

# DNN Development

Certified and well over 1,000 DNN  
Portals under our belt

CLARITY



# Why Clarity?



**14+**

Years in Business



**650+**

Worldwide Clients



**20+**

Industries Served



**1300+**

Sites & Apps Launched



**Billion+\$**

In Ecommerce Transactions



**3000+**

Application Integrations

# Clarity DNN Expertise

- DNN Certified Experts
- DNN Performance & Security (audit & planning)
- DNN mobile responsive skin design
- DNN custom module development
- DNN portal development
- DNN maintenance & upgrades
- DNN multilingual, global solutions
- DNN UI/UX, design, wireframing
- DNN marketing (SEO, CRO, content strategy, analytics, personalization...)
- DNN HIPAA compliance
- DNN integrations
- DNN eCommerce solutions
- DNN training & specialized training
- DNN industry-specific (i.e. member directories, doctor-patient, LMS, online eCommerce, Manf. & Dist...)



# Common DNN Deliverables

Here are a few common items we produce for our DNN clients:

- DNN Performance Guide
- DNN SEO Audit & Digital Marketing Guide
- DNN Liquid Content Best Practices
- DNN Module Recommendations Guide
- DNN Hardening and Security Guide
- DNN Theme and Skinning Guide
- DNN Upgrade Guide



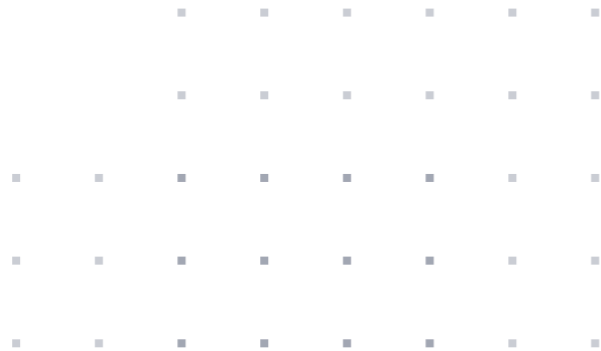
# What is DNN?



- DNN (formally named DotNetNuke) is one of the best open source Content Management Systems (CMS)
- DNN Platform version is a free open source CMS
- DNN Evoq (Basic, Content, Engage) are licensed, with additional features
- Over 750,000 organizations worldwide have built websites on DNN
- The DNN Platform is built on the .NET framework and is designed to be easy to use, without requiring extensive programming knowledge

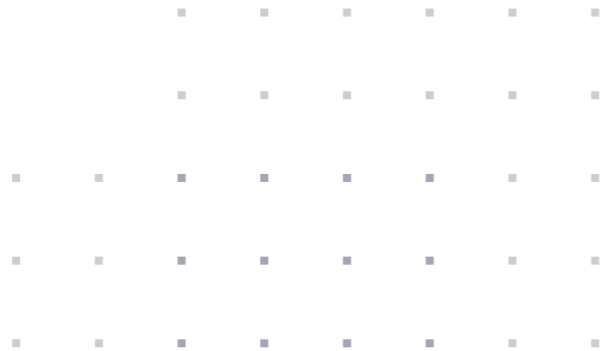
# Why DNN?

- Security – NASA, DoD, many others perform penetration tests monthly to ensure it's secure
- .NET-based - the platform allows for developers to customize and extend the platform for all sizes of companies, small to Enterprise
- Flexibility – the UI/UX allows content writers to easily write and produce content, even optimizing for SEO, while the Admin UI provides webmasters with access to incredible control
- Extensibility – there are over 25,000 3rd party modules to add features and capabilities to your website



# Why DNN?

- High Performance – DNN is built for performance. Whether a single portal or dozens of portals, the infrastructure delivers
- Granular Access Control – Built into the platform is a very easy-to-use permissions model that allows you to dynamically serve up content to who you want, when you want
- Mobile Delivery – Out-of-the-box mobile responsive development and skins ensure all users, no matter the device, are taken care of
- Global Enablement – Depending on marketing needs, DNN can deliver multilingual, multi-currency, international shipping...

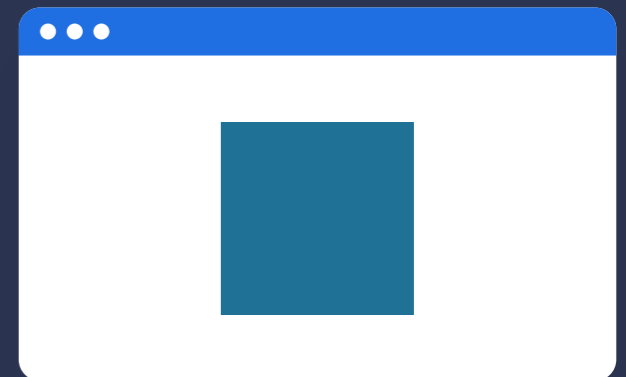


# DNN vs. WordPress

- DNN is much more secure than WordPress
- Some say that WordPress is easier to use than DNN, but in our experience we disagree
- The admin panel for DNN is built into the site with on-page editing, including drag-and-drop capabilities
- WordPress does not offer implementation for .NET whereas DNN is the most widely adopted CMS for Microsoft .NET
- WordPress was originally developed as a blogging platform. As such, it was never intended to be a full CMS, therefore does not include all the features you would expect (requires many plugins)

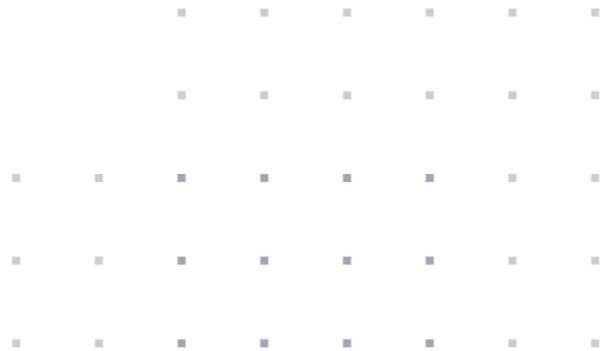


**VS**



# DNN vs. Joomla

- Joomla lacks some of the core functionality of DNN but does compensate for this by being highly customizable with plug-ins available to bridge the core functionality gap
- There are a large number of templates available for Joomla, however many of these templates use very similar layouts and this can result in sites looking similar. The 'skinning' feature in DNN separates content from design so, for building truly unique websites, DNN is superior
- DNN is easier to use with its in-page editing, allowing quick and staged updates. Joomla is less user friendly and, like WordPress, you log into a separate area of the site to make content changes



**VS**

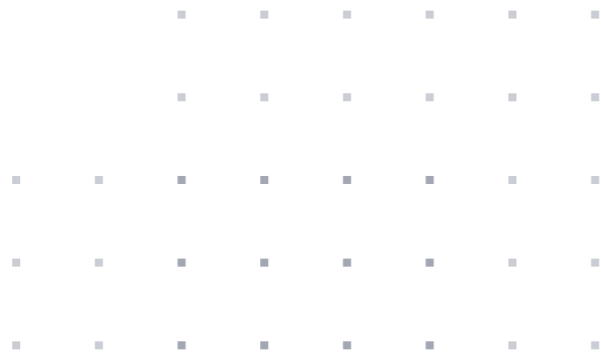
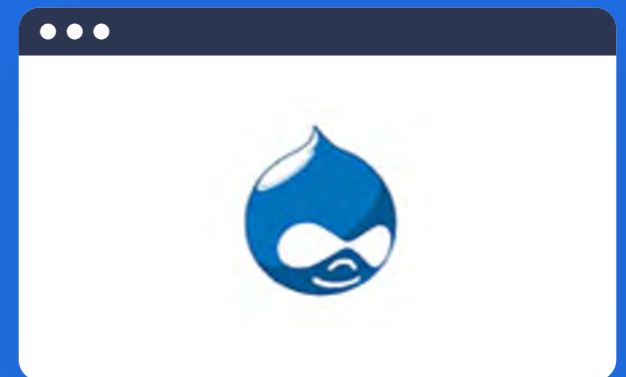


# DNN vs. Drupal

- Drupal and DNN are both open source and free. Unlike DNN, there is no commercial version of Drupal and as such, there is no direct support from Drupal. Support for Drupal comes from third party developers, which may not prove to be 100% reliable. DNN offers both community and technical support directly from DNN Corp.
- Another key difference is that Drupal is a PHP-based CMS that runs mainly on Linux, whereas DNN runs on .NET and therefore benefits from the support, security and regular updates from Microsoft. In our opinion, DNN is a better bet for your business website than Drupal for support and security.



VS



# Case Studies

Let's Take a Look at a Few  
of Our DNN Projects



# San Diego Intl. Airport

 [www.san.org](http://www.san.org)

## The client

Serving nearly 20 Million international travellers, San Diego Airport's website is busy! They were already on DNN, but were looking to improve the site to a new mobile responsive design, integrated with their 3rd party tools, maps and more (over 17 integrations). They were looking for a UI/UX that did more than let people check on the status of their flights; they wanted to be able to provide a better visitor experience for those spending time in the airport terminals as well (where to eat, park, nap, etc.).

