



**RENAULT**  
Passion for life

CASE  
STUDY

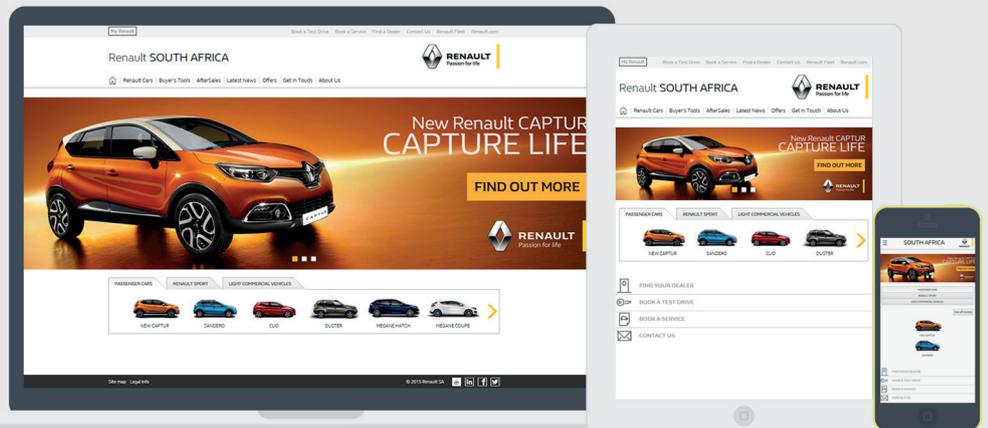
### ADVANTAGES OF RSI-CMS:

- ✓ full control over brand identity
- ✓ combines global guidelines with local needs
- ✓ emphasis on attractive presentation of information
- ✓ encourages creation of content that attracts clients
- ✓ Responsive Web Design
- ✓ rich selection of additional functional modules
- ✓ user-friendly CMS interface (WYSIWYG)

## A dedicated CMS – local expectations and global standards of identification

*More than 60 different countries. 60 culturally-diverse locations. The same brand.*

*Thanks to our content management system tailor-made for Renault – RSI-CMS – visitors of the manufacturer's websites gain access to content adjusted to their individual needs. All within the same identification scheme, supervised by the headquarters.*



### CLIENT

120 years of operation of Renault Group – the global manufacturer of cars of French heritage – is a wonderful story of development of one of the world's most recognizable brands. Over 130 000 employees of Renault in tens of countries produce cars driven on roads of the entire planet. Since 1999, the corporation has functioned as the Renault-Nissan Alliance, which belongs to the world's leading automotive manufacturers. Its offer includes a wide selection of car models from the brands of Nissan, Renault, Dacia and Infiniti.

### TASK

Being an experienced player on the global automotive market, Renault is aware of the tremendous role that a globally

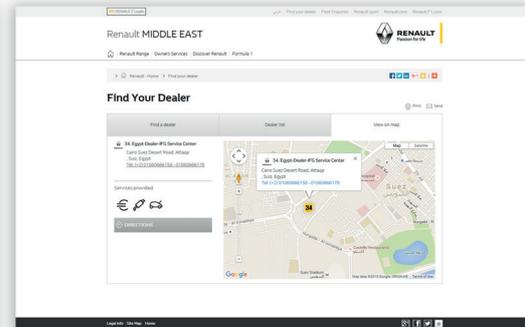
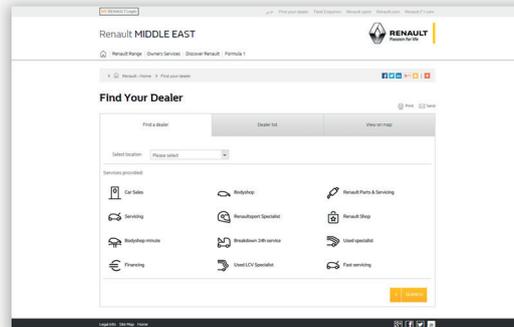
recognizable brand and its uniform identity online plays for sales. At the same time, potential clients of the Alliance demand content that is adjusted to local conditions, cultural factors and their individual needs. In order to meet the difficult goal of responding to these two (only superficially) contradictory goals, the corporation sought a universal solution. What was required on the part of Renault's headquarters, was the ability to maintain control over the coherence of its brand identity, whereas local dealerships expected options of content customization according to the needs of local clients. Considering the diversity of competences of people involved in deploying the websites worldwide, the tool also needed to offer easy and intuitive usage. That is how the dedicated system for content management – Renault Site International (RSI) CMS by MakoLab came into being.

## HISTORY

The current, functionally rich version of RSI-CMS is an effect of many years of cooperation between Renault and MakoLab. The first tool, called Anteus, was created already in 2003. Works on the current version of the solution began in 2008, and in 2010, the first countries began functioning on the new platform. Quickly developing mobile technologies convinced Renault to implement a new version of the solution, one that would allow creating websites within the novel paradigm of Responsive Web Design. This version of the solution was introduced as a result of the comprehensive process of migrating all websites of Renault into RWD versions, conducted successfully by MakoLab in 2015.

needs, but this always happens according to the globally assumed guidelines, thanks to the structure and organization of templates in RSI-CMS.

