

Case Study

Toronto Port Authority

www.torontoport.com



Industry

Transportation & Municipal

Partner

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Goals

Seventyeight was engaged by the Toronto Port Authority (TPA) to provide a solution to the issues they were experiencing using Ektron CMS to manage their website. This project included an upgraded dynamic look and feel, enhanced content management capabilities, integration with business systems and delivery of key services.

The new website integrates with TPA's legacy systems, supports enterprise functionality, and provides for future integration of community building features such as online event calendars, forums, blogs and other social media applications. The site is architected to support multi-lingual and mobile specific content delivery and functionality intended for launch in future phases.

Key success factors included:

- Transition from the clients current CMS (Ektron) to a more cost effective, flexible and intuitive CMS platform.
- Construction of a technical foundation to fully support enterprise functionality and ensure a cost effective approach for future extensibility.
- Integration with operational systems
 - Toronto Harbour Terminal System
 - Noise complaint management system
 - Landing fee payment system
 - Vessel operators permit registration and payment system
- Significant data migration - from Ektron CMS to Kentico CMS.
- Development of a design and site structure that would create both a centralized brand and information umbrella as well as provide individual business units with their own identity in-line with their user demographic (i.e. port operations, marina, island airport, corporate office).
- Multiple stakeholder consultation and coordination.
- Development of role-based administration permissions and workflows based on business unit and staff position responsibilities.



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Challenges

One of the major challenges identified from the outset of the project was the issue of how to integrate and present Toronto Island Airport Noise Report statistics which are generated on a monthly basis. We had to ensure that:

1. The reports were easily intelligible by the public by using graphics to convey key statistics.
2. The visuals could be easily generated by the TPA webmaster.
3. There was a method to effectively archive past reports.

The solution to this challenge was to create a Kentico WYSIWYG (What You See Is What You Get) template. Creating a template ensured that the structure of the report would remain the same from month to month. The report is easy to update by the TPA webmaster by swapping out images and text from the template.

The second major challenge had to do with the fact that the former Toronto Port Authority website offering lacked an intuitive user experience, where the four main sections (Airport, Port, Marina, and Organization) of the site were too different in terms of navigation and styling, and that efficient navigation paths were not provided to the user. Content on the new site is still broken down into the four distinct categories with each section presenting the visitor with targeted content in a format and style that is not jarring. We knew that the use of templates in Kentico would be very important time saver for this project. Having the ability to create four different main templates made up of four different collections of webparts makes adding a new page to the sections a simple task.

Finally, the Toronto Port Authority has a large number of press releases built up over the years in PDF format. The documents were very hard to find and maintain on the former torontoport.com site. The challenge centered on getting these assets into Kentico and ensuring that the documents could be effectively maintained by the client in the future. We leveraged the Kentico media libraries for this purpose as through past experience we have found these to be the most effective method for organizing these types of resources. Kentico's interface makes it especially easy to organize custom folder structures in line with client needs. Using Kentico's File Upload feature we were able to import hundreds of documents into Kentico in a matter of minutes. What was originally thought of as a challenge ended up being a task of a few hours by one member of our team.

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Solutions

Kentico CMS helped us achieve all of the objectives that we set out to accomplish in this project. Key functional requirements of the solution include the following:

Successful Migration from Ektron to Kentico

One of the major reasons for the client beginning this project was the need to move away from the Ektron CMS to a new CMS that would allow for more efficient content formatting and an intuitive interface that was not too difficult for an average, non-technical person to manage.

The client had several major issues with their current Ektron CMS including:

- too expensive to upgrade
- interface was too difficult for visitors to understand and complete simple updates
- didn't allow the level of customization required – at least in a cost effective and efficient manner
- didn't allow for easy content formatting
- lacking a recycle bin

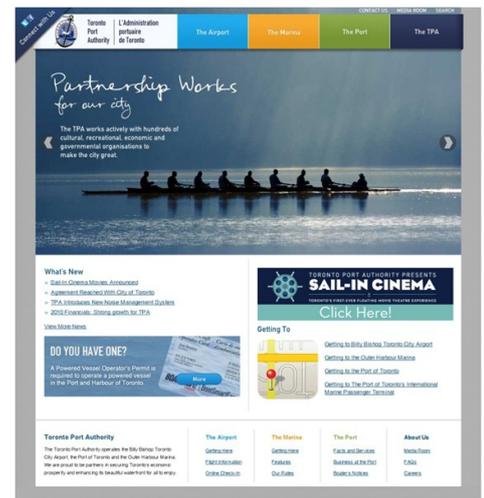
Overall the client was not happy with their Ektron experience spanning more than 6 years. The fact that Kentico provided a far more usable and flexible solution along with its powerful content migration tools made for a very successful and efficient transition.

Secure forms

Utilizing Kentico's BizForms we were able to deliver confidential data directly into the Kentico database. Multiple BizForms provide for several feedback mechanisms and feeds into TPA's noise management system. Developing these forms would have been far more time consuming to create without Kentico's BizForm utility. Because the Kentico BizForms are so easy to create, the client is confident that they can maintain and create new BizForms if needed without the need of a developer.

Content publishing date control

The TPA has found the date control used in Kentico extremely useful for managing content within the site. They have the flexibility to pre-publish content and then show it out on a specific date/time as well as automatically remove content on a specified date. This is particularly useful given the number of time sensitive press releases the organization publishes. In addition it provides a powerful method of ensuring content that has passed its usefulness is automatically removed from circulation – thereby keeping site content fresh and relevant.



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Maintaining page templates

A solution we have begun to use in all our Kentico build outs came from learnings developed during the torontoport.com website project. Specifically we now create a template folder on the root of each client site which contains all page templates. This system makes it easy to find a template and update the webparts on the template as needed.

Uploading and embedding of video

Kentico's content editor allowed for the client to add embedded code directly into the Source mode or by using the WYSIWYG editor.

Integration and implementation of social media elements

The TPA felt as though they were being left behind the curve with their old website which did not have social integration tools. We were able to implement connectors to Facebook and Twitter and thus increase user engagement, amplify messaging and increase the organizations reach into distributed social media services.

Language toggle

The Toronto Port Authority will implement, with the help of Seventyeight Digital, a language toggle between English and French post launch. Our experience in the past with Kentico has taught us that implementing a site in multiple languages is a breeze, from the perspective of the coder, as well as from the web master maintaining the site on an ongoing basis through the CMSdesk.

Key criteria for choosing Kentico CMS

Prior to selecting Kentico as the foundation for this project we completed a comprehensive comparative evaluation of a number of leading CMS products, both commercial as well as open source. Although each product had its advantages we determined that the product that best met Toronto Port Authority's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

- Feature set related to TPA's requirements and objectives
- Ease and flexibility of programmatic customization and third party system integration
- Ease and flexibility of UI customization
- Ease of use for non-technical staff
- Search index performance
- Social media features/integration
- Functional support for data migration
- Easily accommodates uploading of various file types/media (PDF, audio, video, etc.)

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About Seventyeight Digital

Seventyeight Digital is a strategic technology development and interactive design firm focused exclusively on the internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Solution Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at info@78digital.com.