## Existing problems

San Diego Airport needed a website that could meet the needs of nearly 20 million passengers each year, before, during and after travelling. This meant providing the ability to find and check flights, rental cars, maps to terminal resources like bathrooms, restaurants, artwork, parking, rental cars, shuttles, events and much more. The site also serves as their career portal, hiring as many as 500 employees each year. A significant portion of the site visitors were on tablet and mobile devices, so bringing the site up to speed on technology was another big requirement.

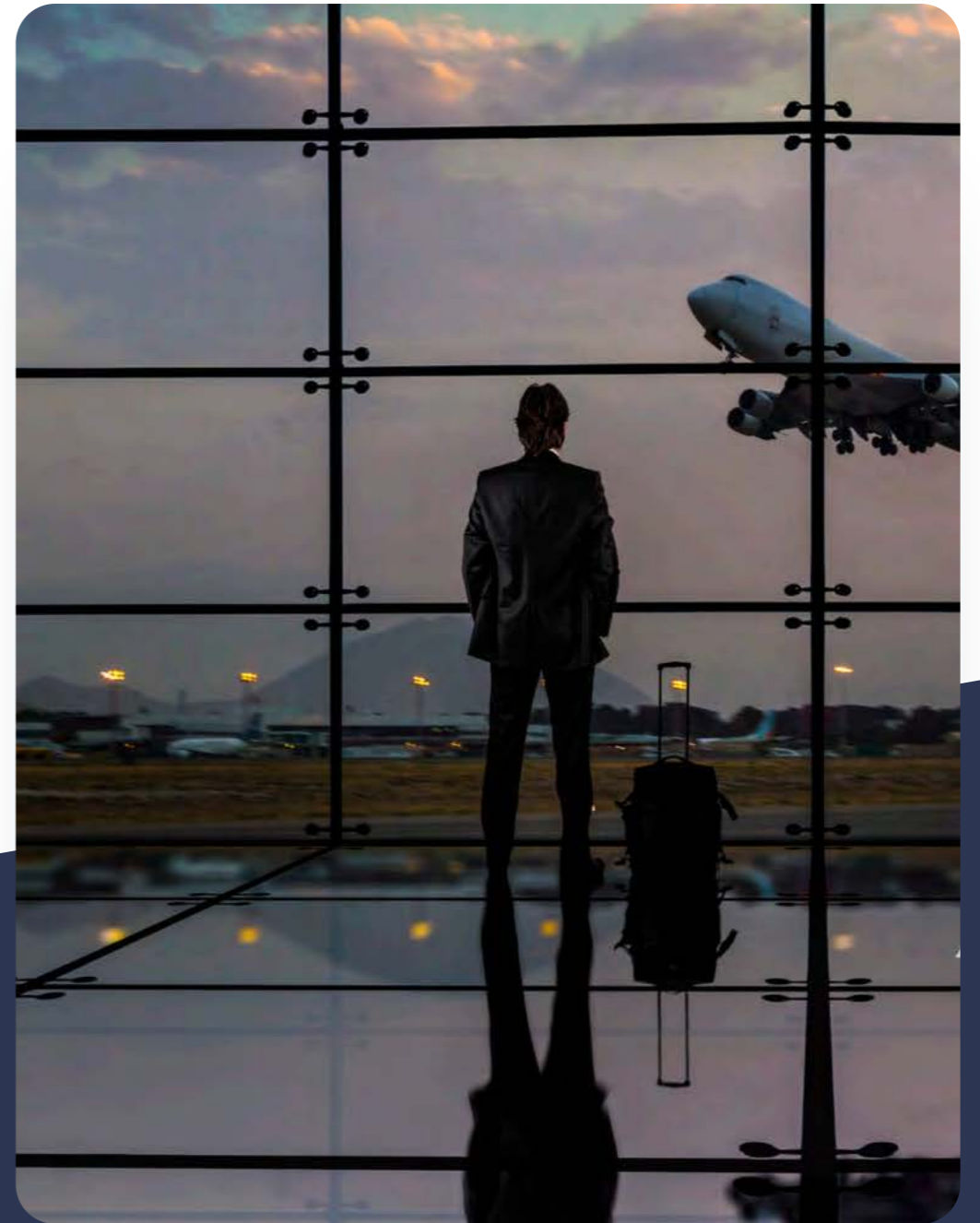
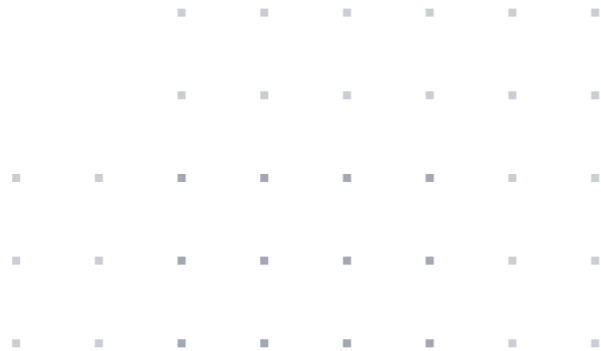


# San Diego Intl. Airport

## Our solutions

Clarity started with DNN's Evoq Professional platform. This .NET CMS provides a secure development platform needed for the many customizations that Clarity would need to write. Multiple integrations into their back-office ERP, databases and 3rd party tools, such as their interactive map and flight information were also needed.

San Diego Airport had already been working with a vendor on the design, but needed a technology partner that could bring that design to life. Clarity built an incredibly robust mobile responsive template, menu and navigation, integrations, and a ton of UI/UX for their millions of site visitors.



