



torontoglobal.ca



GOVERNMENT, MARKETING/PR,
MUNICIPAL

Toronto Global, the Toronto region's international investment attraction agency, helps foreign companies relocate, access markets, talent, and business resources within the Toronto region.

Overall costs reduced by

83%

Background

As an arms-length organization representing municipalities in the region, Toronto Global works with their partners in the Ontario and Canadian governments to provide a comprehensive, customized service that allows for a smooth transition for international companies wishing to do business in Toronto. Toronto Global is dedicated to understanding their clients' business needs and delivering tailored, innovative solutions that will set the stage for success in the Toronto Region.

As Seventyeight Digital was the preferred agency for Toronto Global and its predecessor Invest Toronto, it has worked closely with the organization to develop and execute a multi-phased online strategic plan as well as designing, constructing, and maintaining their primary and mobile web properties.

In addition, Seventyeight Digital have conducted a series of research and analysis activities designed to inform strategic decision making in the areas of technical build-out, increasing global visibility, facilitating the investment process, client engagement, and providing for augmentation of information services.

Goals

The main goal of the project was to develop a secure, high-performance, fully responsive, CMS-driven website.

Key outcomes include:

- Visually compelling creative utilizing experiential imagery, to introduce prospects to the region from a visual perspective
- Interactive data visualization integration
- Development of advanced collaboration and productivity toolsets in support of business services execution

Challenges

Board Portal

As part of this project, the Toronto Global board members need a secure area to share meeting material, financial documents, marketing material and committee specific documents. With the board members being busy, their mobile use will be higher than normal, so security and the portal's responsiveness is imperative.

Interactive Charts

Due to the nature of Toronto Global's clientele, displaying statistics and important investment metrics in an interactive and graphical format

throughout the website is important. To add a bit of flair to the new website, Seventyeight Digital needed to implement interactive charts, instead of using static images, so that charts and graphs pop off the page and allow for mouseover effects.

Optimizing Page Load Times

The site is targeted toward foreign, multi-national corporations and wealthy business investors who are comparing locations across the globe in which to expand their businesses. For these individuals and their executive teams, it is extremely important that the website performance and page load speeds are top-tier.

Solution

Using Kentico as the site's technical foundation allowed Seventyeight Digital to easily create solutions to all of the challenges and key outcomes mentioned above. Key elements of the solution include the following:

- Kentico aided greatly in the development of **the board portal**. Kentico's User and Role feature allowed for the creation of board members. The Login Web Part, Forgot Password feature, and Change Password feature were all leveraged to build out the board portal. Custom Page Types and Repeater Web Parts were used to acquire board documents and display them to those with the appropriate permissions. To secure the documents, Media Libraries were utilized in conjunction with the Kentico Security module. The portal has proven to be a great success in facilitating secure posting and distribution of governance, financial, and legal documents.
- **Google Charts** were used to create the interactive charts on the Toronto Global website. One interesting aspect of this approach is that charts can be generated using dynamic data. An example of an interactive chart implemented on the site can be found on the Competitive Edge page. You'll notice the chart grows as you scroll down to the chart. Putting the cursor over the chart reveals the numerical values used to generate the bar.
- Based on extensive experience in **optimizing website performance** specifically for Kentico CMS driven sites, the following tasks were performed in order to ensure an optimum user experience while improving the website's overall SEO:
 - Enabling output caching
 - Configuring file storage and processing on the server's file system, instead of loading files directly from the database
 - Optimizing Kentico data source components
 - Disabling output filters

- Enabling code minification and compression to reduce the size of CSS and JavaScript resources, thereby lowering the volume of traffic between the server and clients



Results

Initial results, following **launch in February 2017**, have validated the effectiveness of the consolidation and merging of digital platforms across multiple Foreign Investment attraction agencies. Key results include:

- Consolidation of five entities, different staff, different CMS platforms, and different hosting infrastructures into a central repository within Kentico CMS that allows all stake holders to collaborate on a shared investment. Overall costs were reduced by 83%.
- Utilizing Kentico as a centralized cross-agency platform allows all stake holders to collaborate on a shared investment process, greatly improving overall impact and ability to reach qualified prospects early in the investment process.

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, the one that best met Toronto Global'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.

They 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 them for a free Kentico CMS consultation at info@78digital.com or visit them at www.78digital.com.



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