RYLAND HOMES® Live Life. Even Better.™

WWW.RYLAND.COM

INDUSTRY
Real-estate

BACKGROUND
With headquarters in Southern California, Ryland is one of the nation's largest homebuilders and a leading mortgage-finance company. A Fortune 500 company listed on the New York stock exchange.
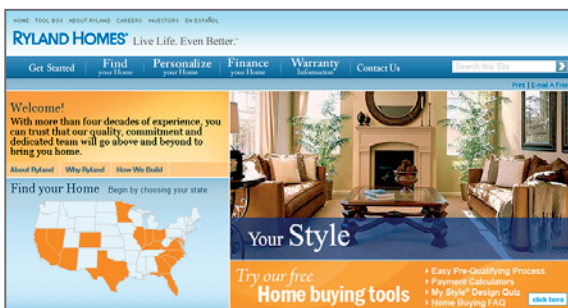
CHALLENGE
We needed to evolve our site to a platform that would allow complete control

WHY SITEFINITY
We wanted to first find a product that aligns with the technologies we use.

RESULTS
Our marketing department has control over more than 9,000 pages, with the presentation of the content managed by the IT department.

"We have found that Telerik is a proven industry leader when it comes to .NET technologies."

- The Ryland Company

ONE OF THE AMERICA'S LARGEST HOMEBUILDERS CHOOSES SITEFINITY

The Ryland company takes complete control over its site thanks to Sitefinity

THE CHALLENGE
The Ryland company currently operates in 28 markets across the country and has built more than 270,000 homes and financed more than 230,000 mortgages since its founding in 1967. Ryland is a Fortune 500 company listed on the New York Stock Exchange under the symbol "RYL."

Ryland.com, already running on Sitefinity 2.x, was ready to move to be XHTML and cross browser compliant. We already enjoyed the benefits of having a content management system, and allowing our corporate marketing department to manage content on the system. With the emergence of Firefox and Mac computers, and the maturity of XHTML and CSS across all browsers, it was time to restructure all HTML on our site to take advantage of these technologies. We needed to evolve our site to a platform that would allow complete control over all of the markup our site used in addition to continuing the benefits of having a content management system. Sitefinity 3.0 was the answer.

THE SOLUTION
Ryland is a C#, .NET, SQL Server 2005 shop and we wanted to first find a product that aligns with the technologies we use. In addition, we've used the RAD Controls in the past, and have found that Telerik is a proven industry leader when it comes to .NET technologies. Sitefinity 3.0 provided the framework we needed for a CMS (that we didn't want to build) and the control we needed (for the things we wanted to build) to make sure the XHTML we produced and cross browser tested could be exactly what displays to the end user even as it goes through a CMS. In addition, one key feature of the user controls that we created for content on our site was the ability to separate content from presentation. (See screenshot). This allowed our corporate marketing department to have control over managing all 9000+ pages in our website while ensuring that the presentation of the content was managed by IT.

THE RESULTS
Project started in January 2007 to restructure all HTML of the site. This was completed in April 2007. Sitefinity development was from April to August and testing from August to September. We launched in early September 2007. There are 57 user controls that comprise our site. One feature we use extensively is URL rewriting for SEO purposes