## Goals:

As Toronto's official international investment agency, Invest Toronto engaged Seventyeight to develop a multi-phased online strategic plan as well as to design & construct their primary and mobile web properties.

Invest Toronto is the primary business, sales and marketing corporation for the City of Toronto. The Corporations mandate is to secure global visibility, investment attraction, business relocation, and job creation for the City of Toronto. Invest Toronto required a website that would help companies access the markets, talent and business resources of Canada's largest city. They wanted to leverage the full power of the online channel as a tool to foster strategic relationships - serving as a communications hub, connecting investors to organizations and businesses in Toronto.
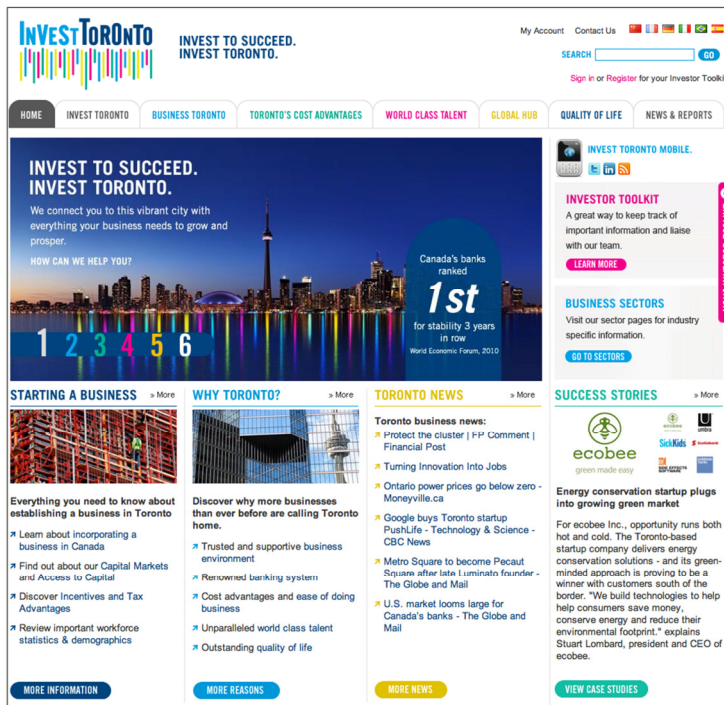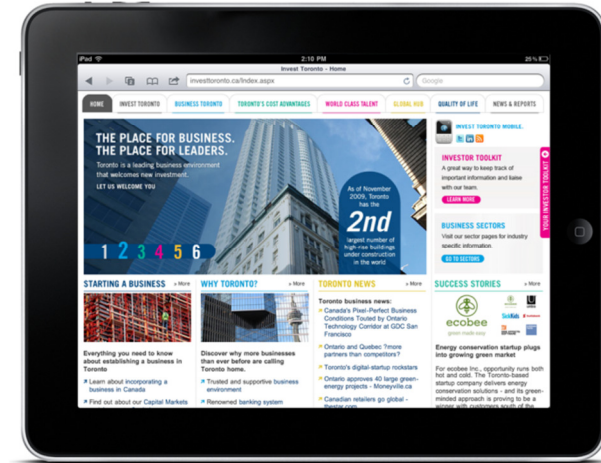
Key outcomes included:

- Development of innovative user functionality to access, view, capture, manipulate and personalize data

- Third party data integration with enterprise .NET CMS for content acquisition

- Enterprise CRM integration for consolidated tracking of user data, online/offline activities and lead management

- Development of advanced collaboration and productivity toolsets in support of business services execution

- Implementation of a technical framework that will accommodate future growth, scalability and multi-device compatibility

- Leveraging of social media elements to augment and amplify key messaging

- Implementation of a mobile specific web app to complement and augment their primary website

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Challenges:

The greatest challenges we had involved integration with Sugar CRM, centralizing content control for mobile specific devices, importing and distribution of third party data feeds, and integration of customized components for the creation of user customized information packages.

Sugar CRM Integration

InvestToronto.ca is, at its core, a lead generation and management tool. The organization implemented Sugar Professional – an open source CRM system – and it was Seventyeight Digital's responsibility to tightly integrate the two systems together to web enable the enterprise. This involved interfacing certain touch points in Kentico with Sugar CRM's through their respective APIs. These touch points included:

1. **Kentico User Registration to Sugar CRM Lead creation**
   When a User registers within the Invest Toronto website they can choose to opt in to collaborate with Invest Toronto staff. When they do this a flag is set in the User table (customized system table) and a custom developed Kentico scheduled task picks them up, processes them, and sends to Sugar CRM's API where they are created as a Lead.

