

CASE STUDY



www.wirelessfoundation.org

INDUSTRY

Non-profit

BACKGROUND

Affiliated with CTIA: The Wireless Association, the Wireless Foundation initiates and oversees philanthropic programs that utilize wireless technology to help American communities. Through its website and other programs, the Wireless Foundation seeks to support the policy goals of CTIA, better mankind through their unique wireless programs and bring in new wireless initiative ideas.

CHALLENGE

New Target was tasked to redesign the obsolete site of the Wireless Foundation to reflect the contemporary and uplifting initiatives and programs of the foundation. We needed to implement an intuitive CMS that would allow a non-technical client to make updates easily and often. Additionally, we had to consider the Wireless Foundation as a part of a larger association and when coming up with a solution it needed to meet both the needs of the foundation and the association.

WHY SITEFINITY

Sitefinity was selected as the CMS of choice as it is easy to use, simple to manage, offers a large inventory of modules and multi-site capability with 1

THE WIRELESS FOUNDATION CASE

THE CHALLENGE

The Wireless Foundation initiates and oversees philanthropic programs that utilize wireless technology to help American communities. Through its web site, the Wireless Foundation seeks to better mankind through their unique wireless programs, inform the public about how wireless technology is being used philanthropically, and support new wireless initiative ideas. Over the past two decades, the Foundation began many wireless programs that people all over the United States regularly use today, such as, wireless AMBER alerts, Call to Protect, and Text4Baby.

The Wireless Foundation's previous web site was dated in both its appearance and its technology. It did not reflect the positive and contemporary work of the foundation, nor did it clearly highlight the foundation's most important "Calls to Action". The foundation's staff struggled to regularly update the content of the web site because of how difficult it was to update with no content management system.

Finally, New Target was asked to consider what would be the best solution for CTIA: The Wireless Association, when tasked to work on the Wireless Foundation's web site. The in-house IT department for CTIA: The Wireless Association wanted to streamline the management of, as well as, the hosting of the many web sites of CTIA. The need for a CMS that provides multi-site administration capability was a must for this client.

THE SOLUTION

With the Sitefinity project management dashboard, the in-house IT department can easily navigate and manage the many sites of CTIA. In addition, the non-technical staff of the Wireless Foundation can easily access and update their own site's administrative area. Sitefinity is an intuitive solution that enables the Wireless Foundation to truly take ownership of their web site and to make it their own.

To bring the graphic design into the 21st century, we integrated a custom rotating ad system on the homepage with dynamic and eye-catching images and we were able to seamlessly integrate

install. Sitefinity was preferred as it is also developer-friendly, comes with a Project Management Dashboard and is based on ASP.NET.

TECHNICAL DETAILS

Two developers completed the project in one month, using Sitefinity Version 3.7 on a Windows Server 2008. The database used was SQL Express 2008.

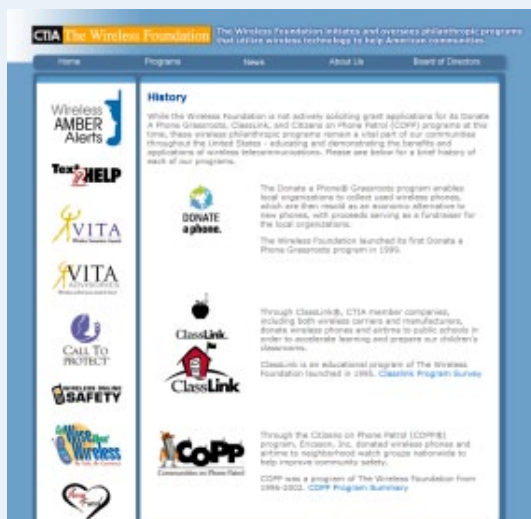
RESULTS

The Wireless Foundation now has a beautifully-designed and easy to update website. The small staff of the foundation is able to keep their programs and initiatives current. The parent association, CTIA, is also happy because they can begin to move all their sites under one administrative umbrella using Sitefinity.

the custom module with the Sitefinity administrative area. We also configured the quick Polls module on their home page as an interactive element to enhance the user experience, as well as collect data for the foundation. Finally, we implemented a Latest News module that dynamically pulls the most recent news headlines on to the homepage.

THE RESULTS

The Wireless Foundation now has a beautifully-designed and easy to update website. The small staff of the foundation is able to keep their programs and initiatives current. Using Sitefinity as the platform was a no-brainer for this client and for us. Our development time was cut by 15% because of how easy the CMS is to implement. The parent association, CTIA, is also happy because they can begin to move all their sites under one administrative umbrella using Sitefinity.



"Sitefinity was the key component in creating a robust, interactive website that is easy to maintain and enhance."

**- Ashish Sharma, Developer
New Target**

SOLUTION PARTNER

