# Value Added Sites for a Value Added Data Company

When a data and analytics conglomerate operating across 16 European countries wanted to tell one story about their brand and their solutions and products, they approached Niteco to help them power that ambition.

## THE COMPANY

Bisnode, a driver of thought leadership, was once 280 companies before all brands came under one umbrella back in 2014. With their new business strategy in place, they sought a software development partner to deliver sites that reflected their new direction.

## THE TASK

Synchronize 17 sites onto the same Episerver CMS and align economies of scale when it comes to web management.
Develop a web solution that supports brand consistency across its markets, allowing local adaptations of available services
Build sites that drive thought leadership, drive sales.

## THE CHALLENGE

The website platform required integrations with other third-party systems, which presented the risks of adaptability and compatibility. Niteco also had to create templates and blocks for those third-party systems, that would be both adaptable and easy-to-use.

## THE SOLUTION

Utilizing Episerver Digital Experience Cloud (Episerver DXC), Niteco has built a global solution that enables Bisnode to launch 17 different websites, with common core but each with local variations. www.bisnode.se was the first site to launch in February 2017. Each country has a localized site, translated and adopted from the main site to maintain consistency. The web solution also uses:

- Episerver Forms for admins to make new forms by reusing existing content blocks
- Instant templates to quickly produce complex content with a stack of blocks
- Episerver Find for powerful search capability and automatic creation of targeted content
- ImageVault Cloud for digital asset management
- Google Analytics and Google Tag Manager
- CRM-Integration
- Marketing Automation
- New Menu

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