

RDO Equipment Co. Leverages Progress Sitefinity During its Digital Transformation, Enabling First-Time Ecommerce Sales

CASE STUDY



INDUSTRY

Retail and Manufacturing

PRODUCT

Progress Sitefinity

SUMMARY

When RDO Equipment Co. sought to transform their digital experience to allow for an ecommerce sales model to capture online customers, empower the marketing team with greater control over the customer journey, generate more leads and create a headless ecommerce site for the first time, they turned to Americaneagle.com and Progress Sitefinity as key technologies in their digital transformation journey.

“The marketing team can now focus on things like building specific conversions, calls to action, and the content which they would like to direct the visitors to. They can really control what the calls to action will be, define the user journeys and marketing campaigns and the products will be there. They don’t have to worry about creating or managing products, which greatly reduces the overhead for the marketing team to manage the website.”

Scott Zachry
Senior Project Manager,
Americaneagle.com

Challenge

RDO Equipment Co. is one of North America’s largest heavy equipment dealers for the agricultural, construction and irrigation industries. With their legacy website due for a redesign, they trusted Progress® Sitefinity® again for a complete digital transformation. RDO sought to improve its website experience from the back end (to ensure ease of management through a more efficient build), enable its marketing team more control over the customer journey and start selling its products online.

As Scott Zachry, Senior Project Manager, Americaneagle.com, commented, “If you’re not selling your products online or making your services available to online customers, you’re missing a very large gap in the customer base, which is growing every day, as mobile devices become more and more accessible and online shopping becomes increasingly prevalent.”

RDO partnered with Americaneagle.com to undergo a complete digital transformation to resolve its pain points and further customize its Sitefinity implementation for the next chapter in its digital journey.

Solution

Americaneagle.com upgraded Sitefinity to make it even easier for RDO to use, replacing their legacy content site with a robust, comprehensive, headless solution integrating Sitefinity as the CMS, BigCommerce as the ecommerce engine and checkout, an enterprise search solution, Akeneo as the product information management software, multiple RDO back-office systems and the John Deere parts catalog user interface/shopping experience. This was the most practical way that Americaneagle.com could leverage what was working, and integrate natively with it, to accommodate the rapid change of the digital presence and the many backend systems that Sitefinity had to integrate with.

This was the first headless ecommerce site that Americaneagle.com has done and Sitefinity has powered. This means that the website served as a presentation layer where all the interactions were happening, aside from the checkout experience itself (which for PCI compliance reasons was powered by BigCommerce). Sitefinity was tapped to power the



entire presentation layer of the website and provide the state-of-the-art Content Management System (CMS), a key facet in the digital transformation. Sitefinity was able to:

- Ensure that everything on the site felt native, despite many customizations.
- Provide full control over the presentation layer, which allowed for the integration of all the site pages with native drag and drop capabilities.
- Build RDO's product detail pages (for nearly 500k products), images, graphics, designs, colors and content.
- Control the “add to cart”, “request to quote”, “apply for financing”, inventory and all the different calls to action.
- Provide APIs for flexibility for developers to customize the security layer based on stable, documented extensibility points to allow for customer information to be stored outside of Sitefinity (needed for PCI compliance).
- Provide full control over the HTML, which allowed for clean, precise developer control over what's being rendered (critical on a Java-heavy site).

The catalog browsing experience and the search experience on the site are provided on the native site with widgets, which content editors can drag and drop, configure and even personalize. This allowed the marketing team to integrate all the search landing pages, like category pages, with marketing content and to tune search and recommendations from one location, despite the data coming in from many sources.

As Scott Zachary, Americaneagle.com, explained, “The rebuild introduced an opportunity to provide the tools for personalization and experience marketing that they need in order to meet their immediate and long-term goals without a lot of development dependencies. Now if they want to market used equipment or used tractors

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Ted Horan,
Vice President, Marketing and E-Commerce, RDO Equipment Co.

from Permira, a leading tractor brand, they can use all the marketing content tools from Sitefinity to curate an experience that will drive customers to those pages. The capabilities offered by Sitefinity brings that to the table. It's really powering that end-to-end user experience which is controlled by the content management capabilities.”

Results

The new solution is dramatically faster, incredibly stable and offers a robust and intuitive content management experience. It helped RDO to achieve its goal of being an online ecommerce provider and it now leads the pack in its industry, in terms of ecommerce capabilities, but also using technologies like Azure middleware and BigCommerce to make things very versatile for the future. As Zachry explained, “The digital transformation to a headless ecommerce site allowed us to capture a customer group we were missing out on – the critical online customer. Our online store now allows for things to be shipped to specific locations for the first time.”

Another key outcome was that the Sitefinity presentation layer allows RDO to put marketers in control of the site

appearance, while also enabling complex customization to meet RDO's business requirements. The tailored data tracking, customer journey and personalization Sitefinity provides enabled the marketing team to have control over that full journey without sacrificing the data that's coming in. This would have been prohibitive or more challenging if the implementation was not done with Sitefinity.

Ted Horan, Vice President, Marketing and E-Commerce, RDO Equipment Co., states, "Progress Sitefinity was the key technology that enabled us to create a robust headless ecommerce site. Our goal was to create an industry leading digital experience for our customers. Knowing the complexities of our business, finding the right partners was paramount. Progress Sitefinity, along with Americaneagle.com, was instrumental in helping us reach our goal. One of our core values is to Create Opportunities, by introducing our new online shopping experience, we've made it easier for customers to do business with us."

The website now serves as a lead generation asset. It attracts and nurtures customers, keeps people loyal to the brand and generates leads.

About RDO Equipment Co.

RDO Equipment Co. is one of North America's largest heavy equipment dealers for the agricultural, construction, and irrigation industries. It is a top distributor for John Deere, Vermeer, and other top manufacturers, selling new and used equipment as well as parts. They operate 80 locations domestically with international stores in Australia and serve customers ranging from everyday lawn and garden consumers to small business owners to massive agricultural and construction corporations. For more information, visit: www.RDOequipment.com

About Americaneagle.com

At Americaneagle.com, our clients' success is our top priority. From project discovery to implementation and support, our clients are paired with a full range of services and the most skilled professionals in the industry. Our unparalleled creative and technical expertise allows us to flawlessly execute and deliver digital experiences that matter to your business while driving conversions to reach your business goals. For more information, visit: www.americaneagle.com



Bring Content and Commerce Together
with Progress Sitefinity to Create Winning
Shopper Experiences

About Progress

Dedicated to propelling business forward in a technology-driven world, [Progress](http://www.progress.com) (NASDAQ: PRGS) helps businesses drive faster cycles of innovation, fuel momentum and accelerate their path to success. As the trusted provider of the best products to develop, deploy and manage high-impact applications, Progress enables customers to build the applications and experiences they need, deploy where and how they want and manage it all safely and securely. Hundreds of thousands of enterprises, including 1,700 software companies and 3.5 million developers, depend on Progress to achieve their goals—with confidence. Learn more at www.progress.com

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