# San Diego Intl. Airport



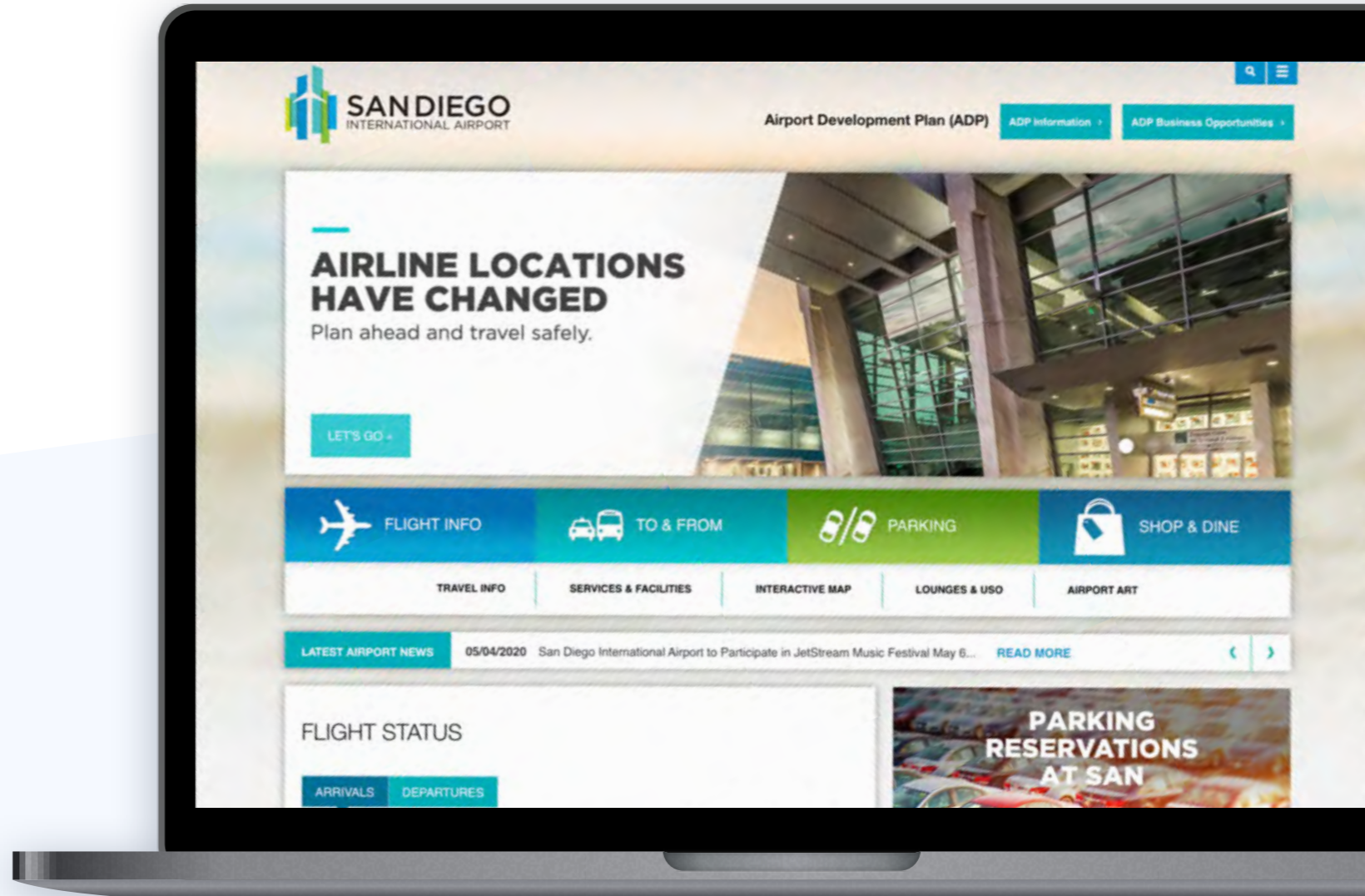
3 Months



Multiple Integrations



Custom Development



# New Horizons Computer Learning Centers

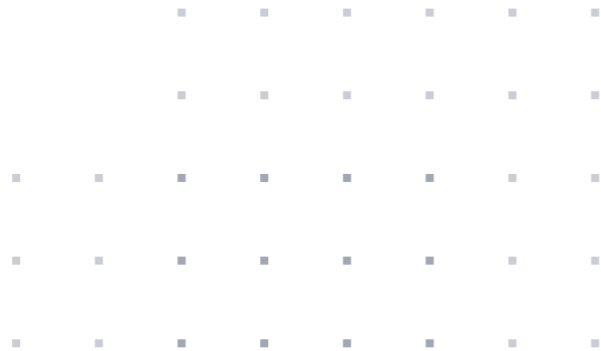
 [www.newhorizons.com](http://www.newhorizons.com)

## The client

As changes in technology have accelerated, it's become even more essential for people to master technology to be productive. This is invaluable for employees who optimize, program, invent solutions and even grow companies of their own. For over 30 years, New Horizons has provided more than 30 million students with industry-leading technical training that delivered the most relevant and intuitive computer courses and certifications. They're now the world's largest independent IT training company.

## Existing problems

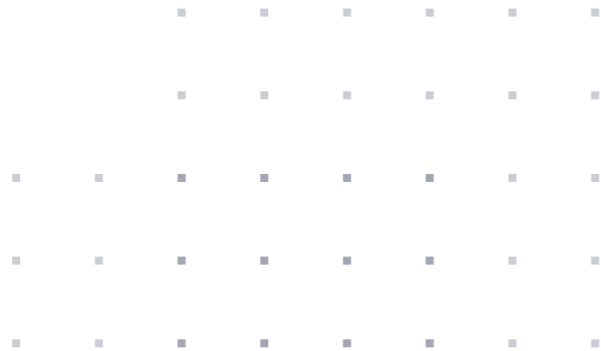
With success comes growth, in the fashion of more than 350 globally located franchises. The issues were how to disseminate information to them all, globally manage their consistent content, yet allow each franchise to individually set their own payment methods, course catalogs, localize their languages to their countries, set their own prices, and subscribe to all the corporate published content. Clarity teamed up with Footprint (once a New Horizon's franchise themselves) to design and develop a global solution to do all of that and more.



# • New Horizons Computer Learning Centers

## Our solutions

Footprint worked with New Horizons to spec out the features they needed. Clarity then, building on the Clarity eCommerce platform, built a solution that provided both a centralized and decentralized administrative platform, which allowed corporate to publish new content, and push it to the franchises. This meant corporate could publish new courses in the catalog, set prices, push marketing content and more to all the franchises at once, while allowing each franchise to translate, edit and update course pricing before posting to their site. They could also reject a course for software that is not offered in their country.



# New Horizons Computer Learning Center



13 Months



Design



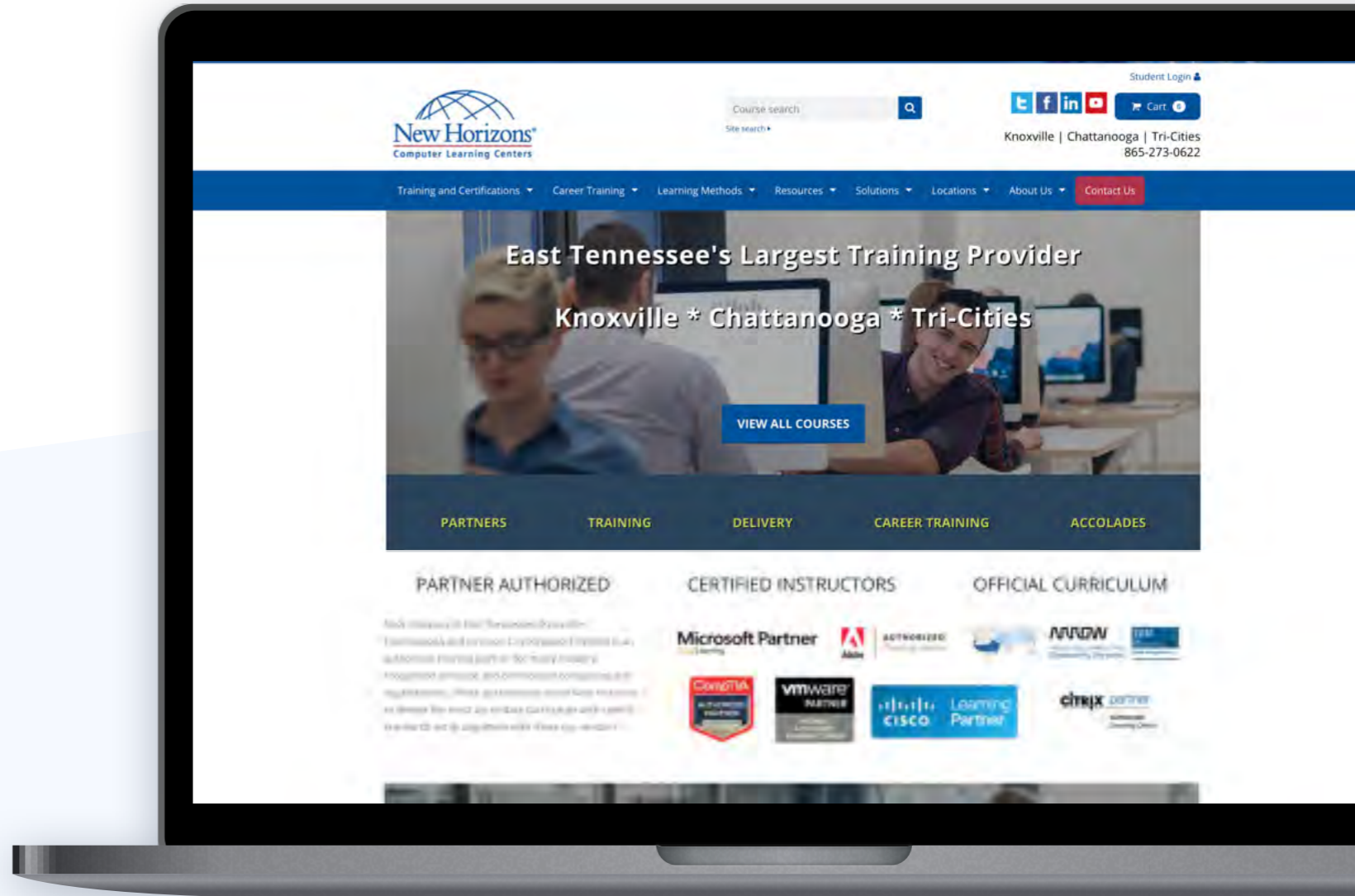
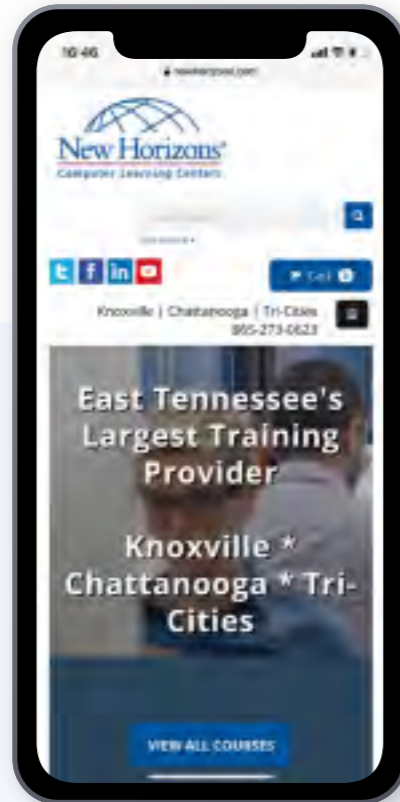
350 Portals



Ecommerce



Multilingual, Multi-currency



# Leon Country Government

[www.leoncountyfl.gov](http://www.leoncountyfl.gov)

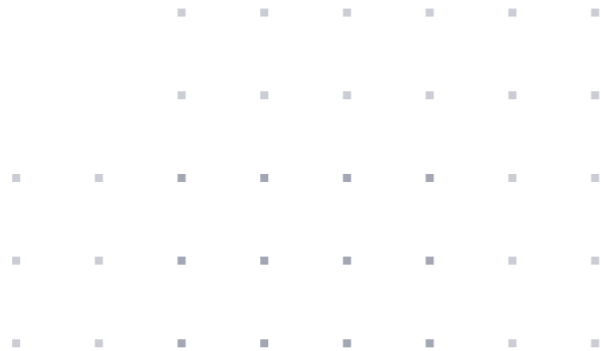
## The client

Leon County Florida Government serves a population of 300,000 residents within the county. With seven commissioners, 63 public agency departments, and hundreds of government employees, they needed a mobile website that could handle the communication and services amongst their county for residents.

e.g. Out for a walk and get bit by a dog, you can report the incident immediately on your phone..

