



## Background

As part of an ongoing relationship with Regional Tourism Organization 7, Seventyeight Digital has developed a Portal Engine which can be used to create websites leveraging some of the development work put into BruceGreySimcoe.com. The long-term objective of this initiative is to provide the Destination Marketing Organizations (DMOs) with the ability to house their website within the BruceGreySimcoe framework, centralizing and sharing operator data between RTO7 and the DMO.

## Goals

The main goal of the project was to develop a CMS driven website, which leverages BruceGreySimcoe features to deliver a responsive website at a discounted cost due to modularity. Other goals include:

- Advancing RTO7's mission—to work collaboratively with tourism partners and stakeholders to build, sustain, and grow tourism in the region
- Providing the DMO with immediate and direct benefits through an enhanced web presence and advanced data management tools, including operator self-management, user generated content
- Creating a portal site which can be cloned again and again, where the only real change from one site to the other is data and branding work

## Challenges

- **Operator Registration and Management**

The Heart of Georgian Bay website, along with all of the other portal websites, gives the business owner the ability to register their operation or claim their operation if it is an existing listing on the site.

Many portals will be created so it will be important the portals all share the same registration/update process so all of the operators are compatible with all of the portal sites.

- **Sharing of Operator Information Between the Various Portals and BruceGreySimcoe**

One of the biggest challenges with the portal approach is how to best ensure operator information can be shared between each of the portals and the main site, BruceGreySimcoe.com. Operation ABC needs to be able to appear on another portal site with the click of a button. The portals will all have their own unique events, ads, special offers, but operator data must be shared between the portals and BruceGreySimcoe.com. The benefit of sharing the operator information is, it makes it less onerous on the operators to have to maintain their business profile on many sites. The operator could log into one of the portals, update their phone number once and the update will need

to automatically appear on all of the sites who choose to have the operation visible on it.

