Case Study

Goals

To launch a newly branded website and incorporate it into a new CMS with several hundred pages’ worth of content in multiple languages and to enable Blackboard administrators to easily update the site.

Solutions

The team faced some challenges along the way, including the need to incorporate a tremendous amount of content – several hundred pages’ worth – into the new site. Additionally, most of the content needed to be translated and managed in six languages, so the team engaged a translation company to oversee this endeavor.

Atom successfully overcame a variety of technical challenges, as well, including:

- Deploying the new site onto a Content Management System (CMS) that could support multilingual content management. We selected Kentico to best meet the client’s needs.
- Deploying to a web farm (i.e., a complex network of servers that perform redundant features and have advanced synchronization requirements). A web farm was needed to handle the more than 150,000 unique page views that Blackboard.com receives a day. The site uses the farm to bounce off two servers which balances the tremendous site traffic.
- Building a CMS and template system around the intricate designs. The templates were W3C validated and the entire site follows 501c compliance.
- Integrating existing Blackboard applications from the old site and often re-coding them to fit the new ASP.NET architecture, including a partner database, Atom integrated with such software as WebEx, PeopleSoft, and Thompson’s to name a few.
Solutions

We deployed the new Blackboard site with Kentico CMS. It supports multilingual content management. A web farm was needed to handle the more than 150,000 unique page views that Blackboard.com receives a day. The site uses the farm to bounce off two servers which balances he tremendous site traffic. Integrating existing Blackboard applications from the old site and often re-coding them to fit the new ASP.NET architecture, including a partner database, Atom integrated with such software as WebEx, PeopleSoft, and Thompson’s to name a few.

Technologies used were: Kentico CMS, Microsoft .NET Framework v3.5, Microsoft SQL Server v2005, jQuery (open-source JavaScript framework), Subversion (open-source version/source control system) and Adobe Flash (for streaming multimedia and sIFR).

Key criteria for selecting Kentico CMS

- Blackboard was undergoing a major branding and marketing effort. The Atom Group was chosen to help them achieve this goal by building a newly designed website. By combining complex software integrations with the ability to allow Blackboard administrators to easily update the site, whether it is by choosing a template already coded by The Atom Group or by using the various features already provided by Kentico, made it a perfect solution for this multi-lingual powerhouse.

- Kentico Functionality: Multiple Languages, News Modules, Web Farm Support, RSS Feeds, BizForms, Document Types and Custom Modules built specifically for Blackboard which are displayed in the Kentico tools section.

In Addition:
The Atom Group was called in to help the client bring a sense of life to the Blackboard Mobile addition. Using JavaScript and ASP.NET, we were able to integrate a real-time demonstration of the new iPhone Application. Using the Kentico CMS, administrators can upload photos and descriptions of each part of the program and have it displayed live iPhone demonstration.

Check it out at: http://www.blackboard.com/Mobile/Modules/Mobile-Central.aspx.