## Existing problems

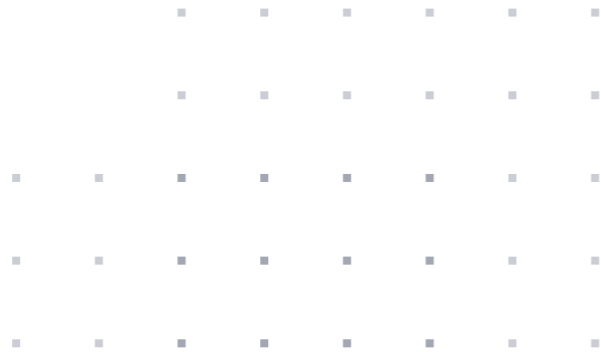
Leon County had been working for years to finally get a website that could handle and service all of their residents needs. Although they finally built a site that worked, it had taken so long to build that it was on older technology that wasn't mobile responsive. That meant that it was unusable for nearly half of their visitors. So they approached Clarity and asked them to build a mobile site, providing that customized experience for mobile users.



# Leon Country Government

## Our solutions

Clarity, being a DNN partner and having built over 1,000 DNN websites, was perfect for the job. They worked with the county to match and improve upon their existing site design, so it flowed well within their branding guide. They also introduced a lot of new technologies and controls to make it easy for a visitor to find what they needed. This improved the searchability within the thousands of documents, departments, events, commissioners, as well as hundreds of customer service forms for reporting problems, taking notes on board meetings, voting for your commissioners and much more..



# Leon Country Government



4 Months



Design



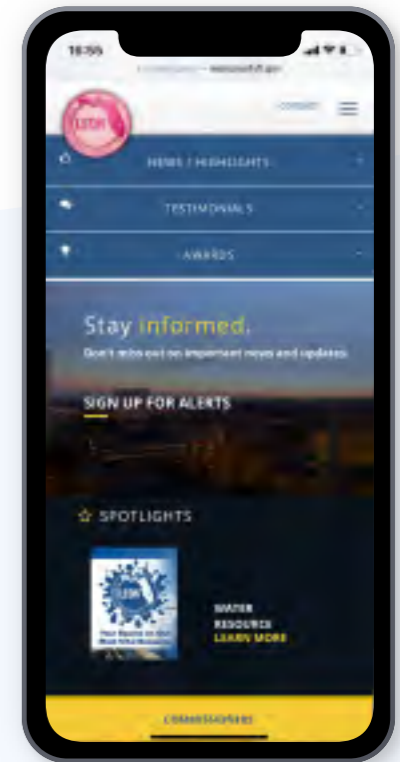
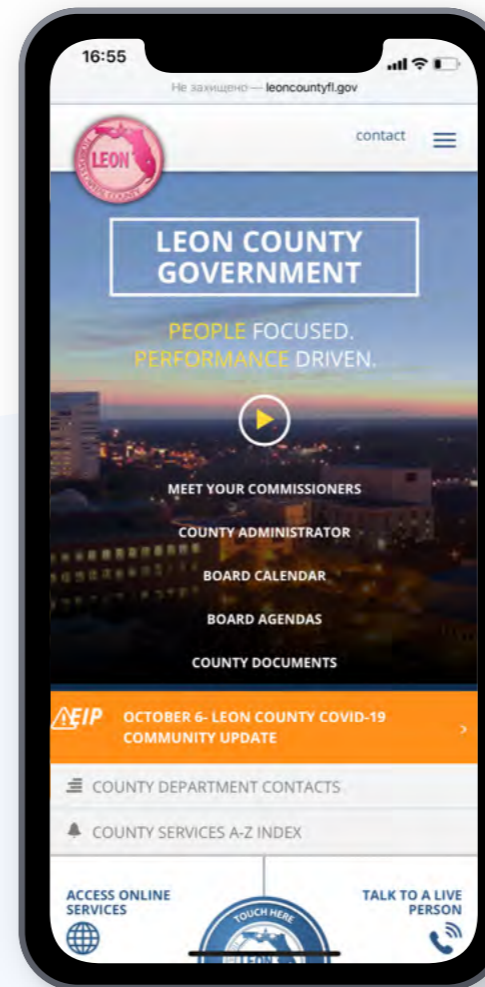
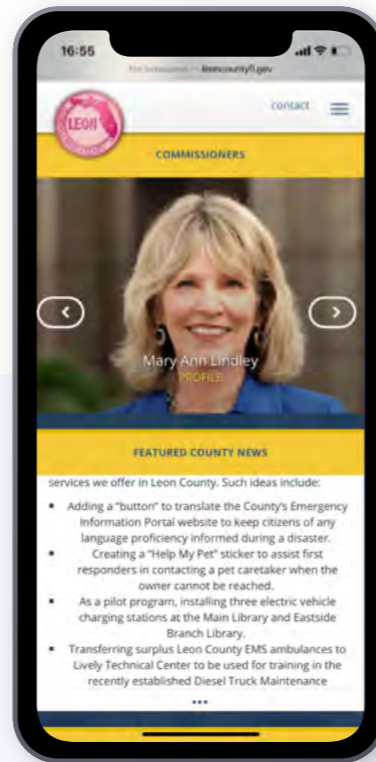
Calendar



Directory



Helpdesk



# Tillamook County Library

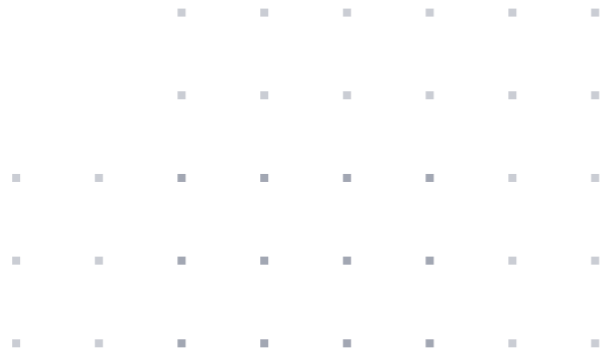
[www.tillabook.org](http://www.tillabook.org)

## The client

Up in Oregon, there's fun in the water and it's infectious! The Tillamook County Library is much more than books; they're a way of life, providing social events, online research materials, computer training classes, rental space for meetings, as well as everything a typical library provides. It all started back in 1907, as a resolution to provide free public access to books, magazines and supplies. The initial investment was \$300 for all supplies and the librarian's salary. How far they've come in 100+ years!

## Existing problems

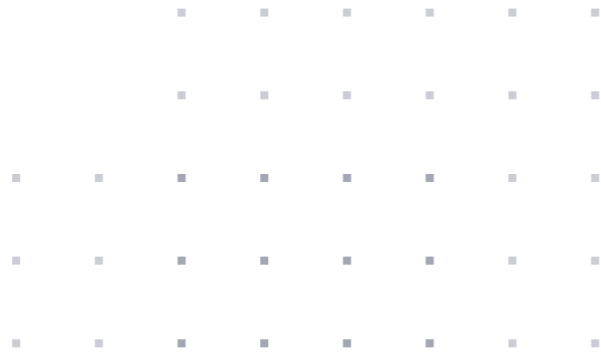
With their explosive growth, came the problems of communicating with tens of thousands of residents, while organizing materials and events for them. Within their community, roughly 50% were accessing the site from mobile tablets and phones, in both English and Spanish. They also had seven libraries and a bookmobile, creating a need for the community to have a centralized resource which allowed them to search for a specific book from any of the branches or bookmobile. They then could reserve that book and get directions to the library holding their book.



# Tillamook Country Library

## Our solutions

Clarity first had to come up with an inviting design that was welcoming to both the young and old alike. From there, we built a custom template that was mobile responsive so that desktops and mobile devices all had the same access and great online user experience. The site needed to provide extensive event marketing and registration capabilities, sign-up for library cards, a book/magazine catalog (custom categorization and search capabilities), locations and hours of service, registration of classes and spaces, and specialized areas for the kids and teens so everyone had their own unique experience.



