



# Steljes Distribution

## Increased Channel Communication



### Overview

**Country:** United Kingdom  
**Industry:** Distribution

### Customer Profile

Technology with purpose - this is what we offer our customers and partners. Throughout the company's history, Steljes has shown that we are prepared to challenge convention. We pioneer new ideas and build strategic partnerships with industry leading companies to provide innovative solutions tailored to customer needs.

### Business Situation

The marketing department at Steljes needed to be able to update their product and campaign information on the website quickly and efficiently without the need to involve IT or any other web developers.

### Solution

Steljes chose Adepteq (a Microsoft Gold Partner) based on our initial discussions and recommendation. Adepteq designed a solution which enables the marketing department to rapidly publish content to the customer base which has led to a higher uptake on promotions and product launches.

**adepteq**  
delivering business improvement

As a Microsoft Gold Partner with many years experience delivering innovative solutions to both public and private sector clients, Adepteq are the perfect partner to design and deliver any solution based on a Microsoft Platform.

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

(01296) 468160

“ The publishing solution delivered by Adepteq enables our marketing department to communicate with our channel in a far more cost effective way ”

Simon Williams, IS Manager

### Steljes Limited is a one of the largest supplier of interactive whiteboards into UK education.

During the last twenty years, Steljes has built an enviable reputation for identifying, customising and implementing technologies that challenge convention, support innovation and enable people to realise their potential.

Their expertise as a technology pioneer has enabled them to create and maximise opportunities through continuous innovation in technology. They source technologies from around the world, develop support services and work with people who use their products – in the classroom, in the boardroom, at home or even on the battlefield.

Selling exclusively through a network of trade partners in the UK and Ireland, Steljes is committed to providing the solutions and support that will enable partners to grow their businesses profitably. As a distributor, Steljes recognises the need to stay in touch with its large base of resellers. Not easy when there are thousands!

The marketing department needs to update product and campaign information on the corporate website quickly by users with virtually no web design skills. They required an easy to use solution that could be easily managed and did not require the involvement of the IT department.

As a Microsoft Gold Partner with specialisation in content management, web publishing and portal delivery Adepteq were ideally placed to provide the correct business solution.

As in many companies, it the business people who are driving solutions and this was no exception at Steljes. The marketing team worked effectively with their IT colleagues and Adepteq to create a solution that was not only very functional but also easy to use, which enabled the business to achieve their goal.

### Solution Details

The Steljes solution is based on a Microsoft Content Management Server (CMS) Platform which was designed by Adepteq with constant input from the marketing department. Following the installation Adepteq trained a number of key staff and ran a number of informal user workshops. The solution enables content authors around the company to create and publish their information directly onto the website without need to worry about corporate branding or navigation as the CMS takes care of everything. CMS even allows new pages to be approved by other editors before finally being published.