

CASE STUDY



The Official Site of the
city of
ALBANY, NY

WWW.ALBANYNY.GOV

INDUSTRY

Government

BACKGROUND

The City, first settled by the Dutch in 1624, was given its charter in 1686 by Governor Thomas Dongan and became Capital of the State of New York in 1797.

CHALLENGE

A simple to use, multi-disciplined content management system is required

TECHNICAL DETAILS

3 developers

6 months development time

SQL database and CRM integration

WHY SITEFINITY

A simple to use, intuitive and multi-disciplined content management system was required.

RESULTS

Utilizing only 3 developers, within six months the City of Albany had an award winning site that projected the City's friendly atmosphere and its forward-thinking, innovative attitude.

ANOTHER SITEFINITY POWERED WEBSITE RECEIVES AN AWARD

The Official Website of the City of Albany, NY, earned the 2007 Standard of Excellence Award in Government from the Web Marketing Association.

THE CHALLENGE

The City of Albany wanted its web presence to reflect the city's status as the home of New York's "Tech Valley." The site also had to project Albany as a friendly, forward-thinking, innovative and productive place to live, visit and do business.

The end result had to appeal to a wide range of people from all generations – current and prospective residents, business operators and visitors alike.

The City wanted to be able to control its Web presence easily and create a very dynamic site, updated daily. The maintenance of all graphical, textual and the majority of the navigational changes to the web site had to be done by internal staff with average to advanced technical knowledge.

THE SOLUTION

After completing an evaluation of the major players in the Content Management Market, The City of Albany found out that Telerik's Sitefinity CMS product proved to be the best fit for the specifics of the project.

The new site, powered by Sitefinity was easily accessible for both PC and Mac users and the site architecture and appearance were consistent across all browser platforms.

By using Sitefinity the City of Albany was able to ensure that all data is 3 to 4 clicks away – a major rule for improved user experience. The site for the City of Albany performs at an exceptionally high standard with quick loads on all platforms and browsers. L&P Media, developing the site for The City of Albany, found Telerik's Sitefinity product to be functionally rich, scalable and extremely flexible. Most importantly, Sitefinity would allow The City of Albany to keep its options open for future expansion and development of the system.



THE RESULTS

Site earned the 2007 Standard of Excellence Award in Government from the Web Marketing Association. Development time was approximately 6 months and we utilized three developers on the project. Site developed primarily in ASP.Net. Numerous SQL and CRM databases were utilized.

"Using Sitefinity, it is extremely simple to facilitate ongoing updates and customizations of Web sites with very little need for knowledge in HTML or other technical products."

- Jeffrey Ellis, L&P Media

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