# Tillamook County Library



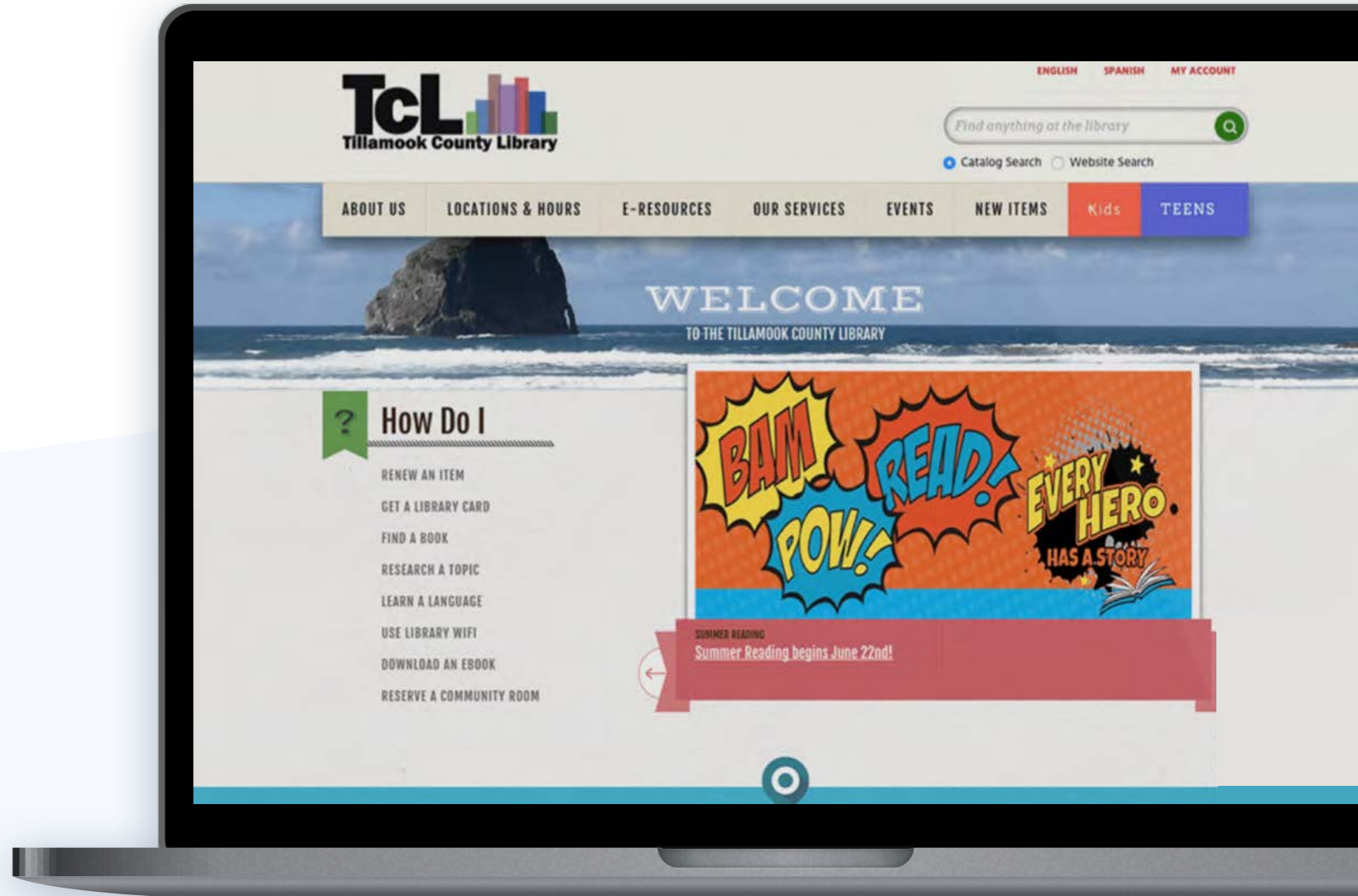
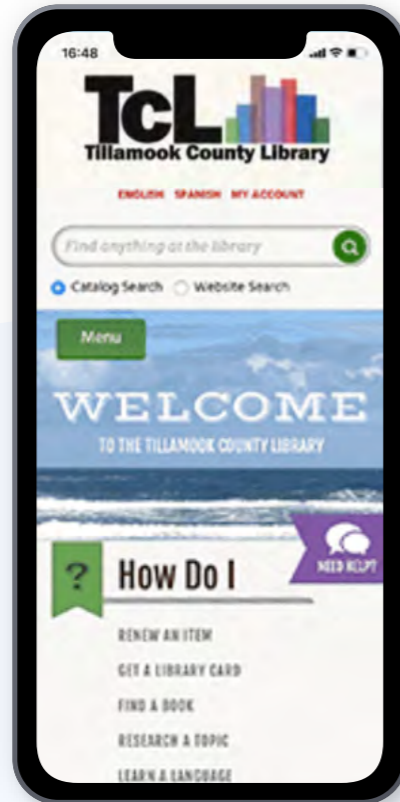
3 Months



Multilingual



Custom UX/UI



# Mechanics Bank

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

## The client

In a vacant store front near the corner of 3rd and Macdonald Avenue, a small bank opened its doors in 1905. Soon after, that bank would take on a name based on its association with the workers of Richmond's two largest employers at the time, Standard Oil and the Santa Fe Railroad. Under the leadership of local businessman and banker E.M. Downer, it would not only survive the Great Depression and two world wars, but it would also grow and prosper in step with the Bay Area, serving the needs of local businesses and families.

Now, more than a century later, that bank – Mechanics Bank – continues the legacy of commitment based on one man's principles of building lasting relationships, enriching local lives and local communities, driving local economic growth and exceeding client's expectations every day.

## Existing problems

Although their banking practices were top notch, their online banking practices weren't up to par with them. They needed a fresh and easy to use design, mobile responsive for their mobile customers, with the ability to provide mobile banking services, ATM and Branch locator, loan applications, account status, and all the banking services you'd expect to have to drive to the bank for.

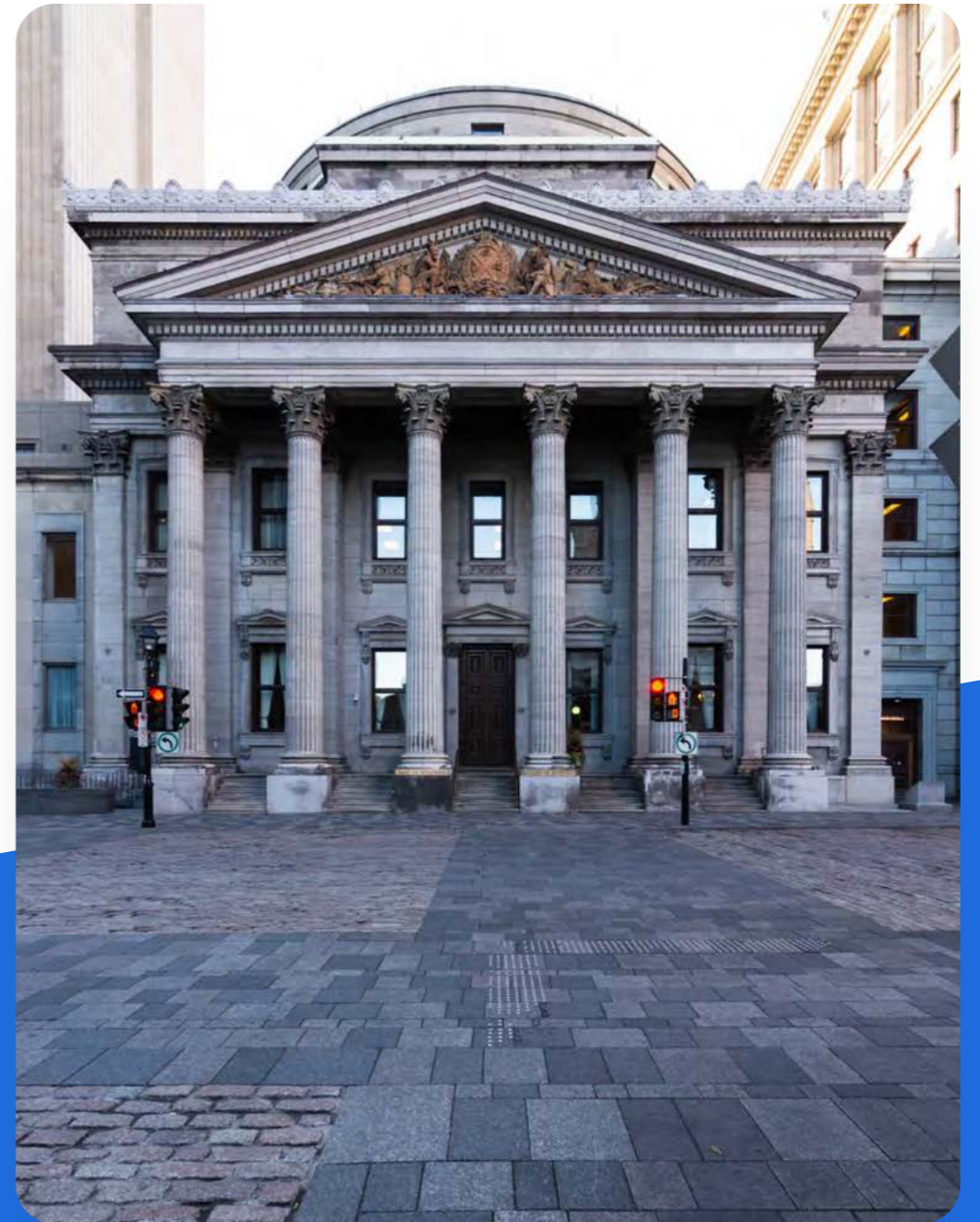
Soon after finishing this site for them, they called Clarity back to do a bigger project, since they had acquired Robo Bank, which had over 200 branch offices.