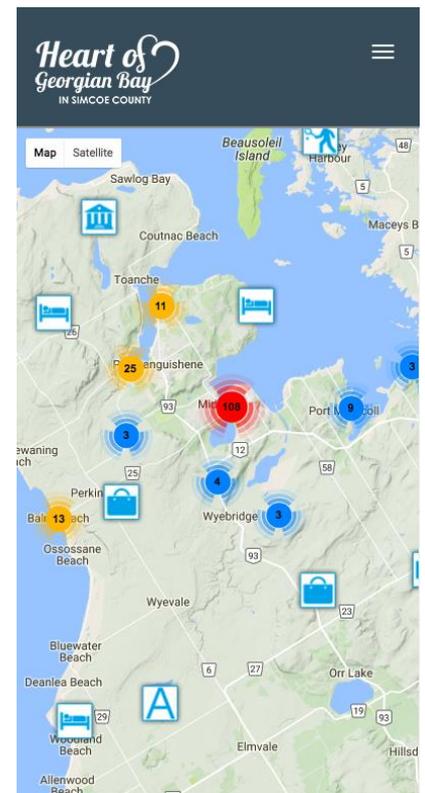
- **Interactive Map**

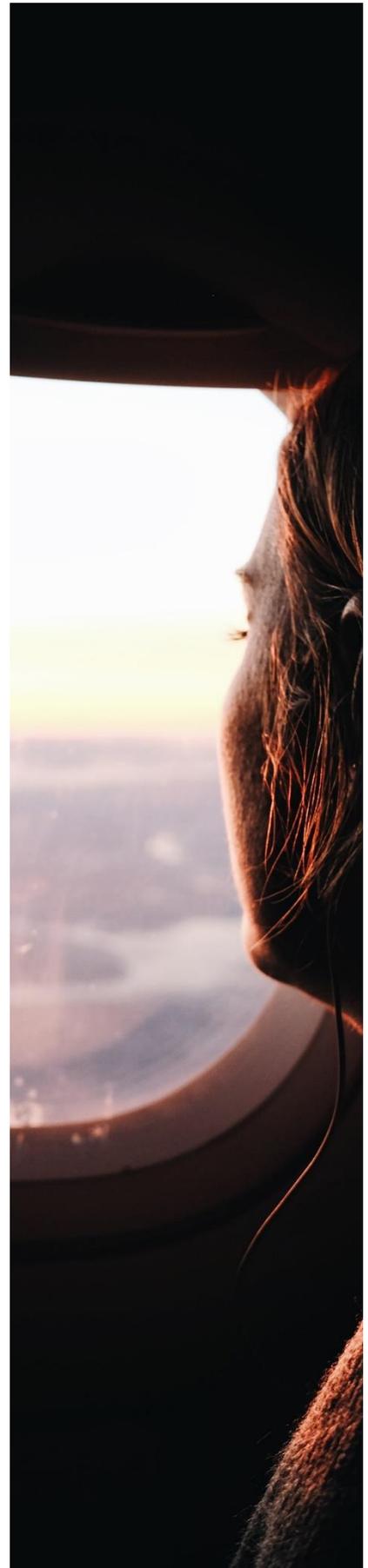
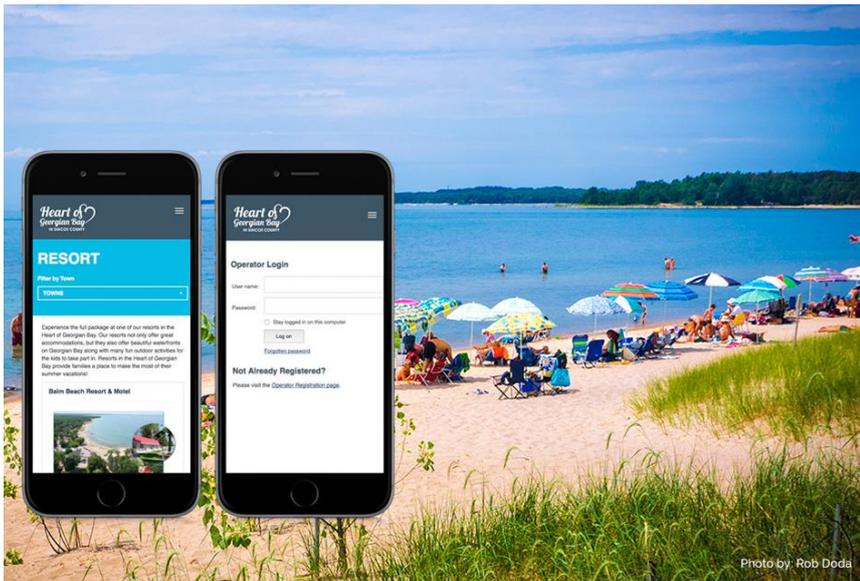
As part of the portal site template, each portal site (including Heart of Georgian Bay) will have its own interactive map. The map will give the visitor an alternative way of finding an operation—using a map instead of browsing by category and filtering. If they know they are going to be staying in a particular town, for example, the map will let them find places to eat in the area.

## Solutions

Using Kentico as the site’s technical foundation allowed for solutions to be created more easily to all of the challenges and key outcomes mentioned above. Key elements of the solution include the following:

- In the end, it was decided that each portal would have its own version of the operator management screens. Going this route allows for the content on each of the portal pages to be different, for example, different introductory text, privacy policy, and terms and conditions. All of the operator data itself is stored on the BruceGreySimcoe database regardless of what portal created the record. Kentico assisted in the display of the operator details on the portal sites by allowing the Repeater for Web Service web part to be leveraged. Web services allow the portal sites to display their operators coming from a different data source.
- Similar to the point above, web services proved to be the best solution to the challenge. Web services allowed for the operator data to be stored on the BruceGreySimcoe database, accessible via the BruceGreySimcoe CMS. In the Operation Page Type, a checkbox is added for each of the portals stating ‘Display operation on site XYZ’, and when checked, the operation displays on the site. The solution ensures there is only one instance of each operation which can then be shared on many sites.
- Google Maps was leveraged to create the Interactive Map on the website. Operations are displayed on the map pulled from the central operation database mentioned in the two points above. The visitor can find the operation via panning and zooming spatially. Search options are offered to allow the visitor to filter by category and town. The visitor can also search by operation name if they happen to know this info.





## Key Criteria for Choosing Kentico

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

Evaluation criteria and key determinants included:

- Feature set related to the client's requirements
- Ease and flexibility of programmatic customization as the site contains a large number of features that were constructed using Kentico as the foundation
- Ability to integrate third-party and custom components
- Ease of use for non-technical users
- Ability to handle a large number of simultaneous visitors and still exceed performance expectations
- Ability to adapt to and incorporate changing technologies
- Relative cost of license, upgrades, and technical support
- Ability to easily control the permissions of sections of the site using the security module's role-based permissions



## Seventyeight Digital

Seventyeight Digital is an award winning strategic technology development and interactive design firm focused exclusively on the Internet space. Their 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.

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

Seventyeight Digital is a Kentico Gold Certified Solution Partner and a Certified Kentico Hosting 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](mailto:info@78digital.com) or visit us at [www.78digital.com](http://www.78digital.com).



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