides itself on delivering cars which are 'alive with technology'. Recognising that its website should reflect the same brand image, Citroën commissioned a radical new website design. In order to develop and implement the new design onto a scalable and robust platform, Citroën needed a partner with a proven track record of delivering high quality solutions with a rapid turnaround.

Following a competitive tendering process, Citroën's management

team chose Dot Net, citing the strength and experience of the Dot Net technical team and the agile approach that the company had proposed.

### MOSS 2007

"The deadline couldn't move. We needed a technical partner that could deliver what we required, on time and we knew that was going to be a tall order," explained Jules Tilstone, Citroën's Head of Digital Marketing. "In only 12 weeks we were due to launch the new C5 and our website had to be ready. We were confident that Dot Net could deliver."

Dot Net's proposal centred around the development and implementation of a MOSS 2007 WCM solution, hosted by its proven business partner, Genesis Communications. The benefit of hosting the solution with Genesis meant that Citroën did not have to come up with additional capital expenditure, which would have thrown the budgets out and threatened the project's success. The proposed solution would seamlessly integrate Citroën's website directly with the parent company's European-wide central database and would substantially improve the speed at which information, such as technical specifications, options, colours, trim, pricing, etc. for each car could be loaded onto the new website. Previously, Citroën had to manually enter all of this information – an extremely time consuming and labour intensive operation that was prone to error.



*The new Citroën C5.  
It was crucial that Citroën's new website was ready for the launch of the new C5 range.*

### The benefits:

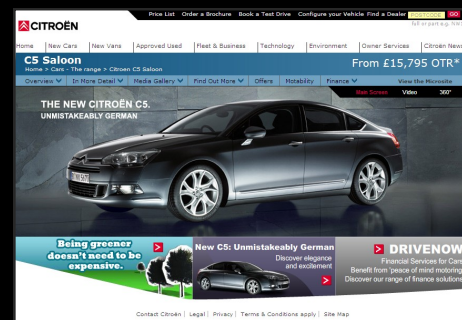
- More resilient and higher performance solution
- Improved branding value
- Highly interactive and immersive website
- Easier to update and maintain
- Removal of manual data entry when entering and updating car details
- Structured to support nano and micro sites
- Improved sales

The adoption of MOSS 2007 has allowed Citroën to leverage the latest technology, including ASP.NET 2.0, .NET 3.5 and SQL Server 2005. At the same time, the adoption of these technologies speeded up development – a crucial factor since the new Citroën website had to be ready for the planned launch of the Citroën C5 launch in a record-breaking 3 months.

### Pushing the boundaries

“Dot Net introduced us to the agile approach concept,” continued Jules Tilstone. “This gave us the confidence that we would have the website ready in time for the launch.”

During the development process, Dot Net found that they were pushing forward the normally accepted SharePoint boundaries, including the implementation of AAA Accessibility with both static and Flash assets for every part of the site. “The website automatically detects the browser and downgrades or upgrades accordingly,” explained Dan Scarfe, Chief Executive at Dot Net. “Having an extremely rich Flash experience and a simpler static version



*Dot Net's development of Citroën's new website has been recognised by Microsoft*

effectively baked into one meant we needed to do some heavy lifting behind the scenes to ensure the management of the site was not over-complicated and that site visitors enjoyed the Citroën branding regardless of their browser.”

Jules Tilstone followed. “The biggest challenge as we saw it was to develop the automatic data feed,” he explained. “Dot Net tackled this problem and achieved a solution that removes the need for us to manually update the website with the latest details of our range. We now have a much improved website with a presentation that reflects the Citroën brand.”

These innovative developments came to the attention of Microsoft who are now basing a global case story around the entire project. “The Citroën website shows the power and capabilities that SharePoint can deliver for Tier 1 websites,” continued Dan Scarfe. “It has excited Microsoft, especially since we now have proven MOSS 2007 as a platform for large, international corporations.”

Dan Scarfe concluded, “Citroën are a very well known and high-profile brand within the UK. As such it was of vital importance that this project ran smoothly and we delivered on-time. We thoroughly enjoyed the challenge and have put together a solution which will continue to perform and deliver a platform for Citroën to build upon for a number of years to come.”