

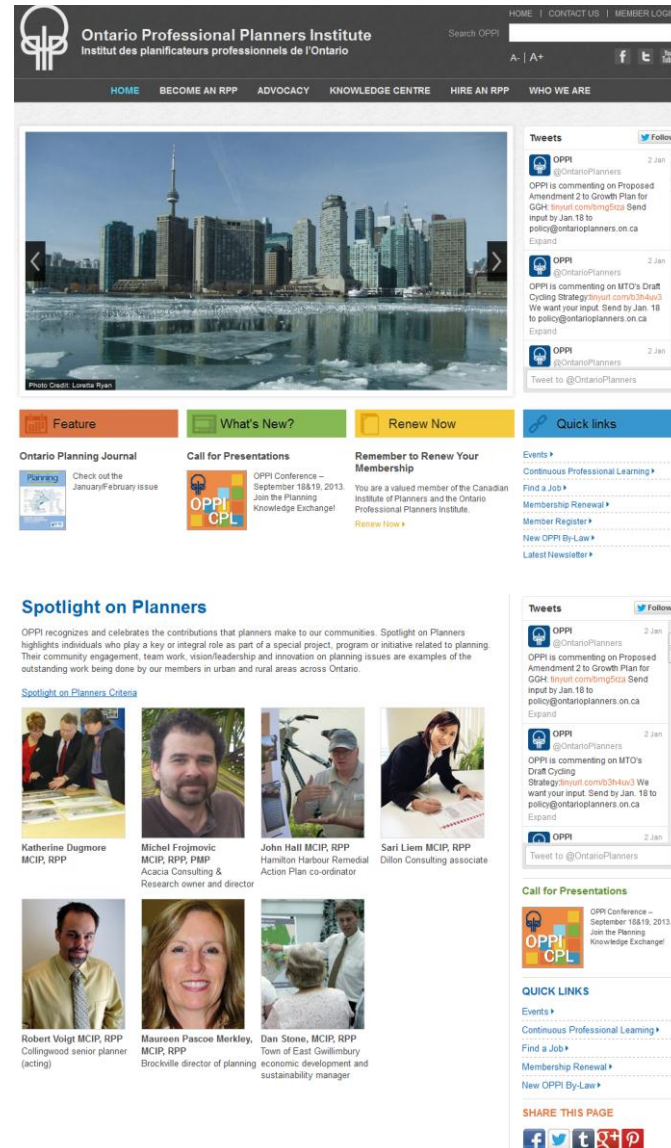
Goals:

The Ontario Professional Planners Institute (OPPI) is the recognized voice of the province's planning profession. OPPI provides leadership on policy related to community planning, development, the environment, and related issues. As the Ontario affiliate of the Canadian Institute of Planners (CIP), OPPI represents practicing planners across the province spanning government, private industry, community agencies, and academic institutions.

As OPPI's long-term strategic technology partner, Seventyeight Digital enhanced their web presence by creating a new, Content Management System driven website developed using Kentico CMS as the technical foundation.

Primary objectives included:

- Providing OPPI non-technical staff with the ability to manage their own site content using a WYSIWYG editor. Using Kentico's Document Types feature, staff fill out a simple form in order to post what would otherwise be complex, custom developed content pieces.
- Creation of the OPPI Exchange blog providing OPPI with the ability to build their content inventory through acquiring user generated content from their membership base.
- Utilizing Kentico Media Libraries for storage of all of images in one central location to ensure new callouts and other visual assets are easy to create and integrate into the site.
- Leveraging social media elements to augment and amplify key messaging.
- Integrating the public facing website with a third party Association Management System (AMS).
- Implementation of a technical framework that will accommodate future growth, scalability and multi-device compatibility.
- Develop design and layout to provide for multi-device compatibility to accommodate optimized tablet and mobile viewing.



Challenges:

Forms

When the project began, we knew there would be a large number of custom content types required and a large number of input forms. During the discovery sessions it was determined we would need to build 10 unique custom content types and 15-20 input forms to gather information from their member base for the purpose of: awards, nominations, registration and content elements.

Training

Being OPPI's IT partner for a number of years, we knew training could be a challenging given the limited IT knowledge of OPPI staff members. We kept this limitation in mind and architected the site using Kentico features in such a way as to maximize the site functionality and customization while simplifying the ongoing management requirements.

Tight Integration with Third Party AMS

We needed to serve data and content from a third party system into sections of the new website. This required coordination between parties and thorough analysis and planning in order to provide this in a seamless manner.

