Ntara utilized Kentico to replatform and redesign the Teradata University Network website, resulting in an enhanced user experience and a substantial increase in sessions, pageviews, and a reduction in download time.
Background

Teradata University Network (TUN), in conjunction with Teradata, hosts a variety of faculty workshops and student competitions. Through its web-based portal, TUN provides faculty and students software and resources covering analytics (BI), big data, data warehousing, and data science all at no cost to the university, faculty, or students. A key to the success of Teradata University Network is that it is led by a board of academics, ensuring the content will meet the needs of today’s data and analytic programs.

TUN provides resources to a faculty to educate students on the latest Teradata analytics technology and those of several of its partners, to ensure the next generation workforce is ready for career opportunities, both within Teradata and with customers. Utilizing resources on TUN gives students a taste of corporate reality through hands-on software experiences and case studies on some of the world’s largest companies.

The website provides a faculty the opportunity to write, approve, and post content covering anything from analytics, big data, data warehousing, and data science to share with other faculties at other universities.

Goals

The TUN site was operating on an unsupported CMS at the end of its life. So, the team’s technology and business goals were simple:

1. Create an easier, more efficient way to manage website content
2. Ensure reliable reporting regarding site usage and content views
3. Improve the registration process for all user groups
4. Provide a streamlined approach to content reviews and approvals

Challenges

- **Challenging content contribution process**
  On the TUN website, faculty members can contribute content to the greater analytics and data community by uploading helpful syllabi, teaching notes, presentations, and videos to extend big data in classrooms and universities around the world. Complaints from the faculty concerning the content contribution process fueled the need for an easier way to upload these all-important resources and enable other faculty members to find them.

- **Decrease in user registrations**
  User registrations is a metric by which TUN lives and breathes. Additional registrations mean more opportunities for TUN to educate and connect to the next generation of data scientists. The TUN team started to experience a slump in user registrations on the old website.

“With our new Kentico platform for Teradata University Network, our team feels empowered and able to take on editing pages and adding content with ease. We love the admin interface, and we are getting some amazing reporting to better understand which content is most popular with our academic membership.”

Susan Baskin
Director, Global Learning Programs & Teradata University Network
and contributed it to a lack of clarity in the registration process and the inflexibility of the old website.

- **Growing need for SEO expertise**
  The TUN team wanted to extend their reach outside of their current network and into new college campuses by making sections of the site viewable to the public. This new option for the website created a “sneak peek” of content behind the firewall to promote what could be accessed upon registration. This new technology requirement meant that the TUN team would need to start incorporating SEO tactics (focusing on metadata and keywords) into their content strategy outside of the firewall.

**Solution**

The TUN team worked with Ntara to replatform and redesign the outdated and unresponsive TUN website. Ntara utilized Kentico’s easy-to-use features to create an enhanced UX for TUN’s site users.

- **Custom Module Classes**: extended the Kentico admin to allow admins to manage user registration, library submissions, and other dependency data such as universities, companies, submission roles, etc.
- **Membership Management/User Integration**: extended the membership user object to store additional data for each user including their contact information, registration type, favorited content, etc.
- **Page Types**: several page types were developed for content management including library items, FAQ entries (content-only), software pages, etc.
- **Web Parts**: many custom web parts were developed for the site including banner images with text and other UI elements where there was editable text and images.
- **Email Templates**: utilized Kentico’s email templates application to track various email notifications that go out for registrations and library submissions.
- **Search**: leveraged Kentico’s search functionality to facilitate advanced searching on the site.
- **Permission/Role Integration**: this feature was leveraged to determine which functionality is available to each user based on their permission or role. For example, reviewers and faculty members can submit and review library items but students cannot.
- **Advanced Workflow**: this feature was leveraged to facilitate the library submission process.
- **Media Library**: stores all library item assets as well as images and other files.
Categories: used to tag library items and other content items.

Results

The following metrics are recorded for a year-over-year comparison of website performance from June 1, 2018–August 13, 2018 and June 1, 2017–August 13, 2017.

- sessions +46.1%
- users +64.9%
- library item pageviews +61.9%
- average page load time -35.9%
- average page download time -65.8%
- total pageviews +43.7%
- sessions outside of US +16.7% (improved global traffic)

Key Criteria for Choosing Kentico

TUN assessed multiple CMS platforms during the evaluation process with guidance from Ntara and their CMS scorecard. Based on their business objectives and needs, Kentico was selected due to several factors, including:

- efficiency, ease of use, and user-friendly admin interface
- the ability to change quickly with business demands
- built-in naming convention for URLs, which enables better SEO results
- the ability to deliver personalized content to registered users based on personas and access level
- Kentico’s history of success stories helping customers that were facing similar challenges.

Ntara

Ntara is a digital agency with world-class designers, developers, strategists, and interactive experts. We are dedicated to harnessing the combined
power of strategy, design, and technology to solve the challenges of marketing and sales organizations. Our solutions increase revenue, lower cost, and boost productivity. Our team excels at the intersection of business strategy and consulting, creative digital innovation, and technical integration. And we specialize in three specific verticals: branded manufacturing & distribution, healthcare & institutions, and technology.