

# Case Study

## Country Side Greenhouse

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



### Industry

Retail / Greenhouse / Ecommerce

### Partner

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## Goals

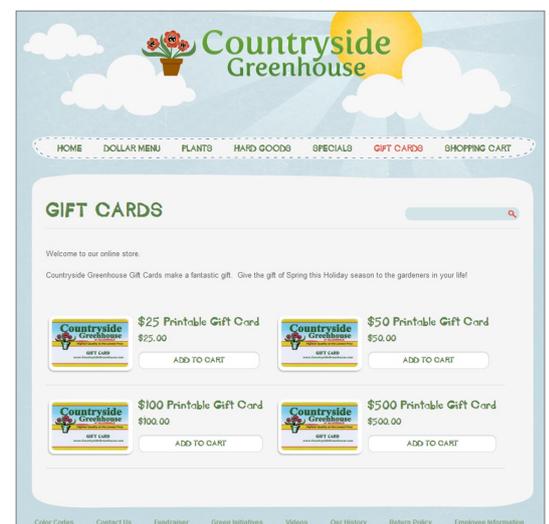
Country Side Greenhouse engaged BizStream to create an ecommerce based website to enable the sales of gift cards through its new website. They wanted to develop a web site that was built to have a friendly, approachable, and whimsical design yet still allow for streamlined Business to Consumer ecommerce capability. They were looking for a platform that made it easy to sell online, easy to update the myriad of plant products that they offer, and the ability to customize the solution to integrate with their brick and mortar point of sale system.

Country Side Greenhouse is also a very seasonal based business. The majority of their business comes from only the spring and summer months of the year, and there is about 500% spike in traffic in those months as compared to the rest of the year. Because of this spike in traffic they were also looking for a platform that could scale to meet the high volume of website traffic that they receive while also having rock solid availability and uptime.

## Challenges

The following challenges were presented by this project:

- Ability to integrate a fully custom design and non-standard font in to the Shopping Cart portion of the website to stay with new branding and logo.
- Ability to see gift cards online and eventually attach a barcode to the printable version to track card activation and usage.
- Ability to update the attributes of hundreds of products in an easy to use administration interface.
- Ability to upload hundreds of product images in bulk that represent the plant's themselves as well as the plant categories from existing data csv files.
- Ability to integrate the cloud based website with the internal point of sale system in a secure manner.



*The printable gift card product grid page*

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## Solution

BizStream was able to assist Country Side Greenhouse (CGH) with implementing a fully custom website design into the CMS. We helped CGH step through the process of building a site from scratch. We not only built the site for CGH, we assisted them with migrating the product catalog onto the CMS and used the process as a training tool for CGH content administrators.

BizStream also assisted in adding in the base Kentico shopping cart web parts, and then customizing not only the shopping cart look and feel, but the entire checkout process including the public visitor process as well as the behind the scenes order workflow. The Kentico CMS ecommerce platform really made this task easy.

As orders come into the CGH website, a unique identifier is generated for any gift card product type. If a user chooses to print out the card, a barcode is automatically generated from that unique identifier and added dynamically to the page. This elevates the problem of consumers not using or losing the digital purchase.

That product code is also downloaded on a periodic basis from the site using the REST Service that comes out of the box with Kentico CMS. That information is used in the brick and mortar point of sale system to determine if the card is valid and is it used yet or not. After a purchase is made onsite, the POS automatically shoots an update back to the Kentico CMS website to update the order line item status as payment received. This saves CGH the time of having to manually update two systems.

To ensure that the site was always available during the peak seasonal time of the business, BizStream leveraged the caching ability of Kentico CMS to ensure top performance no matter what the load.

This year Country Side Greenhouse online gift card sales on the site went up by over 100%.