# Mechanics Bank

## Our solutions

Clarity started with a professional design, using elements from their company's history and branding. Then a clean and powerful mega menu was constructed, making it easy to find what you're looking for. A powerful search engine, tons of information pages, clean navigation, integration with an ATM/Branch locator API, company BIODs and history and much more provide a clean mobile responsive experience for their customers.

After the Robo Bank acquisition, they hired Clarity to combine both companies and re-do a new and fully integrated system for all, nearly 300 branch offices.



# Mechanics Bank



3 Months



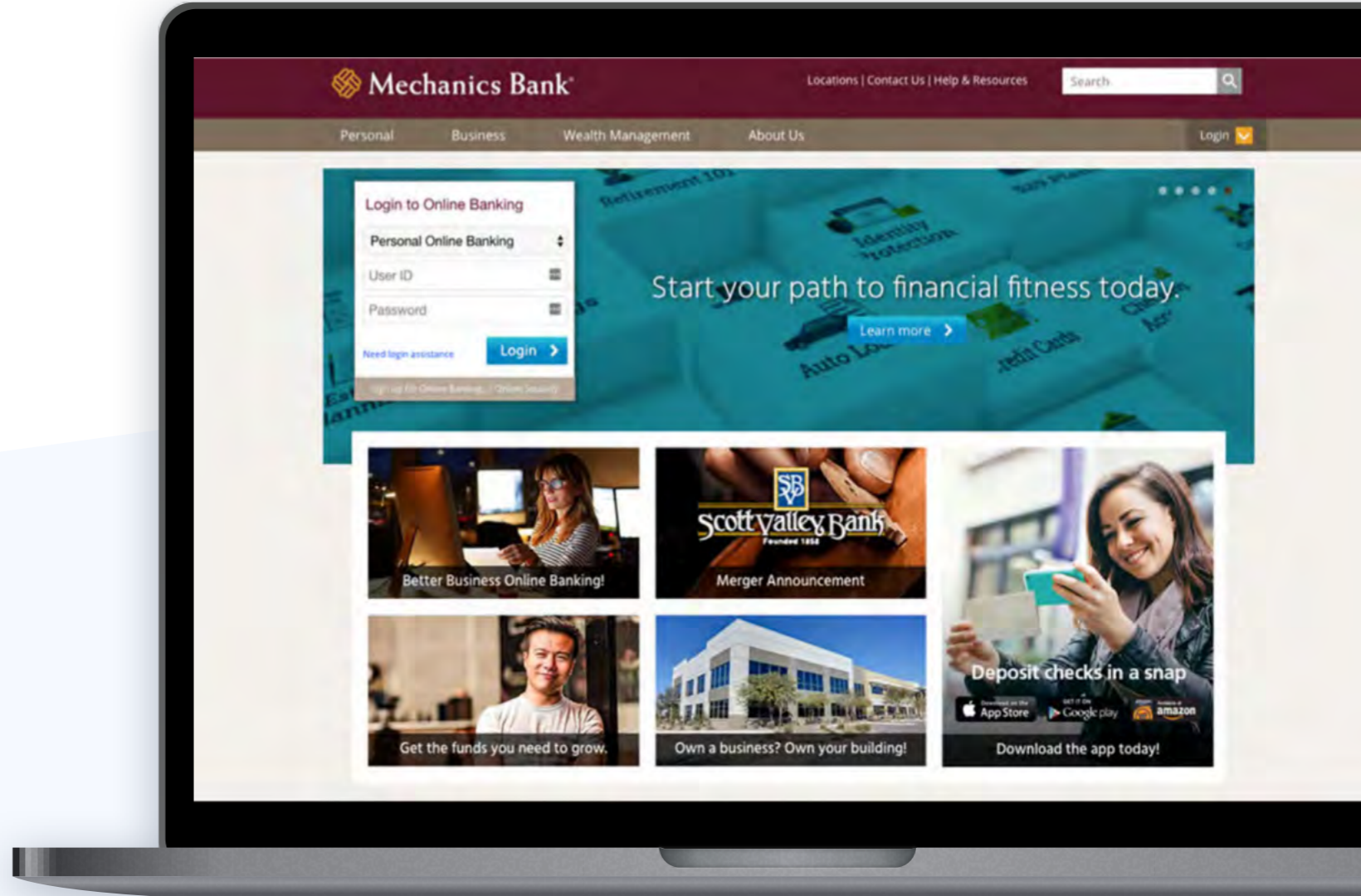
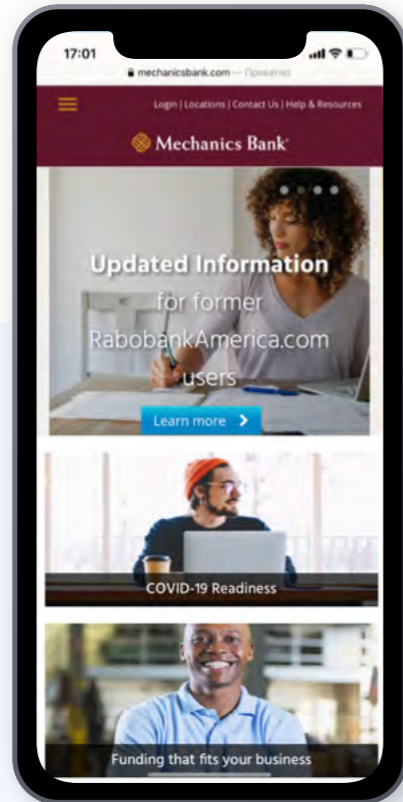
Integration



Design



Custom Development



# LDR - Zimmer Biomet

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

## The client

LDR Medical is a prominent leader in spine surgical products worldwide. Their previous website was holding the company back in a few key areas, including global organization of product information and user experience via visitor flow and design. LDR asked Clarity to revamp its entire online presence from portal structure to multi-language capabilities to a new design to custom modules that show off the company's wide product range.

LDR submitted the Clarity site for the 2014 Aster Awards, which allow healthcare and medical companies and marketing agencies to compete for marketing excellence awards globally. This was LDR's first submission and the Clarity-designed and built site won a global Silver Award. Congratulations LDR! We're excited to be a part of your success. This was just the first of three awards the site won.

