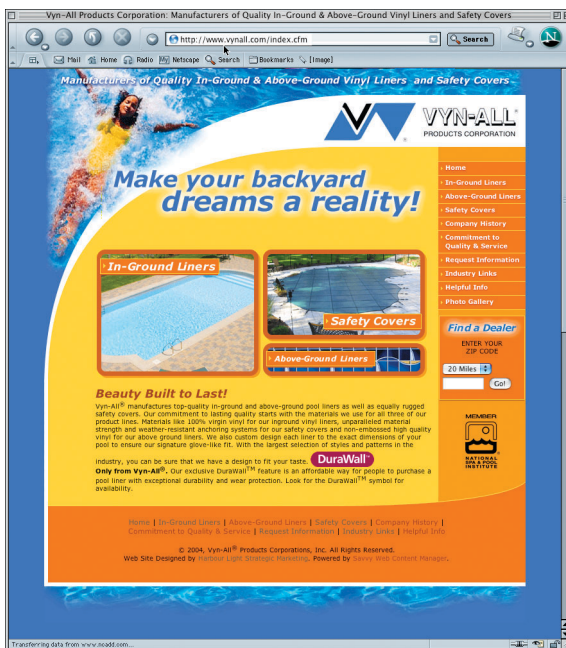


# Vyn-All Products Corporation Case Study

## A Mac-based pool liner company makes a splash with its new web site.

One goal rose to the top of the list when Vyn-All Products Corporation, a pool liner company in New Hampshire, decided to upgrade its web site.



“We wanted a web content management solution that would be easy to maintain,” says VP of Operations Steve Terhune.

According to Mr. Terhune, Vyn-All sells exclusively through distributors and retail pool stores, but uses the web site as an online brochure for the end customer. “It’s our only contact with the actual customer. With the ever-increasing number of people who use the web to research high-ticket items, it’s vital for our site to be up-to-date and accurate. It’s our only real means of putting our face and name in front of the public.”

**The challenge was keeping the site fresh and current.** Mr. Terhune says the company’s previous site was not designed to be changed on the fly. As a result, the company would wait until several changes had to be made before republishing the site.

“Our business is fairly fluid, with new patterns and products introduced frequently. Because we often waited to make updates, our customers couldn’t always see our latest products on the site.”

The company looked for something that would be easy to maintain at minimal cost. And it had to work on Mac computers, the platform of choice at Vyn-All.

**Savvy Software offered a clear solution.** The company found what it was looking for in Savvy Software. “The Savvy solution is exactly what we needed,” says Mr. Terhune. “It’s very easy to use. And it works beautifully on Mac computers.”

**“You certainly save over the long haul, because you can make the changes yourself.”**

- VP of Operations Steve Terhune



www.vynall.com

In under a days time Mr. Terhune mastered Savvy. Now, he says, maintaining the site is as easy as “point and click.”

“It’s takes just a few seconds to edit text, or add new product information, pictures and graphics. Adding new pages is easy, for that matter. I can even go in and fix a typo because Savvy is so easy. In the past I would not have done that.”

**“It’s very easy to use. And it works beautifully on Mac computers.”**

- VP of Operations Steve Terhune

**More advantages beneath the surface.** As he has become more familiar with Savvy Software, Mr. Terhune has found more to like. “Editing the site while it’s live is nice, because we don’t have to bring it down to make changes. And you can backtrack easily. The Savvy product keeps a history of changes, so you can always roll back if mistakes were made or we change our mind.”

Mr. Terhune also likes the administrative control the Savvy solution gives him. “I can give users restricted rights, so they can have full access without being able to publish.” That way, others can work on content but Mr. Terhune can review and correct before anything is published to the web.

**Making waves in the business.** The company has received nothing but positive feedback from customers. “They tell us they’re very impressed with the look and feel, and they can find what they want on the site.”

Best of all, Savvy Software has helped the company save money. “You certainly save over the long haul, because you can make the changes yourself. If your site is fluid at all, Savvy Software pays for itself quickly.”



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