

CASE STUDY



www.rogerwestcreative.com

INDUSTRY

Services

BACKGROUND

Roger West is a new kind of agency, bridging the gap between marketing and technology. As a Certified Telerik Service Provider for Sitefinity CMS, the firm uses the ASP.NET Content Management System to meet its own unique online marketing and technology needs.

CHALLENGE

Roger West needed an easy to use CMS platform which at the same time offered great integration and customization capabilities.

WHY SITEFINITY

The system is easy enough for the marketing team to manage daily content, while remaining completely customizable to meet the needs of the technology team.

TECHNICAL DETAILS

Built on Sitefinity 3.7, our new website incorporates Adobe Flash and seamlessly integrates with Salesforce CRM.

RESULTS

Using Sitefinity for the Roger West website has been a huge success. Our Director of

SITEFINITY PARTNER ROGER WEST CREATIVE LAUNCHES THEIR NEW DYNAMIC WEBSITE ON THE ROBUST SITEFINITY CMS

THE CHALLENGE

As an integrated marketing and technology agency specializing in website design, online marketing and web development, Roger West needed a dynamic website – similar to the websites they provide for their clients every day. “As an ambassador for Sitefinity, we have seen the technology work exceptionally well for our clients. It was time to put it to work for ourselves” says Michael Westafer, CEO and President of Roger West Creative and Code. The company had the following requirements for their content management system:

- Easy to use, enabling employees without HTML knowledge to manage content
- Ability to seamlessly incorporate and integrate third party technologies like Adobe Flash and Salesforce CRM
- Flexible, extendable, and easily customizable

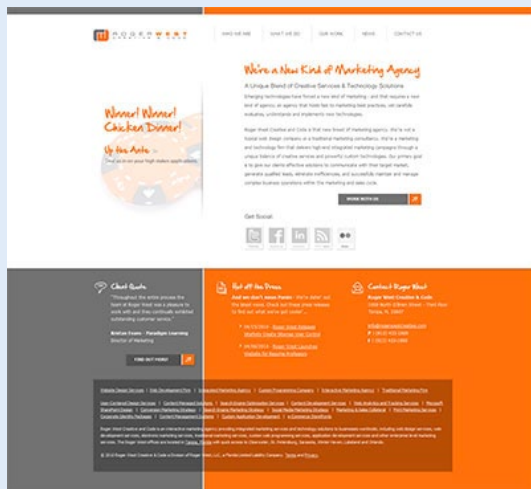
THE SOLUTION

The team at Roger West designed their website and developed it within the ASP.NET Sitefinity CMS. The implementation, migration of content, incorporation of Adobe Flash and integration with Salesforce CRM were effortless.

Roger West also developed several intra-site modules and customized other base controls to support their online marketing efforts. The team developed two intra-site modules, including a customer quotes module and a promotional statistics module. Both modules integrate into the Sitefinity administrative interface allowing users to manage quotes and promotional statistics quickly and easily. Other customizations include a custom module to manage and display the company’s portfolio of work and a custom view user control, which relies on the out-of-the-box News module.

One major customization was a landing page form user control, which directly integrates with the third-party customer

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**- Michael Westafer,
Roger West Creative and Code**

relationship management tool, Salesforce. Visitors are able to fill out simple forms on the website, which in turn, send email notification messages directly to Roger West on submission. Form data may optionally be delivered and posted to Salesforce.

THE RESULTS

Using Sitefinity for the Roger West website has been a huge success. The technology is user-friendly and easy enough for our marketing manager to update on a day-to-day basis without having any knowledge of HTML or programming. On the other spectrum, our Director of Technology is pleased with the advanced technology provided by Sitefinity, giving him the ability to integrate with and customize the software.

SOLUTION PARTNER