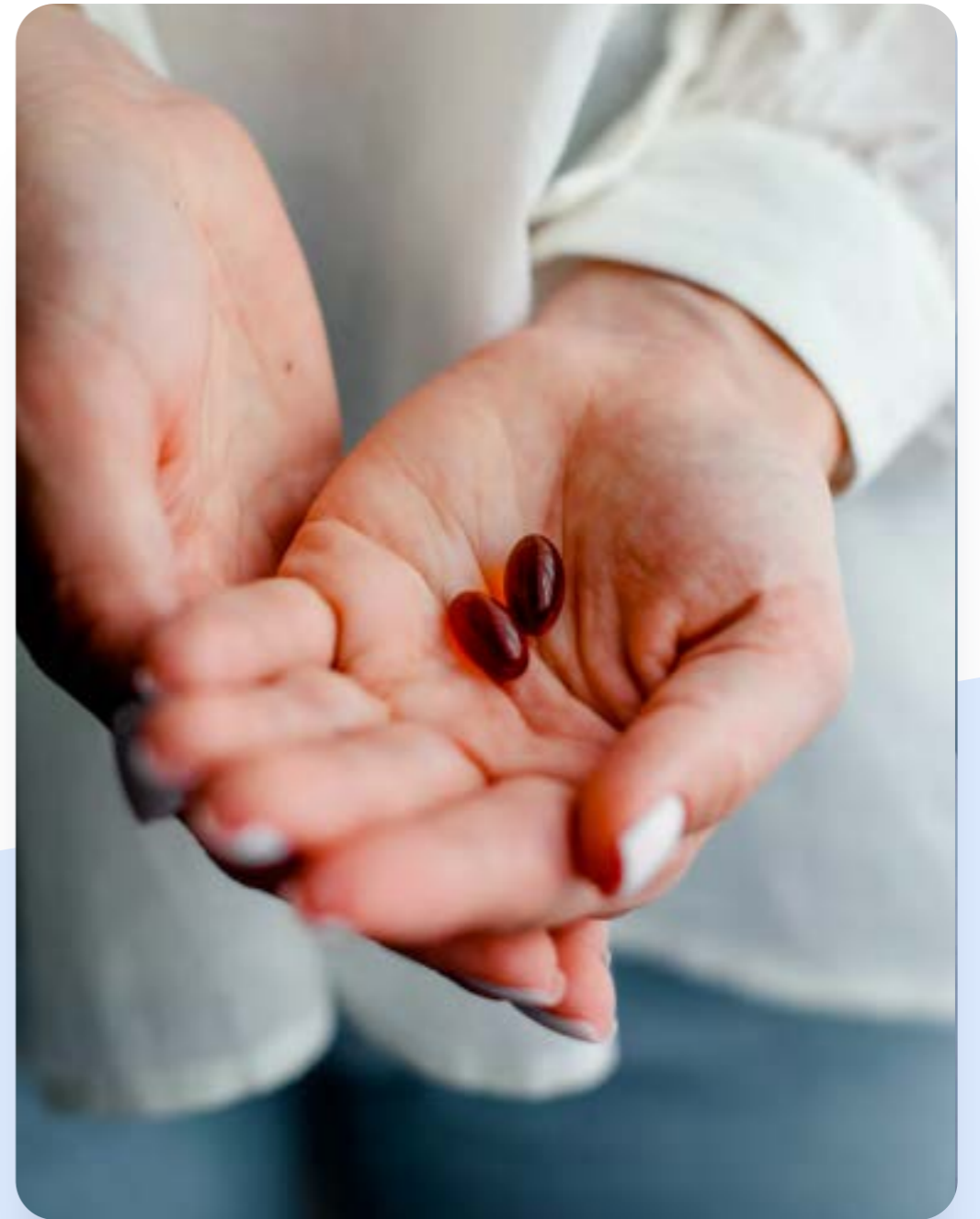
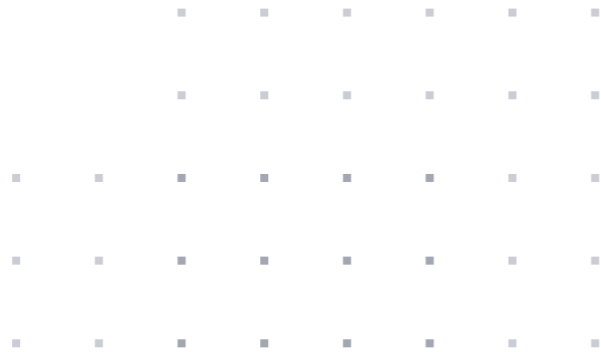
## Existing problems

LDR is a global medical device manufacturing company, founded in France many years ago. Clarity has been working with them for years and has built 7 websites, with 6 unique languages (Each country has its own "FDA" so each website has a unique set of devices approved). When their new Mobi C product was approved in the states, they needed a user experience that they could easily market that wouldn't get lost within their global product portfolio.

# LDR - Zimmer Biomet

## Our solutions

To help with marketing, Clarity did an SEO competitive analysis and found that Cervicaldisc.com was available so they purchased it. This allowed the team to circle their marketing efforts (branding, SEO, digital and print marketing, unique messaging) around the actual device. This led to a very clean marketing campaign with high keyword visibility. Clarity then built a user-friendly mobile responsive website with a completely different design and experience from their website. We then went back and added a mobile portal to handle the large percentage of mobile users in the medical field.



# LDR - Zimmer Biomet



4 Months



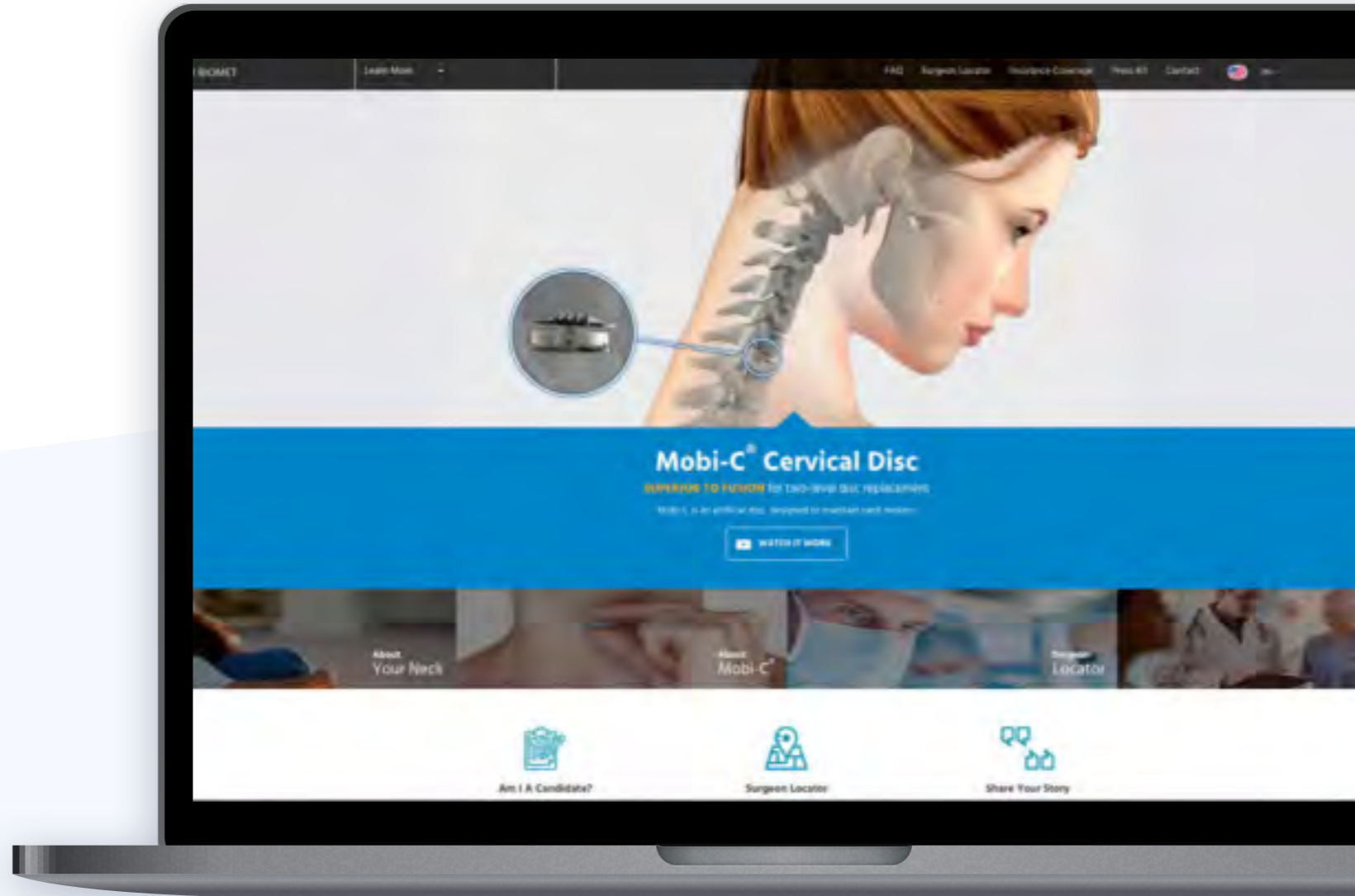
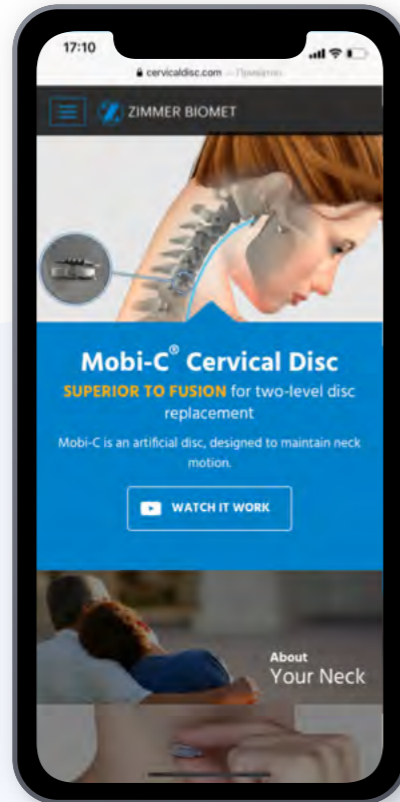
Surgeon Locator



Design



Custom UX/UI



# Highlands Ranch Association

[www.hrcaonline.org](http://www.hrcaonline.org)

## The client

The Highlands Ranch Community Association (HRCA) is a nationally award-winning nonprofit organization for 30,551 home owners in Highlands Ranch, Colorado. The HRCA maintains four state-of-the-art recreation centers, provides architectural control and covenant enforcement, programs fitness, sports and educational opportunities, manages the Backcountry Wilderness Area, and hosts over 100 community events annually.