Using the tool is made easy thanks to an intuitive interface, designed for people who lack extensive technical skills. The majority of components is edited directly on a website, according to the philosophy of WYSIWYG ("What You See Is What You Get"). An additional advantage, one that is very important due to the global application of RSI-CMS, consists in the ease at which adjustment to different language versions takes place, including the ability to write from right to left, required traditionally in Arabic countries. Thanks to the migration to the RWD version, websites created and managed



## SOLUTION

RSI CMS is a top-of-the-line dedicated Web solution designed using the .NET technology. It allows for generation and publishing of websites according to Renault's global brand identity. The essential advantage of the system is the ease in which websites can be created and duplicated on basis of a pre-established visual template, based on restrictive norms of the global corporation's identity.

Selection of templates is monitored by Renault's headquarters from start to finish. In the global scale, this allows for ensuring the maximum level of uniformity and coherence, to the degree that even individual models of cars presented on websites possess common unalterable features. This precludes the risk of uncontrolled interference on the part of local representatives. Particular countries are able to download content prepared centrally and modify it according to their

using RSI-CMS are displayed properly on all kinds of devices (desktop monitors, tablets, smartphones) with preservation of the highest standards of User Experience. Moreover, the site has been enriched with the FSPP (Future Site Product Page) module, which allowed for presentation of individual car models in a more attractive fashion. After selecting one's areas of interest (pertaining e.g. to equipment, technical specification or color variants), selected car models are displayed in the form of visually spectacular sections – the so-called tiles – instead of classic links, which take the user to further subpages.

One of the modules added most recently to RSI-CMS is the 3D Visualizer. It allows for displaying 3D visualizations of selected car models with full sets of relevant information. This tool is a perfect solution for dealers, who may now present all cars from Renault's offer on a tablet such iPad, in all color and accessory variants, for example with different types of wheel rims

– irrespective of the spatial constraints of their showrooms.

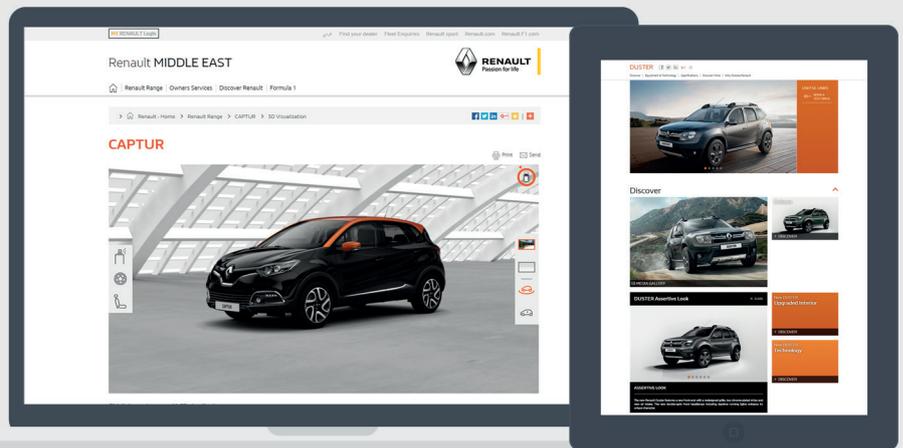
The Dealer Locator module enables the clients to quickly find the nearest dealership. The tool allows for organizing and mapping dealerships of Renault and presenting them on a Google map, together with necessary information – telephone number, email address, navigation directions. The system of online forms and databases is yet another functionality of RSI-CMS that facilitates contacts with Renault. This fully adaptable module is designed for creation of advanced “step-by-step” forms, as well as collecting and managing leads using a simple interface.

## RESULTS

RSI-CMS is one of the corporation’s essential tools for maintaining coherence of brand identity online. Thanks to our solution, websites in over 60 countries in which Renault (as well as Dacia, which also uses our platform) sells its cars are characterized by a uniform visual

appearance, coherent mode of presentation of data, and content that is adjusted to the local conditions and specifics of a given country – all regardless of the device used at a given moment (desktop, tablet, smartphone). The tool, used by Renault around the world, is constantly developed, with its functionalities being extended by new modules. In nearly half of the countries where Renault uses RSI-CMS, we may find the location of the nearest dealership by means of the Dealer Locator module. Presentation of a selected car model with relevant data is provided by the 3D Visualizer deployed by the end of 2015 on over 20 websites. The FSPP module developed in 2014 – which introduces a new form of presentation of product data – reached the number of 18 local deployments, with new locations added successively. And this is not the end...

Continual development of RSI-CMS, together with successful cooperation with the corporation’s headquarters, brought about a fully functional, cutting-edge tool that supports Renault on local markets and ensures a consistent brand identity.



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MakoLab SA is a marketing and technology agency oriented at supplying the clients with comprehensive, dedicated solutions for enhancement of Internet communications and supporting business processes. For more than 25 years we have been addressing business needs of global corporations as well as local enterprises, working mainly in the Automotive, Finance and Insurance or Commercial Real Estate industries.

The products and services of the company are present in 60 countries, on all continents. MakoLab also partners world-class organizations of the Semantic Technologies area in building standards for classifying data in search engines.