## Key criteria for selecting Kentico CMS

- Affordable entry point, low maintenance and renewal cost
- High Availability, Scalable Performance to handle seasonal spike in traffic
- Easy to use CMS with intuitive product interface for content admins.
- Customizable Shopping Cart platform
- Vendor experience with the tool



*The web page that generates a bar code from a gift card order in Kentico CMS*

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*"A few years ago our business was looking to get a content management system to manage our public facing webpage (<http://www.countrysidegreenhouse.com>) so that we could put out more than just the basic contact information, directions, hours, etc. that we had been doing for years. There was also a desire to add some ecommerce functionality so that we could sell gift cards online. At the time I wasn't involved in the business on a day-to-day level, but suggested they use BizStream because I've known the owners for a long time and knew they would be able to help us out. So, they set us up with Kentico CMS.*

*I'll be honest. At the time I regarded it as just a poor-man's SharePoint, thought of it only as a basic CMS with some ecommerce tacked on. Now that I've come online in the day-to-day operations I realize I was totally wrong.*

*The product is fantastic, but it wasn't in just using it that I learned that. It was working with the BizStream guys that made me realize it.*

*I came to them with an idea some time ago: we wanted people to be able to print a gift card that they had just purchased from our website. We tend to sell a lot of them around Christmas and Mother's Day and quite often they're a "rush" gift so people want them delivered fast. Since the US Postal Service can take a couple of days to deliver a gift card, that was often a problem and deterrent to sales. That problem resulted in us quite often holding the gift cards at the customer service counter for pick-up. It wasn't uncommon for us to be holding over a thousand dollars' worth of gift cards at the counter awaiting pickup and the recipients sometimes don't show up for week or months. It was as hassle.*

*I turned to BizStream for this problem, and we were able to accomplish a solution incredibly fast. They knew the internals of Kentico so well that I just couldn't believe how fast we got the solution going. Mark from BizStream went right into the shopping cart and tweaked it so that I'd get a GUID attached to every gift card that was ordered. He was also able to figure out how to hide it all from the UI. Brian was able to enable the REST interface and showed me what I needed to know so that I could pull that data down into my Point of Sale system so the gift cards associated with said GUID would actually be alive on my end. He also helped me troubleshoot the IIS configuration problems on the Kentico site so that I could flag said cards as "activated" when they were actually live.*

*They were also very helpful in tweaking the email templates that went to the customers that ordered said gift cards so that each customer would be able to re-print the cards if they lost the original copy.*

*The whole experience blew me away. Suddenly Kentico CMS wasn't just a poor-man's SharePoint with some ecommerce slapped on it. Kentico is a magnificent platform to work with that easily out performs SharePoint from a content management system standpoint.*

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*BizStream was also able to utilize Kentico in another area where we wanted some work done. We want to start pushing pricing information for our products onto our website. This is something we've never done because with 4,000-ish products in the store, trying to manage them in two spots is a nightmare. Granted, we only feature 500 or so on the website, but that's still not something we want to try and manually keep up to date because they change quite often, weekly even.*

*I don't remember the exact time, but it probably took less than 10 minutes for BizStream to tell me how to do it. I just had to modify the 'Plant' page template for our product to contain a barcode and price. I also am now able to pull the 'Plant' product list via REST down to something that was attached to my Point of Sale system, look for matching barcodes, and update the price data back up to the website again via REST Service that comes out of the box with Kentico. It took me less than an hour to monkey together some Perl code to do all of that, and that's awesome!*

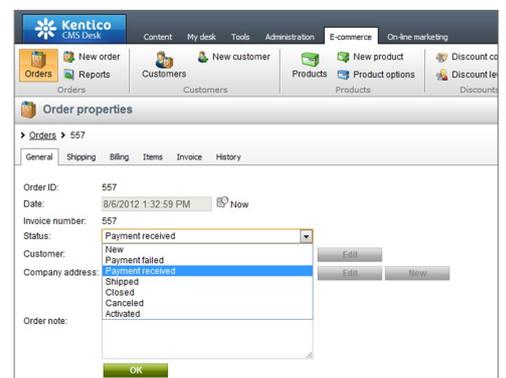
*Left to my own devices I'd have probably estimated 80 man hours of work to wire my POS into Kentico for said purpose. But the guys at BizStream knew the product well enough that it only took an hour.*

*When I gave my initial approval to go with BizStream and their Kentico solution I thought "this is good enough." Today I think I'd be a fool for leaving either of them."*

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*The customized shopping cart checkout step*



*A custom Order Status to track if a gift card was used or not, this status is updated via the REST Service from Country Side Greenhouse's Point of Sale system*