

Welkom!

Microsoft

The Microsoft logo is partially visible in the top right corner, consisting of four colored squares: orange, green, blue, and red.

tech 2013  
days



tech2013  
days

## **Content personalization made easy with Kentico EMS**

**Jeroen Fürst**

Lead engineer, IBL-Software

**Microsoft**

# Today's agenda

- About me
- About IBL-Software
- About BOVAG
- BOVAG member portal
- Questions



# About me

- Kentico lead engineer at IBL-Software
- Experience with Kentico versions 2.0b through 7.0
- Created more than 70 websites over the last 6 years



*[blogs.jeroenfurst.nl](http://blogs.jeroenfurst.nl)*



*[@jeroenfurst](https://twitter.com/jeroenfurst)*



# About IBL-Software

- Founded in 1997
- Office in Breda (NL) with 28 employees
- Kentico & Microsoft gold certified partner (since 2006)



[www.ibl-software.nl](http://www.ibl-software.nl)



[@ibsoftware](https://twitter.com/ibsoftware)





Software that makes you happy

# About IBL-Software

> 100 websites successfully launched



BOVAG Ledenportaal



Microsoft .Net Magazine



TNS-NIPO



PAT Learning Solutions



NIPO Software - Customer support center



De Alliantie



Docspro



TMI



TMI intranet



Kubus architectural solutions



QNH



FastFlex



Koninklijke Visio



CNS Woningbouw Datawarehouse



Habitat

# About BOVAG

- Founded in 1930
- National branch organization for dealerships
- 11.000 members



[www.bovag.nl](http://www.bovag.nl)



[@bovag](https://twitter.com/bovag)





# Project concept

Create an online portal which **helps members** in successful business and **strengthens the relationship** between BOVAG and it's members.

The portal should be **THE** platform where members will have access to (personalized) information, products and services.



# BOVAG member portal goal

- **Support operations** by answering practical questions and performing tasks efficiently.
- **Help members develop and grow** via up-to-date management information, providing training and stimulating collaboration between members.
- **Keep you informed** of what's happening in your industry, politics and association. It shows what BOVAG does for you.

# Technical goals

- **Improve current CMS**  
*Work more efficiently, better security*
- **Integrate with important backoffice systems**  
*AllSolutions, Generic interface*
- **Provide information centrally**  
*Bundle and present information in one location*
- **Search must produce results**  
*Personalized results based on relevance*

# Kentico EMS

**Kentico EMS** is one of the most powerful Content Management Systems and Customer Experience Management Systems on the planet. With over **16,000** active web sites in **90** countries it is used for everything from simple web sites to complex applications.



[www.kentico.com](http://www.kentico.com)



[@kenticocms](https://twitter.com/kenticocms)



# Multiple websites in one

- **Reusability**

Global configuration, content types, generic features

- **Single Sign-On**

Central store of users, roles and permissions



# Integration with backoffices



## Members data:

- People
- Organizations
- Contacts

Connect&Conquer



Change of data triggers  
XML push sync



## Members data:

- Users
- Roles
- Permissions

# Content personalization

Members can only see (and access) relevant content based on their:

- **Industry**
- **Products**
- **Area**
- **Behavior**



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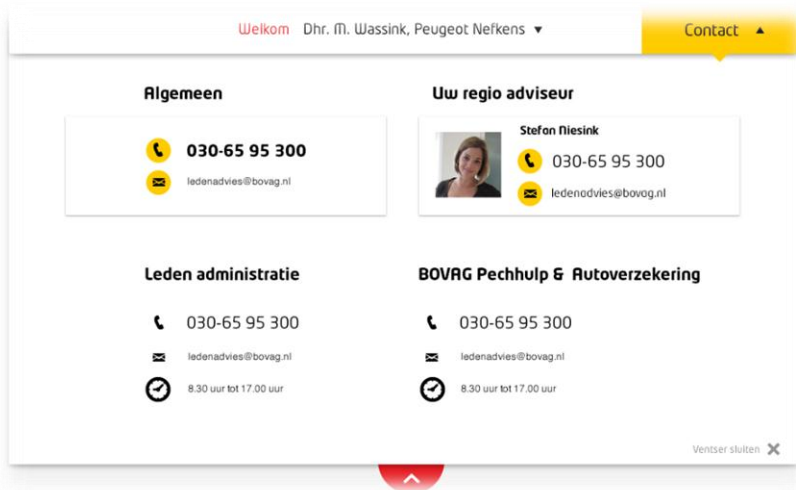




# Content personalization

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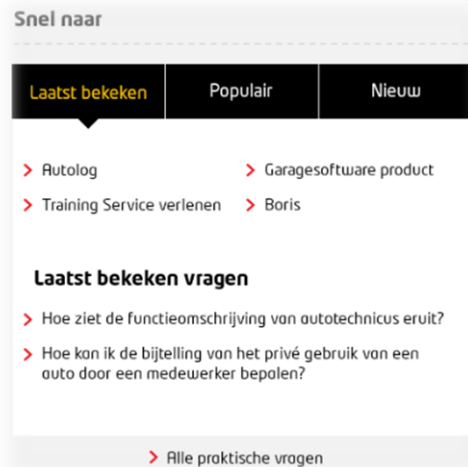
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# demo

BOVAG member portal



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# Questions???

## Contact

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## Blog, slides and examples

<http://blogs.jeroenfurst.nl>

<http://www.bovag.nl>