Other Challenges

- SEO friendly content, tagging, URLs.
- Management of Blog content, commenting, tagging and notifications/workflow.
- Creation of a new visual identity to re-launch the OPPI brand.

The screenshot displays the OPPI website interface. The main content area features a section titled "Excellence in Planning Awards" with an aerial photograph of a waterfront area. Below this is a text block explaining the awards and a button labeled "Interested in Submitting?". The "2012 - Winners' Profiles" section highlights the "URBAN/COMMUNITY DESIGN" category, specifically the "Seneca College Campus Master Plan—DIALOG Ontario Inc.", with a detailed description of the project. Below the text are three small site plan diagrams labeled "New Campus", "Markham Campus", and "Newmarket Campus". At the bottom, there is a section for "MUNICIPAL STATUTORY PLANNING STUDIES" featuring "uPlan North Bay—City of North Bay".

On the right side of the screenshot, there is a "Tweets" section showing three tweets from @OntarioPlanners. Below the tweets is a "Call for Presentations" section for the "OPPI Conference - September 18&19, 2013" and a "QUICK LINKS" section with buttons for "Events", "Continuous Professional Learning", "Find a Job", "Membership Renewal", "New OPPI By-Law", and "Latest Newsletter". At the very bottom right of the page is a "SHARE THIS PAGE" button.

Solution:

Using Kentico as the site's technical foundation helped us achieve all of the objectives that we set out to accomplish in this project. Key elements of the solution include the following:

Forms

As mentioned previously we knew during the specifications phase of the project that forms and document types would be important. Our solution was to have non-technical staff create the custom Kentico content types and forms. Kentico version 7 makes it very simple for a staff member with minimal technical knowledge to create these important features. Once the non-technical staff persons had created the custom document types they were able to input the content into the easy to follow forms in a manner that would make subsequent stages easier (i.e. moderation, workflow, messaging and final listings view) using Kentico features in the CMS desk and web parts and transformations for public views.

Front and backend developers didn't have to get involved in content entry, or form creation – they were able to focus on their strong suits – displaying information effectively in a flexible manor and handling complex functions. For the blog we leveraged Kentico's blogging feature to encourage a two way conversation.

Training

Although OPPI's staff is not very technical when it comes to website management they were very keen to maintain the newly launch site going forward. Having used a custom developed ASPX site for so many years they were happy to know they could now manage their own site content. By leveraging Kentico documentation under the [support section](#) of the Kentico site along with custom documentation explaining how to best use the Document Types we'd created for them we were able to get them up and running with only a few targeted onsite training sessions. The Kentico CMS User's Guide has shown to be a particularly helpful reference for staff.

Tight Development Timeline

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:

- Repeaters – very flexible and powerful, this in conjunction with ASPX transformations allowed us to display the operator listing in a visually pleasing manner in very little time.
- Macros – we really like using Kentico 7 macros – they add another dimension to the level of customization available to the end product. There have been some great improvements to macros in Kentico version 7 which our developers have enjoyed leveraging.

Other Solutions

- Kentico managed the creation and maintenance of SEO friendly URLs entirely for us including the management of URL aliases to ensure a link is never broken as a result of being moved within the navigation tree structure.
- Management of Blog content, commenting, tagging and notifications/workflow was for the most part a simple matter of configuring Kentico's Blog solution out-of-the-box.
- The creation of a new visual identity for OPPI was a task our designers relished. Implementing the new design was done painlessly using Kentico's Portal Engine and our extensive knowledge of web parts.
- Maintenance of links to an external AMS was handled by utilizing Kentico's URL redirect feature on pages. By using this method we were able to consolidate hundreds of links into roughly ten redirect pages. We could now change the link in one place and have that single change be reflected across the entire site.



CASE STUDY: Ontario Professional Planners Institute

www.ontarioplanners.ca

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 OPPI's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

1. Feature set related to the client's requirements
2. Ease and flexibility of programmatic customization as the site contains a large number of features that we built using Kentico as a base
3. Ability to integrate third party and custom components
4. Ability to handle a large number of simultaneous visitors and still exceed performance expectations
5. Social media integration capabilities
6. Ability to adapt to and incorporate changing technologies
7. Ease of use for non-technical users
8. Relative cost of license, upgrades and technical support

About Seventyeight Digital:

Seventyeight Digital is an award winning 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 Solution Partner and a Certified Kentico Hosting 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 or visit us at www.78digital.com.