2. **Kentico Bizform to Sugar CRM**
   Authenticated user inquiries are sent to Sugar CRM to become part of that Lead's record. This is a very important feature for the client as it allows them to better serve and manage their clients.

3. **Kentico User Messaging to Sugar CRM Correspondence**
   All correspondence between Users and Invest Toronto Staff happens within the messaging components part of Kentico. This provides Users with a dashboard where any collaboration with Invest Toronto Staff is centralized – a great feature. To leverage the more advanced reporting and metrics capabilities found in the CRM it was necessary to synchronize Kentico messages to Sugar. This involved creating code libraries, utilizing Kentico's API where data was sent to and received from Sugar CRM.

Mobile Website

Producing a modern Mobile Website app targeting new smart phones (iPhone, Android, Blackberry OS6+) was an important requirement for this project. Merely providing a different style sheet for mobile devices was not enough. Optimization of the weight of pages, the type of content to display and a complete rethinking of the IA were deemed necessary for success. Because of this, a front end jQuery based mobile framework called jQTouch was used for the front end. This provides mobile UI elements and behaviours such as animated page transitions common in high end HTML5 mobile web apps. At the same time creating a separate website to hold the content was not an option as long term sustainability and ongoing maintenance would be too costly. A compromise was made, through a creative integration strategy, which provides an optimized mobile experience while retaining centralized control of content in Kentico. Specific elements include:

1. **Navigation structure** - created through Kentico API calls and custom transformations in .NET to produce mobile optimized html.

2. **Mobile Content Web Part** - added to all page templates in Kentico. This web part is configured to be hidden on normal website views and shown through CMS desk or through query string parameters with a custom macro affecting the visibility.

3. **Mobile Content Proxy** - The mobile website utilizes AJAX patterns to retrieve the content of each page. The content is produced through a custom proxy page that queries the Kentico Database returning only the mobile web part's content. The content received via this database call is cached to optimize performance. The proxy returns only the html for the mobile site – no other content (i.e. view state, Kentico generated client files, various JavaScript and CSS files, or the PortalTemplate.aspx structure itself) is returned. This results in very fast load times (important on mobile) and provides complete control over the look and behaviour of the html.

4. **Registration and Login** – Mobile friendly forms allowing for registration and logging in were created as AJAX services calling .NET pages utilizing the Kentico API for membership and security.

Feed Aggregation

A custom feed aggregation component was built specifically for this project. This allows for the aggregation of close to 100 separate feed sources as varied as Google reader feeds, standard ATOM/RSS XML, Google Data such as youtube api calls, and Yahoo gears. These varied feed sources are combined into aggregated categories that populate many pages and sections of the website. These aggregated feeds are made available to the website through the integration of a Kentico RSS web part wrapped in a custom built jQuery plugin.

Research Tool and Multi User Collaboration

A custom feature on the website, called the Investor Toolkit, was built to allow users to save pages, fragments of content, links, reports, charts, etc. to their toolkit. This saved content is treated as a Kentico object -both new documents and linked ones - created programmatically through the Kentico API to dynamically created nodes bound to the authenticated user. Because of the tight integration of this user content with the Kentico tree structure a Kentico Administrator (client staff) can view the users Folder (node) within the CMSdesk and collaborate with the User by managing the contents of that folder exactly as they do when managing content throughout the website. This example of tight Kentico integration saved much development time and prevented the need to build a custom Administration area to manage and collaborate with users.
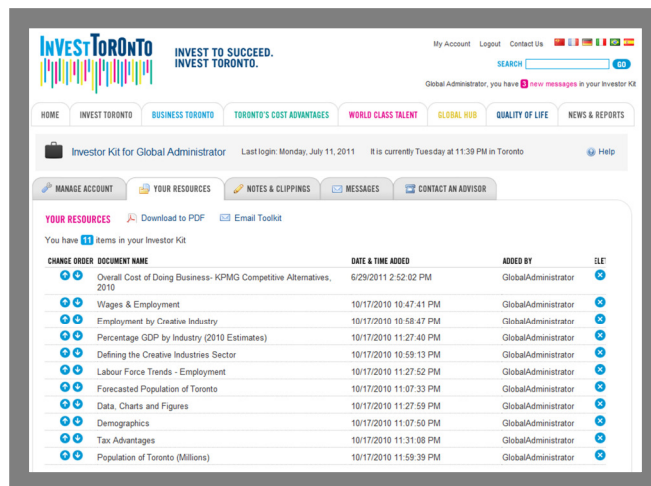
Solution:

Kentico helped us achieve all of the objectives that we set out to accomplish in this project. Key elements of the solution include the following:

1. **Positioning Toronto as a global player in the international investment community**

    o   The dynamic and information rich new website has increased the city's visibility and standing in the international investment community.

    o   Targeted messaging and imagery provide an effective narrative of a City that competes strongly on the world stage with a deep talent pool, reasonable cost of labour, favourable tax structures, robust economy and strategically located & efficient distribution infrastructure.

    o   Social media integration has been effectively leveraged to create several interconnected online channels that have amplified the organizations key messages and extended its reach within the online channel.

2. **Operations Integration**

    The website is fully integrated with the organizations offline operations. Website registration and communications data is fed into the organizations CRM providing a single source of data – eliminating data silos and consolidating the tracking of online and offline activities – in particular lead acquisition through to conversion.

    Mapping website functionality to the organizations internal activities and workflows provide effective systems to:

    o   Support business services execution

    o   Collect actionable intelligence on qualified investors

    o   Deliver information and services to clients in their preferred method and format

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3. **Establishing InvestToronto.ca as an information and communications hub for engaging the international business community by:**

   o Centralized messaging and collaboration platform provides a gateway for doing business in Toronto – the entry point to power players in the city.

   o Aggregating data through linkages to partner and affiliate organizations – although the information may also exist elsewhere there is no other place to find the totality of information presented in this way.

   o Providing an effective online system to self-serve a high volume user base while creating multiple touch points to identify, stream off and connect directly with high-value targets.

4. **Going Mobile**

   Optimized for today's Smartphones, we developed a mobile specific version of the site integrated with the Kentico CMS in order to accommodate mobile constraints such as bandwidth and smaller screen size.

   o The importance of the mobile component cannot be overstated. With the international business traveller at the core of its user group, Invest Toronto needed to provide anytime/anywhere access to its organization and people through a mobile device friendly interface.

   o The mobile specific site provides Invest Toronto staff with the ability to manage communications, access key information, share reports and customized information packages, and effectively service client requests while out of the office.

We leveraged many of Kentico's built in features which significantly reduced development time while ensuring a high quality feature rich product for our client. The core is based off the Portal engine allowing for our non-technical staff to enter content, design templates and affect the Information Architecture with ease. The Kentico API was used extensively and found to be very powerful, well documented and helped accelerate many of the custom development tasks.

In particular, we made extensive use of the following Kentico features:

▪ Custom Document Types – many custom content types were created. The primary benefit being consistent output on the website and the ease of content creation by non-technical staff through input forms. We found it very easy to create Custom Document types – lots of control and very flexible.

▪ Repeaters – very flexible and powerful. This in conjunction with ASPX transformations has become the favoured way our developers have of performing the most common tasks quickly and reliably.

▪ Custom web parts – we created many custom web parts and loved the architecture which provides our developers with a standardized way to integrate custom functionality.

▪ Macros – we were pleased to discover that many custom features could be managed with Macros alone. A wonderfully powerful feature.

▪ Community features and modules – messaging and collaborative functionality leveraged the extensive Community features built into Kentico.

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Key Criteria For Choosing Kentico CMS:

Prior to selecting Kentico as the foundation for this project we completed a comprehensive comparative evaluation of a number of leading CMS products, both commercial as well as open source. Although each product had its advantages we determined that the product that best met the Office of the Ombudsman's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

1. Feature set related to Invest Toronto's business requirements

2. Ease and flexibility of programmatic customization

3. Ability to integrate third party and custom components

4. Ability to handle enterprise requirements related to collaborative access to large data sources

5. Social media integration capabilities

6. Strength and flexibility of workflow configuration

7. Ability to adapt to and incorporate changing technologies

8. Ease of use for non-technical users

9. Powerful data migration tools

10. Relative cost of license, upgrades and technical support

About Seventyeight Digital:

Seventyeight Digital is a strategic technology development and interactive design firm focused exclusively on the internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Certified Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at info@78digital.com.

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