



## Leader in the Metals Industry Creates Captivating New Website with SharePoint 2010 and Silverlight

### Overview

**Country or Region:** Canada

**Industry:** Metals

### Customer Profile

Founded in 1855, Samuel, Son & Co., Limited is a leader in the metals industry, operating more than 90 steel distribution and metal processing facilities strategically located in North America as well as divisions in Australia, China and UK.

### Business Situation

In 2009, Samuel decided to design a new corporate website, and sought out technology that would best suit its needs.

### Solution

Samuel worked with Envision IT, a Microsoft® Gold Certified Partner, specializing in building integrated public websites, intranets, extranets, and web applications, to build the new site.

### Benefits

- Ownership of content and greater adaptability
- Engaging online experience
- Strong foundation for future growth

“I had never used SharePoint before and literally within a matter of hours I was up and running with it. It was so seamless.”

Lisette Purre – Consultant, Web Marketing and Communications, Samuel, Son & Co., Ltd.

Founded in 1855, Samuel, Son & Co., Limited is a leader in the metals industry, operating more than 90 steel distribution and metal processing facilities located in North America as well as divisions in Australia, China and UK. In 2009, Samuel decided to redesign its decade-old website to ensure it provided a comprehensive depiction of the company’s products and services to its global audience. The company worked with Microsoft® Gold Certified Partner Envision IT, a specialist in building integrated public websites, to architect a new site using the Microsoft SharePoint® 2010 platform. The new website is now much easier for Samuel to update and maintain, and with the help of Microsoft Silverlight™, it creatively exhibits Samuel’s corporate history, culture and personality, while also providing accurate, up-to-date product and services information to its customers and employees.

## Situation

Samuel, Son & Co., Limited is a leader in the metals industry, serving a range of customers from leading automotive manufacturers to specialized product designers. The 155-year-old company is based in Mississauga, Ontario, but operates more than 90 privately held steel distribution and processing facilities worldwide.

In 2009, the Samuel team decided to evolve their decade-old website to provide a more complete depiction of the company's products and services to its global audience. Samuel approached Envision IT, a Microsoft® Gold Certified Partner that specializes in building integrated public websites, intranets, extranets, and web applications, to architect the new site.

"At the time, we had a basic HTML website that was built in 2000, and the content had not significantly changed in the last 10 years," said Paul Mann, Director, Information Services.

The site's platform did not allow the company to conveniently post or change content, and as a result of the technical limitations, the team had experienced difficulty making the site a priority.

"Keeping the site up to date was a huge challenge, so it wasn't considered a useful part of our marketing program," said Bob Carter, Corporate Vice President, Information Technology. "But in our business things are constantly changing. There are always new products and new locations, and we needed our website to reflect that. Many of our potential customers use the internet when searching for products and services, so we want to make sure they can get the latest information about our offerings."

Samuel's original website operated on a webmaster model; if content needed to be

updated, the company contacted an outside technical specialist to make the changes. As a result, the old site was rarely updated. Samuel decided it needed to develop a much more efficient and flexible way of managing its own site. To address the issue, the company worked with Envision IT to develop an entirely new website that shifted the content management capability to the in-house team. With a small amount of training, this allows the business owners to easily update content on the site and more creatively enhance the company's public image.

"A website should not be a static point in time, it needs to continually evolve," said Peter Mackenzie, VP, Sales & Marketing at Envision IT. "One of our main goals was to ensure Samuel understood how to use SharePoint® 2010 as a web content management platform, and also how they could leverage this powerful platform to grow with any future requirements."

## Solution

As a longtime customer of Microsoft software, Samuel uses the entire Microsoft Office suite of products, and has been using SharePoint 2007 for its internal intranet for about two years.

"We saw SharePoint as the ideal platform to allow us to update the content on our own, and keep it more dynamic," said Paul Mann, Director, Information Services.

SharePoint is designed to look and act like the web, so anyone can easily create, customize and publish a website, eliminating the costly need for an outsourced webmaster.

Built in one single infrastructure, SharePoint also makes it easy for multiple people to collaborate on documents and manage projects from any location. As a scalable solution that can grow alongside the needs of

the user, Samuel would also have the room to continue to grow its site and reach out to the company's international clients with fresh content in a variety of languages.

"The ease with which SharePoint allows us to update the site means that we can keep the site current as we add new products or locations, which will ensure the content stays fresh" said Peter Baines, Vice President, Communications and Corporate Affairs.

Samuel's other major priority was to highlight the company's rich Canadian history. This was addressed by integrating Envision IT's Photo Viewer – a photo slideshow timeline created using Microsoft Silverlight®, a development platform that allows for high-definition streaming.

## **Benefits**

### ***Ownership of Content and Greater Adaptability***

With SharePoint 2010, Samuel's web team now has a powerful foundation with which to manage the site, and ensure it is integrated as a key component of the company's marketing plan. With simple content sharing, management, maintenance and navigation, the team went from rarely updating their site over 10 years, to now updating content daily. The team no longer has to reach out to a technical expert if they want to update the site's content – it is theirs to create and customize whenever they choose to do so.

"Our benefit is having an up-to-date site with content that continues to reflect our business as it grows and changes," said Baines.

"The collaborative aspects of SharePoint are very useful," said Lisette Purre, Consultant, Web Marketing and Communications, who works on the website on a day-to-day basis. "Just having the ease of a program that you can work at from home or the office, means

things are updated very easily and that has been a huge benefit in terms of continuing to keep things up to date."

"I had never used SharePoint before and literally within a matter of hours I was up and running with it. It was seamless," Purre added.

### ***Engaging Online Experience***

With the help of Microsoft Silverlight and Envision IT's Photo Viewer, Samuel's website now includes a photo timeline with images that share the story of the 155-year-old company from the very beginning.

"I have received some really positive responses about Silverlight and the historical slideshow," said Purre. "People have been really, really taken with it."

The new website has not only engaged customers - one employee wrote:

"The new website looks fantastic. The slideshow is excellent: it gives us an interactive, quick overview of a lot of history. This website really shows what Samuel is all about. It's classy, informative and makes an employee feel proud of their company."

"With the website, we are now able to highlight the company's personality, and demonstrate the value-added services that we have," said Carter. "We can give a more complete and contemporary picture of the corporation."

### ***Strong Foundation for Future Growth***

With the flexibility and multilingual support of SharePoint 2010, Samuel plans to continue to evolve its website to include new product and location updates, as well as future integration of French and Spanish. This will enable Samuel to improve communication with its international network and continue to grow its customer base.

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about Envision IT Inc. products and services, please contact: Peter Mackenzie, VP Sales & Marketing 905-812-3009 x244 [pmackenzie@envisionit.com](mailto:pmackenzie@envisionit.com) or visit the Web site at: [www.envisionit.com](http://www.envisionit.com)

For more information about Samuel, Son & Co., Limited products and services, visit the Web site at: <http://www.samuel.com>

"It is a cost-effective platform which enables us to produce a contemporary, modern website," said Mann. "This gives us a track to run on."

## Microsoft SharePoint Server 2010

Microsoft SharePoint Server 2010 is the business collaboration platform for the Enterprise and the Internet.

For more information about Microsoft SharePoint Server 2010, go to: [www.microsoft.com/sharepoint](http://www.microsoft.com/sharepoint)

### Software & Services

- Microsoft SharePoint® 2010
- Microsoft Silverlight™

### Partners

- Envision IT