Award-Winning Cloud Services and Communications Company Drives More Sales Leads with Crafter CMS

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rivetlogic

Rivet Logic's implementation of a modern Web Content Management platform based on Crafter CMS empowers marketing users while increasing site traffic and sales leads.

Rebranding Effort For a Cloud Services and Communications Company Leads to a New Dynamic Website for a Higher Quality Customer Web Experience

As a leading, award-winning cloud and communications services provider, this organization serves as the technology ally for small and mid-sized businesses by delivering services through their private, high-bandwidth enterprise network and data centers. By shifting the technology burden to the provider, they strive to help their customers save valuable time, money and resources.

Customer service excellence has been a big part of this company's culture since its inception, making it imperative to maintain a cutting edge Web presence. Over the years, the legacy Web content management system, although popular during initial implementation, had since become outdated. The system lacked the necessary agility; making day-to-day changes such as adding new content and making routine modifications a challenge, resulting in lost productivity for marketing users.

Meanwhile, this customer had recently undergone a corporate rebranding initiative, and as part of the effort, had sought to provide a far more dynamic and engaging Web experience for its users. With these objectives in mind, it was quickly realized that there was a need for a new enterprise-class Web Content Management System (CMS) with the robust functionality to effectively address existing needs, along with the flexibility to tackle any ongoing future requirements.

CASE HIGHLIGHTS

Rivet Logic deploys a flexible Web CMS solution to deliver a dynamic, engaging Web experience while giving their Marketing Department freedom to work at the speed of the Web.

- **Organization** - A leading, award-winning cloud and communications services provider serving as the technology ally for small and mid-sized businesses by delivering services through their private, high-bandwidth enterprise network and data centers. This organization is publicly traded with annual revenues exceeding half a billion.

- **Challenge** - Over the years, the organization's legacy Web content management system, although popular during initial implementation, had since become outdated. The old system lacked the agility they needed, making day-to-day changes such as adding new content and making routine modifications a challenge, resulting in lost productivity. As part of a rebranding effort, this cloud and communications services provider sought to provide a far more dynamic and engaging digital experience, and realized the need for a Web Content Management solution with the robust functionality to effectively address existing needs, and the flexibility to tackle any ongoing future requirements.

- **Solution** - Crafter CMS was selected as the next generation Web Content Management platform. Crafter Studio was used for all content authoring, in-context editing and preview, reviews and approvals, and publishing. Crafter Studio is built on Alfresco, which serves as the underlying content repository. Crafter Engine was used for dynamic content delivery, combined with Spring MVC and Twitter Bootstrap for the website front-end. The integrated system provided a flexible and user-friendly solution that gave marketing users complete control over their public facing website. After considering several consulting firms, Rivet Logic was selected to implement the solution.

- **Results** - Since the new website was launched in early 2013, this customer has seen an increase in content publishing productivity, and are better able to quickly respond and adapt to the data received from analytics. Using Crafter, *overall website traffic has increased by 9 percent while the number of leads generated have more than doubled that amount.* In addition, the new system has enabled launching of their thought leadership content and resource areas of the website, positioning them as a full-fledged technology ally for their enterprise customers.

Unlimited Agility Through Open Source Innovation

Led by the Marketing Department, and working in conjunction with the product development groups along with senior executives, this customer wanted to ensure the new website produced the end result they desired. They knew that with any new Web CMS solution, flexibility was a top priority – flexibility of design, using in-house resources, customization, and adapting to ongoing needs.

While it was important to maintain consistent branding across the organization, it was equally important to not be boxed into any one type of look and feel. The system needed to have modular components that gave them freedom of reign. In addition, the ability to use their existing in-house team of graphic designers and developers without any restrictions was also a necessity. And last but not least,

Crafter and Alfresco emerged as a clear choice.

The company already had experience with Alfresco in other parts of the organization for their enterprise content needs, and their positive experience with Alfresco only helped to solidify their decision against those they didn't have any prior experience with. Built on Alfresco, Crafter CMS provides a robust set of content authoring and publishing tools, making an integrated Alfresco and Crafter solution the perfect fit. While Alfresco's content management platform provided a repository with robust content services, Crafter provided the necessary Web content management and publishing tools for creating engaging digital experiences.

To ensure the project's success, this customer sought an implementation partner that not only had the expertise

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> -VP Development and Engineering

the solution needed to have a sophisticated backend to allow integrations and customizations as needed.

