

Company Net is a leading business consultancy and software development house with nearly 15 years of dedicated experience in helping organisations improve business performance and successfully manage change through the intelligent application of technology. Dedicated to building upon the Microsoft platform to help businesses throughout the UK achieve financial growth, we enable our customers to increase revenue, reduce costs, and improve customer service to gain competitive advantage.

Case Study

Miller Homes, part of the Miller Group, is the nation's largest privately-owned house builder. Since 1934 they have established themselves as one of the top ten UK house builders in the UK.

Miller Homes' Requirements

Miller Homes was looking to their web site to become the primary focus of all marketing effort and customer interactions.

The existing website was updated on a weekly basis, but information involved in a construction project and the sales process had to be managed daily, even hourly. If a customer interacted with them using the online channel, the out-of-date information could result in a customer thinking a plot was available and then visiting the sales office only to discover it had been sold three days earlier.

People have come to expect more accurate data in real time, so Miller Homes needed a much closer integration with their back-office systems and more frequent updates of data.

The company wanted a website that automatically updated business-critical data without manual intervention, yet still prevented hackers from exploiting the website and threatening the Miller Homes core system, JD Edwards.

Our Solution

The brief to Company Net was to visually replicate what Miller Homes had, but put in place a more secure, robust and stable package on which the company could easily build to achieve much closer integration with its JD Edwards system.

- Microsoft Content Manager (CMS) 2002 to create, deploy and manage the website.
- Microsoft Internet Security and Acceleration Server 2004 for improved user security.

The integration has reduced the currency of information from the website connected to the JD Edwards system. At worst, the delay is now only three seconds. Being one of the leading Content Management Server products in the market, Microsoft CMS was a good fit for the content management requirement that Miller Homes had.

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Now, when Miller Homes updates data through the JD Edwards system – including the availability and prices of homes – it is automatically posted online, allowing users and customers to find valuable, real-time information.

Business Benefits

- The integration of the website with the JD Edwards system created an online channel that provides homebuyers with secure access to real-time information 24 hours a day, seven days a week.
- A secure, reliable and consistent IT infrastructure
- An increase in the number of registered online users who become customers from 13 per cent to 50 per cent.

Achievements

The website is constantly growing, and traffic has increased to 100,000 unique registered users.

We launched mymillerstreet.co.uk during the year offering several benefits to customers.

They can use the interactive carbon calculator and read hints and tips to learn about making their lifestyles more sustainable.

In the true spirit of creating communities, [mymillerstreet](http://mymillerstreet.co.uk) also has a section that enables customers to get to know their neighbours.