



Internet and Content Management Solutions

Client: City of Greenville, North Carolina

Client Situation

The City of Greenville, North Carolina, is one of the oldest cities in the nation, founded in 1771. With a population of more than 60,000 in the city limits and more than 100,000 citizens in the county, the City of Greenville is the home to East Carolina University, a number of manufacturing firms including Rubbermaid, and is regarded as a center of education, medicine, and manufacturing for the state of North Carolina.

A number of challenges faced the City of Greenville as they evaluated how to develop a comprehensive new source of information for residents, businesses, and visitors to the City through the Internet. The first challenge to overcome was to design a new site that presented content in a way that allowed each audience to interact with the city in a context-specific manner.

The second major challenge was to develop a method of allowing the City of Greenville to have complete control over how content was added to the Website and to ensure that the publishing power was in the hands of subject matter experts spread throughout the organization.

The objectives for this project included:

- Develop an intuitive and engaging online Website that meets the needs of a diverse audience of users

- Select a tool that will allow non-technical users to manage content on the Website
- Enforce workflow processes that ensure control over the content publishing cycle

COMSYS Solution

COMSYS began the project by defining the content that existed on the City's initial Website. Based on this analysis, COMSYS worked with the City to define which content items would be converted to the new site, which content should be revised, and which content would not be a part of the new site. Next, COMSYS worked with the City to define the creative standards for colors and typography.

COMSYS then developed a series of sitemaps to iteratively develop the new navigational structure and layout of the new site. The sitemap defined the need to have sections of the site dedicated to Residents, Businesses, Visitors, and Employment seekers - the four audiences the most frequently would use the site. In addition to these sections,





COMSYS developed a detailed structure that supported the City's departmental organization. The result was a consistent user experience that translated across all tiers of the City of Greenville.

Next, the COMSYS team developed a series of user interface comps that presented what the Website would look like in a Web browser. This set of user comps was revised based on feedback from the City of Greenville and finalized into a set of HTML templates. These templates were incorporated by COMSYS into the selected content management system.

Once the tools were in place, COMSYS focused on developing a Greenville Author Guide that was used to train the local representatives of the departments. The result was a series of 10 half-day training classes that informed the authors of everything they needed to know in order to produce content on the site. The City of Greenville also added several .NET software applications to the site to add in the functionality available to visitors, including a drug arrest listing and real estate assessment records.

The Website launched officially to the public on April 25, 2005.

City of Greenville, NC

- Complete redesign of previous web site
- Implemented Ektron's CMS 400.Net tool
- Over 60 authors create, publish and manage content completely through browser-based user interface
- Dynamic navigation system ensures no broken links
- Information architecture redesign created special sections for each audience

Benefits to our Clients

The impressive results of the solution include:

- Implementation cost of less than 50 percent of the cost proposed by the nearest competitor
- Production of over 450 pages of content
- A full-featured content management engine that manages all aspects of the Website, from content creation to staging, approval, and final production
- Widespread positive comments from both visitors and employees of the City

City of Greenville, NC

- Integrated existing applications into mixed CMS environment to create a powerful web site
- Provided on-site training to over 60 authors
- New site provides foundation for additional .NET application development
- Quote from customer:
"We are seeing a fantastic result...Your enthusiasm and eagerness to assist us in any manner has been outstanding!"
- Nancy Gossett, IT

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