As an organization that works with a variety of third party vendors for their projects, this customer saw the benefits of open source when it came to flexibility in choosing future development partners when the need arose to grow the Web application with additional components. So they also sought a content management platform that was open, agile and sported a rich feature set. After evaluating a number of potential products, an integrated solution based on

to handle the magnitude of the project, but also had a robust development team capable of responding to any future site expansion and integration needs. As Platinum Partner of both Alfresco and Crafter, Rivet Logic's outstanding experience in these technologies stood out and was selected to lead the implementation. "Rivet Logic clearly demonstrated a detailed understanding of our requirements and deep level of expertise with the Alfresco and Crafter platforms, setting them apart during the proposal process", said their VP of Development and Engineering.

Rivet Logic worked closely with its customer to implement a Web content management solution that not only empowers content authors with the tools necessary to create an engaging user experience on the front end, but also permits a flexible architecture for seamless integrations on the back end. Leading the project, Rivet Logic served as the go-to organization for the entire implementation process, allowing all groups involved with the project to collaborate smoothly, maintain accountability and stay on task.

Crafter Engine, a high-performance content delivery system, was deployed as the foundation for the new website. Crafter Engine is built from the ground up to easily tap into various data sources from social media, ERPs, CRMs, marketing campaign systems and others

to create a dynamic Web experience that is specifically targeted to an individual user. For content authoring, the cloud and communications services provider rolled out Crafter Studio, a Web content authoring and publishing solution, to their marketing team. The product offers user-friendly features for marketers and content editors to enable easier and faster publishing across all channels, without any involvement from development or IT. "Crafter Studio is an ideal Web content authoring and publishing solution for our marketing users", said their Senior Director of Marketing Communications.

Employing a decoupled content delivery approach – in which the content management and delivery are separate – gave this customer the flexibility of using a
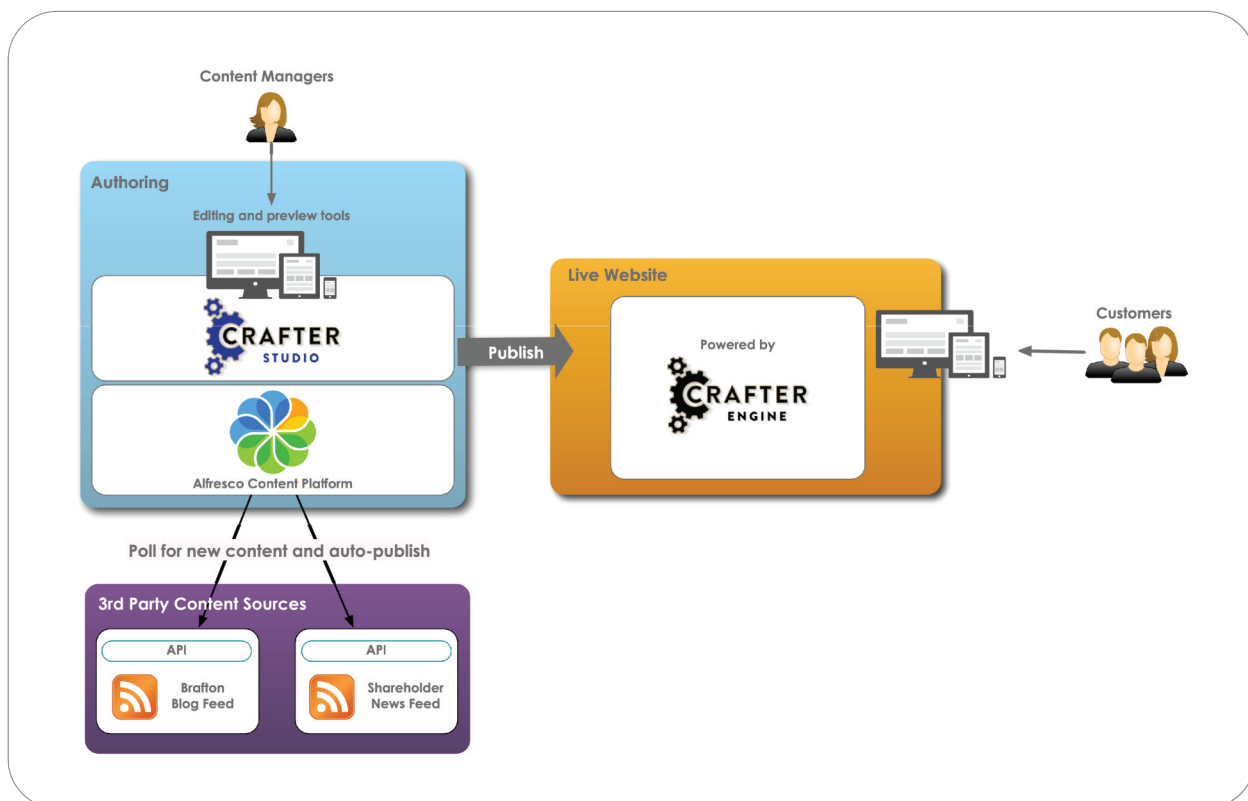

Figure 1. Web Content Architecture.

presentation-tier framework of choice. With Crafter Engine's out-of-the-box support for common functionality (e.g. navigation) based on the Twitter Bootstrap UI framework, it made sense for them to use Bootstrap as the front-end application framework for their website. Additional advantages of a decoupled architecture include strong support for multi-user content production, rich and flexible content modeling, multi-site and multi-channel publishing, and better scalability and performance. In addition, Crafter natively supports standards compliant XHTML / CSS and provides built-in support for SEO and Web analytics.

