



Case Study: USA's Largest Manufacturer of Animal Feed Products

Industry:
Agriculture

Contact:
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Client Overview

Our Client is the largest manufacturer of animal feed products in the United States. It is producing more than five million tons of feed each year. Through its 50 plus feed mills, the company produces thousands of feed formulations specially designed for various types of animals, including beef and dairy cattle, goats, horses, sheep, pigs, poultry, pets and lab and zoo animals.

Project Summary

Providing individual and multi species landing pages where we can find that related life stages of species, products, articles, talented group of Ph.D. nutritionists and veterinarians to unlock the greatest potential of every animal.

The Honor Roll Rewards Program is for Grand, Reserve Grand Champion and Breed Champion winners of livestock shows in the United States.

This Project also has inbound and outbound integrations with other projects like EPIM, POLO, JDE-PM and Mazuri.

Animals

In this section, we can see the information related to life stages of various animals like Horse, Dairy animals, Cattle, Poultry, Swine, Goat, Sheep, Rabbit, Fish, Deer, Game Birds.

Education

In this section, talented group of Ph.D. nutritionists and veterinarians unlock the greatest potential of every animal. They provide training and producer education on the discovery, development and deployment of new technology in the animal feed industry.

Products

In this section, information is made available for various animal feed products for various animals at different life stages.

Where to Buy

In this section, user enters city and state or Zip code to find nearest Animal Feed Retailer. Cloud Map is provided to easily find the location.

Honor Roll Management

Honor Roll Management Interface provides user to enter details of their animals for awards. Team of experts identify winner animals in various category, invite them for grand show and reward them.

This project is developed in Kentico 12 MVC to leverage the content management features like Widgets, Page Templates and Common Widgets. Advantage of using Kentico content management system is to enable the content update functionality by users with ease without rebuilding the entire application. Application is deployed in Azure DevOps to leverage the advanced features like CI/CD and key vault.

Goals & Challenges

The goal of the project was to convert client website which was in Kentico 11 Portal to Kentico 12 MVC.

Challenges are as following:

- ❖ To build a loosely coupled application with common components that can be used across the projects.
- ❖ All the content on the web pages and campaign page templates should be editable and manageable by the content editor.
- ❖ Integration of 3rd party services and APIs
- ❖ SSO integration for Honor Roll Management Interface
- ❖ Inbound and Outbound integrations with in-house applications
- ❖ Azure Search and cognitive services integration
- ❖ Storage and retrieval of media library files from AZURE BLOB

Solution

Ray Business Technologies (RBT) addressed their specific needs to achieve their goals and compete among competitors. RBT has developed several mission critical Kentico applications.

- ❖ Used Kentico 12 MVC CMS to build the websites, Kentico is a leading provider of Content Management Solution, empowering enterprises to quickly build and deploy the solutions.



A CMMI LEVEL 3 COMPANY

- ❖ Used agile methodology. Delivered Minimum Viable Product (MVP) initially and added remaining features in the next sprints
- ❖ Content editors have the ability to manage the multilingual content using the Kentico admin interface
- ❖ Assets were managed using the Microsoft AZURE BLOB
- ❖ Website configuration for APIs and services are managed in Settings application
- ❖ Integrated 3rd party components like ELMO API, Bazaar voice, Adobe analytics, Computer vision API, Azure blob and Salesforce.

Benefits/Business Case

- ❖ The new website comes with a rich responsive design that works across all mobile devices and desktops.
- ❖ The new website has enabled the client to manage its marketing and to fine tune content and functionality to train and educate on animal feeds and better dealer and user engagement.
- ❖ The new website built with Kentico, provides great user experience to get information on various animal feed products and connect with talented group of Ph.D. nutritionists and veterinarians.

About Ray Business Technologies

Ray Business Technologies is a Global Information Technology (IT) Services and Solutions company. We are a CMMI Level 3 company, providing cutting-edge IT Solutions to Enterprises worldwide, enabling them to utilize available resources effectively and manage the operations. Our excellent team of Technology Professionals work with enterprise clients in North America, Latin America, Australia, Europe, Middle East and Asia.

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