

# Case Study

## Oshkosh Airport

[www.oshkoshairport.com](http://www.oshkoshairport.com)



### Industry

Fire & Emergency

### Partner

Laughlin Constable  
207 N. Milwaukee Street  
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USA  
[www.laughlin.com](http://www.laughlin.com)

*"We launched this site simultaneously with a major product launch at our largest annual trade show as our deadline. With Kentico, I was able to make real-time edits and updates, which was invaluable!"*

**Brian Episcopo,**  
Assistant Manager, Interactive,  
Oshkosh Fire & Emergency

## Goals

This was an entire site redesign. We combined two web properties into one under the umbrella of OshkoshAirport.com. The site goals included a very engaging new design that showcased the products while also providing an intuitive navigation experience.

## Challenges

The teams' biggest challenge was the integration of a high-design experience befitting a critical new product rollout for Oshkosh Airport in a short timeline. We also had the challenge of combining the sites and developing a new information architecture that met the needs of the audiences without being redundant.

## Solutions

Design was critical on this project, so our teams spent a good portion of their time on the aesthetic implementation. While that was core, the site also has hard-working portions where our team leveraged the Kentico back-end for robust administration to provide a rich product experience. The site took four months.

## Key criteria for choosing Kentico

We wanted to leverage the administration and content systems Kentico has in place rather than creating our own. We also wanted a CMS with simple and intuitive administrative functions so our client could quickly and easily add new product information.

- Cost effective licensing compared to comparable CMS packages.
- Built on .NET technology so existing skills and knowledge were easily leveraged.
- Multi-site support which allowed Pierce to host multiple web properties under a single code base and database installation.