To streamline content publishing, Rivet Logic developed a set of "collections" – which are custom-tailored, dynamic, search-driven content pages – to organize and navigate website content, including press releases, news, products, offerings, and more. These templated pages helped maintain consistent corporate branding while giving content authors the freedom to customize each page with their own content through designated component areas of each page.

Crafter's flexible platform also enabled seamless integration with other third party systems, including Active Directory for login, Salesforce.com's Pardot for marketing automation, and a variety of internal enterprise systems. "Crafter's modular components and architecture integrated easily with our user login platform and customer management system. We now have the flexibility to create an engaging Web presence, and are no longer boxed into one type of look. As a result, we can quickly tailor our website to our ongoing

needs," said the company's Senior Director of Marketing Communications. "Best of all, Crafter's user-friendly content authoring tools enable us to provide our website visitors with fresh content that best describes our cloud computing solutions."

Paving the Way to Serve as a Full Fledged Technology Ally for Its Customers

The Crafter CMS solution gave this cloud and communications services provider the complete freedom of control they desired. Prior to the new Web CMS implementation, the content update process was extremely tedious, making it difficult to rotate and repurpose various components. The current process not only makes it easier to manage data, but also allows the organization to quickly adapt and create new content based on feedback received. Now, non-technical content authors can easily modify and update Web content through either a rich text WYSIWYG editor, or simply drop code directly into an HTML editor for even more control. In addition, Crafter's administrator panel provides power users the ability to create new layouts, templates and new components at a moment's notice.

"Crafter's unique approach to content authoring and publishing gave us flexibility beyond what we expected," said the company's Senior Manager of Web Marketing. "It's easy to go in, shuffle around and reuse components as necessary." Any new changes are also instantaneously updated on this high-performing website. More importantly, the self-contained nature of the Crafter CMS solution has allowed the entire Marketing Department to become more self reliant in managing their public facing website, freeing up

BENEFITS

- Increased website traffic and sales leads
- Content control shift from IT to Marketing with customizable components and rich Web authoring interface
- Fresh, targeted content facilitated by user-friendly content authoring tools
- Greater customer engagement

- Increased web content production and publishing productivity
- Open source software ensures future developmental freedom
- Straightforward integration with third party systems
- Flexibility to grow the system with new functionality as new requirements emerge

valuable IT resources and allowing them to focus on other development initiatives.

With the new website, this customer has seen an increase in content production and publishing productivity, and are better able to quickly respond and adapt to the data received from analytics. The dynamic content pages provide a proficient way of cataloguing and repurposing content throughout the site. Since re-launching the site using Crafter CMS, overall website traffic has increased by 9 percent while the number of leads generated have more than doubled that amount.

By leveraging a Crafter CMS solution, the organization has moved beyond simple Web content management to providing a higher quality digital customer experience. The system has enabled them to launch new thought

leadership content and resource areas of the website for their customers. And due to the dynamic backend nature of the system, this service provider can now better serve their clients by providing targeted content and valuable resources for them to learn and grow their organization, helping to position them as a full-fledged technology ally for their enterprise customers.

To learn more, call Rivet Logic.
For more information about our enterprise-grade, open source digital experience solutions and how they can benefit your business, call Rivet Logic at 703.955.3480, or visit rivetlogic.com.

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ABOUT RIVET LOGIC

Rivet Logic is an award-winning consulting, design and systems integration firm that helps leading organizations build riveting digital experiences, and the solutions to manage and optimize them. Digital experiences that engage all types of users – customers, employees, all stakeholders. Digital experiences driven by content, and optimized with data. Most regarded for its deep technical expertise, Rivet Logic enables organizations to fully leverage the power of industry-leading open source and cloud software such as Alfresco, Liferay,

Crafter CMS, MongoDB and more. With offices throughout the USA, Rivet Logic serves clients across a wide range of industries, including Marriott International, NFL.com, JP Morgan Chase, National Academy of Sciences, Harvard University and Noridian Blue Cross/Blue Shield. Visit us at www.rivetlogic.com.

To learn more about Crafter and Alfresco, visit craftersoftware.com and alfresco.com.