

## CASE STUDY



<http://www.capitalsoftwaregroup.com>

### INDUSTRY

Services / Real Estate

### BACKGROUND

Capital Software Group, LLC was founded in 2009 to serve MRI Software and other Real Estate clients specifically with their needs around property management websites, integration and marketing analytics.

### CHALLENGE

To create a full corporate website with news, events, downloads in one week.

### WHY SITEFINITY

Sitefinity is widely deployed in many industries, has over 60 service partners and is built on Microsoft .NET.

### TECHNICAL DETAILS

CSG was able to deliver a professional corporate site installed on its own servers without any need to customize Sitefinity. The site is integrated with both Google Analytics and WebCEO Hitlens analytics.

### RESULTS

CSG is very pleased with Sitefinity and the end-results. Thanks to Sitefinity, they were able to launch their website in one week with more capabilities than originally required.

## HOW SITEFINITY HELPED CAPITAL SOFTWARE GROUP GET A PROFESSIONAL WEBSITE PRESENCE IN A WEEK.

### THE CHALLENGE

Capital Software Group, LLC is a software company founded in 2009 to serve the Multifamily and Commercial Real Estate industry. Capital Software Group's Real Estate Software Tools (R.E.S.T) suite of products is specifically designed for real estate corporations looking to solve for apartment websites, corporate websites, sales and marketing solutions, data integration and web analytics.

The company started very quickly and needed a complete corporate web presence in less than 2 weeks. The founders have existing experience in web development but didn't have the resources to focus on delivering a custom web site for the company. The company needed a dynamic content management solution out-of-the-box with rich built-in functionality.

### THE SOLUTION

Capital Software Group licenses Telerik's Developer Productivity Tools but had no prior knowledge or experience using Sitefinity. Sitefinity's Drag and Drop page administration along with the robust content management capabilities made it an easy choice for their corporate site. Along with the easy to use and administer CMS system, Capital Software Group specifically chose Sitefinity because it is widely deployed, runs on Microsoft .NET Platform and has commitment to support and the depth of information available on the Knowledge base.

Sitefinity was implemented for the corporate web site of the Capital Software Group using a single developer. Most of the site was implemented out-of-the-box, but some helpful additions were used from the Sitefinity Marketplace, including XML Sitemap User Control. Additional features were also used including use of friendly URLs for SEO and the use of downloads to distribute company software patches instead of using FTP. There was a challenge to use multiple analytics engines in past experiences, but those were overcome and the site now successfully uses Google Analytics and WebCEO Hitlens.



*"As an interface designer, I have particularly high standards for how software should look and function. We've tried several good CMS systems over the years, but Sitefinity tops them all when it comes to user experience, performance and visual appeal. Sitefinity is now our go-to solution for a website CMS."*

**- Geof Harries, Design Director  
Subvert Marketing Inc.**

## THE SOLUTION

The company exceeded their goals by implementing the site using a standard template with only minor modifications in 1 week. The company is pleased with the product and has decided to standardize its own software products on Sitefinity – so far they have built over 50 custom controls and 5 pluggable modules.

## SOLUTION PARTNER

