



Web Assessment Services

Client: Christian Children's Fund

Client Situation

The Web provides important eCommerce opportunities for the Christian Children's Fund. Offering donation and child sponsorship capabilities to donors via the organization Website is an additional method for the Christian Children's Fund to increase fundraising. Moreover, the Christian Children's Fund has a very large number of existing donors that would benefit from the convenience of self-service via the Web.

The existing Christian Children's Fund Web environment was built on a Web development platform that did not provide adequate stability or extensibility for its ongoing Web initiatives. The Christian Children's Fund required a Web architecture that addressed three areas:

- Easy Content Management
- Extendable for future development initiatives
- Stability

COMSYS Solution

As many as four COMSYS consultants worked with the Christian Children's Fund team over a span of two years to rebuild and improve the Christian Children's Fund Web environment. COMSYS assisted with the updated Web design, information architecture, technical architecture recommendation, Content Management System implementation, and complete system implementation.

The new Web environment consisted of the Ektron CMS 300 Content Management System to manage the content administration. All site functionality was developed in Microsoft .NET against an Oracle Database. The new Web environment was fully deployed in August 2004.

Benefits to our Clients

The Christian Children's Fund is now well positioned to meet its Website initiatives. Christian Children's Fund has begun to realize the benefits of new Web architecture in many ways. The Content Management System is used to establish and manage content across the main www.ccfusa.org site and is also being used to manage and host content for Christian Children's Fund's international partners.

The new environment is proving extensible as additional enhancements to the site are underway to provide more Customer Self-Service features. By far the most significant benefit that has been realized is the stability of the new






environment. The previous Web environment required careful hands-on administration, especially during high peak volume periods. The new environment proved its stability during the Tsunami that struck Southeast Asia in December 2004.

The volumes of transactions that occurred during the week following the Tsunami were substantial. Prior to the new architecture, the Website handled 200-300 transactions on average a week and required careful administration. Over the week following the Tsunami, Christian Children's Fund experienced a 900 percent increase in Website traffic with no hands-on administration. The stability of the Website allowed Christian Children's Fund to more rapidly mobilize to help those in need.

CCF Public Web Site COMSYS

- Public web site allows authors from many departments to publish content
- Worked with CCF to define solution
- Integrated with CCF's legacy system for child sponsorship
- Powered by Ektron CMS 300 (in .NET)
- ASP.NET site with direct interaction to Content Mgmt System



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