## Existing problems

The sheer size of their organization, the number of events, classes and more was more than their website could handle. They also wanted to provide multiple online directories. One for their staff, which includes emergency numbers to the local police and fire departments, and another business directory for service providers, which ranged from baby sitters, lawn services to painters, car repair and more. Finally, having an “online home” for all the families to participate, comment, upload pictures and more was important. They also did a lot of online advertizing for local businesses, so needed an integrated marketing platform to showcase and push sales.

# Highlands Ranch Association

## Our solutions

Clarity first had to come up with a design that truly represented their community, and one that they could all be proud of. Next was to build that into a mobile responsive web template, as many of their users accessed the site via their phones. One of the biggest hurdles was to construct an intuitive mega menu to provide an intuitive navigation experience to the thousands of visitors looking among the thousands of pieces of information on the site. A significant investment was made in the UX (user experience), to help invoke excitement and invoke the desire to come back to the site often as new and fun things are being posted every day. Finally, Clarity built a marketing platform so the staff could sell advertizing space and manage their ads.



# Highlands Ranch Association



4 Months



Bill Pay



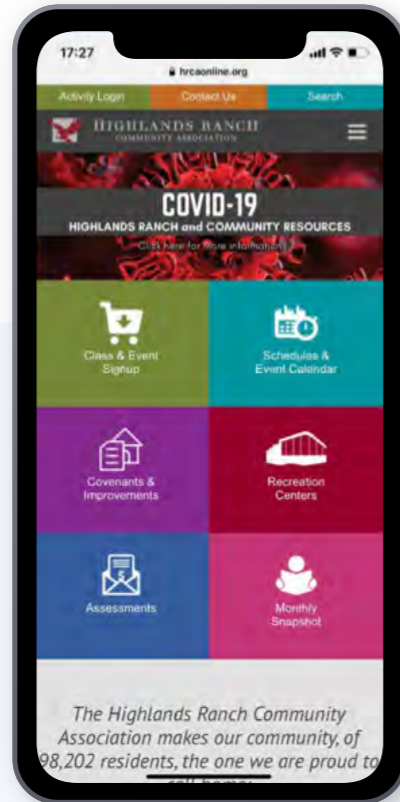
Design



Directory



Events



# Handimedical Supply

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

## The client

A design firm approached Clarity as a partner to build a custom solution that they had designed for a client. Clarity used their eCommerce and Integration platforms and built an online store, re-ordering portal with a native real-time integration with the client's ERP back-office system, improving user experience, increased sales and big reduction in administration.

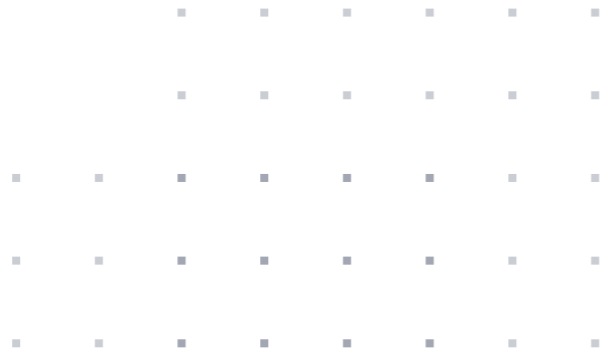
## Existing problems

A design firm (Easel), specializing in Medical websites had been contracted by Handimedical to design them a website specifically suited for an older crowd. This meant section 508 compliance, cleaner design, larger fonts, specialized page templates, layouts and removing all clutter. The only problem was that they needed a partner that could handle not only building the site they designed, but could implement an eCommerce solution and integrate it with the client's back-office ERP system, while being HIPAA compliant. To add a little spice to the project, the medical ERP was out of the Phillipines, which posed some unique issues during development.

# Handimedical Supply

## Our solutions

Clarity used their eCommerce platform, Clarity eCommerce™, and built out the store. They added in extra controls for grid and list views to remove clutter, added Section 508 tags and descriptions, created a custom UI so the end users could search and retrieve all past orders, both for making re-ordering easier, but because many of the clients needed their medical expenses for their taxes. Clarity Connect™ was used to do their custom real-time integration with their back-office ERP system and we topped it off linking to all their social accounts. The checkout cart was highly customized to handle insurance payments, including Medicare and Medicaid.



# Handimedical Supply



5 Months



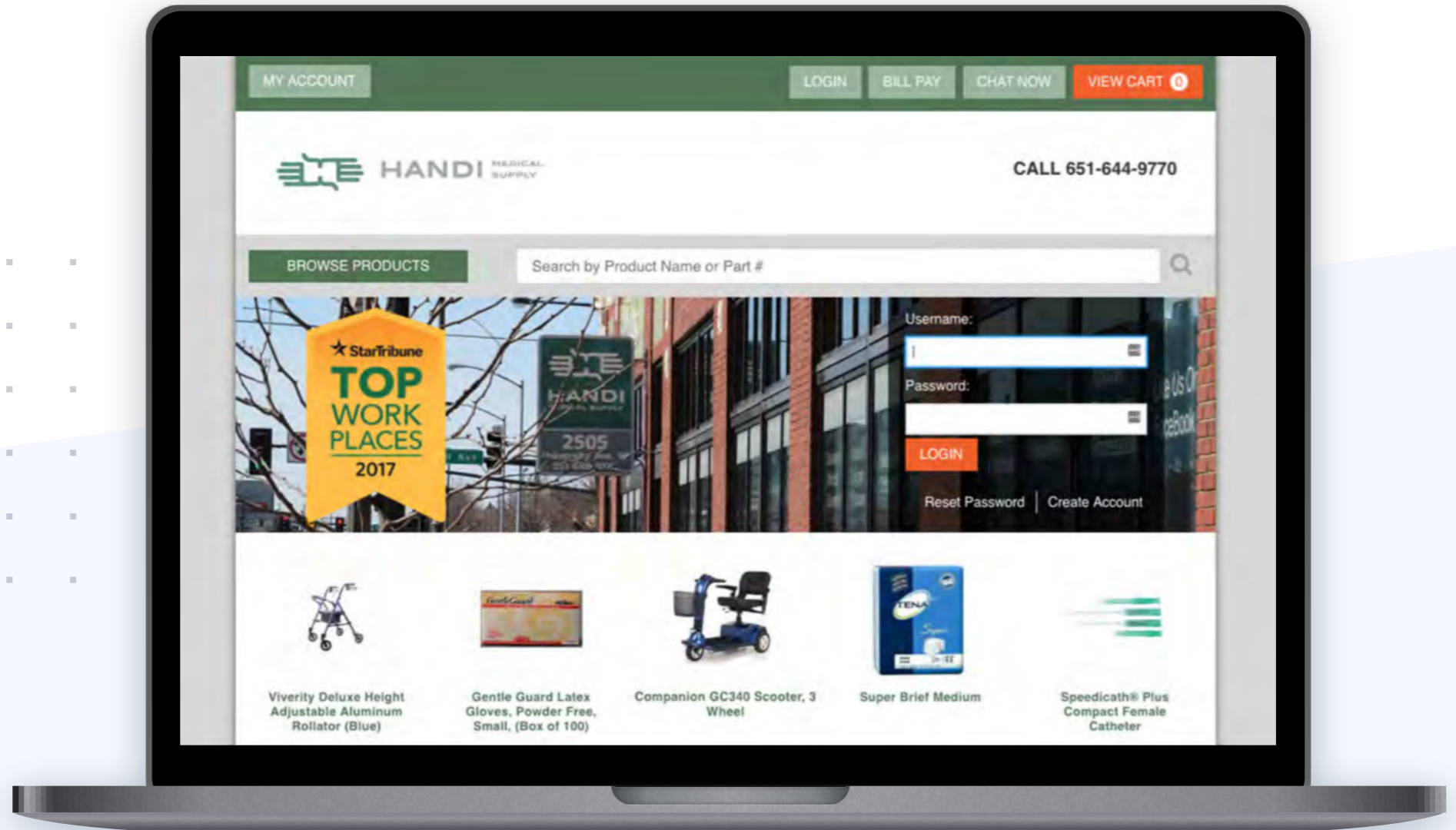
Integration



HIPAA Compliance




Ecommerce



# Get in Touch with Clarity

If you are a business, ready to move forward with your DNN project, please give us a call or visit our website.

 +1 (800) 928 - 8160

 [clarity-ventures.com](https://clarity-ventures.com)



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