



CUSTOMER CASE STUDY



# County Turns to New Content Management Platform for Revised Public Website

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## SUMMARY



CUSTOMER	Lehigh County, PA
WEBSITE	<a href="http://www.lehighcounty.org">www.lehighcounty.org</a>
COUNTRY	USA
INDUSTRY	Government

## CUSTOMER PROFILE

Lehigh County is located in southeastern Pennsylvania between the Philadelphia and New York metropolitan areas. The county seat is Allentown and the county covers about 347 square miles.

## PRODUCT IMPLEMENTED



When Lehigh County, Pennsylvania launched a revamped web site for the public and for its employees, the IT department wanted better tools for managing content. The county deployed DNN Evoq Content<sup>1</sup>, using it to ensure proper workflows and approvals for public web content, to closely configure who can edit and post content, and to get access to rich support from DNN Corp. technical staff.

## Business Needs

Lehigh County, Pennsylvania is located in the southeastern part of the state near some of the East Coast's largest metropolitan areas. The county is in the commuter corridor between Philadelphia and New York City, providing residents with easy access to both cities. It has a population of about 340,000.

The county uses information technology and the web to serve residents and to run internal operations, publishing items ranging from tourism guides and legislative meeting minutes to internal policy procedures and communications.

In late 2008 the county's IT department began planning the rollout of a new public web site that would be more attractive, easier to navigate, and would have more dynamic content than its older site. As part of this initiative, the IT department wanted to find a good tool for its web content management.

"Turnaround time was a big factor in our evaluation," says Bryan C. Weis, Chief Architect and Development Manager for the county. "We had a lot of applications and content that was created in Cold Fusion and needed to merge it into new content management functionality. We also had to find a solution that would allow for proper workflows on content approval, plus

features to give us more control over granting user permissions for accessing different areas of the site."

As is the case with most government agencies, expense was a factor. The Lehigh County IT department needed a cost-effective web content management solution that could still deliver features such as robust workflow and content controls while also offering rich support in the event that the IT staff needed help.

## Solution

Weis was familiar with the DNN Platform web content management system because he had used it for personal projects. At his recommendation, Lehigh County adopted Evoq Content soon after the initial product launch and used it for the new county website.

The county's IT department is using Evoq Content for its external-facing web site, for several sub-sites used by various government departments, and for several intranet sites. The county's IT department uses the workflow approvals and granular permission features in Evoq Content to improve process control for web content changes and to control site access for content authors. The IT department also relies on the extensive technical support that is part of the Evoq Content subscription.

Evoq Content provides a number of important features and benefits being used by the county.



It provides a tested and verified version of the software. It also offers unlimited technical support through the DNN Support Network, access to the Evoq Content online Knowledge Base, e-mail alerts for software upgrades and patches, and product copyright indemnification.

“It was an easy decision to go with Evoq Content,” Weis says. “I was familiar with the functionality of DNN. We felt that Evoq Content would be a valuable asset for managing our web content due to its low cost and the fact that everything is built around the Microsoft .NET platform. It made it easy to get moving on our new web initiative.”

## Benefits

With Evoq Content, Lehigh County has a powerful tool for effectively managing its web content. Workflows are configured to ensure that all content is approved before it is published. Weis and his colleagues can use granular permissions to control who can add or modify content on specific areas of the county’s web site. The IT department also values the rich support and ongoing communications delivered by the DNN Corp. support staff.

### Safe Content Workflows.

Evoq Content helps to ensure that all content posted to the county’s web site has received proper approvals.

“The ability to have content go through an internal approval process before publication is very

important,” Weis says. “As a government entity, it’s critical to ensure that any message going out on the web to the public is understood and approved first by the appropriate departments and administrators. With Evoq Content, we can use a lockdown as part of the content approval process to make sure that anyone editing or posting content has all the rights and permissions needed to do so.”

### Easier User Permissions.

With dozens of county employees creating web content—sometimes posting new content every week or even daily—it’s important to make sure that user permissions are closely controlled.

“Evoq Content allows us to define granular permission levels to different parts of the site. For example, only specific classes of content contributors can modify specific modules on a page,” says Weis. “It also helps us protect against inadvertent edits and additions. Our primary web site has about 600 pages, so the granular user permissions feature in Evoq Content helps us reduce the amount of redundant content that gets posted.”

### Rich Support.

Evoq Content provides the Lehigh County IT department with a rich source of support for technical issues.<sup>2</sup>

“We’ve had a very good experience with the technical support provided by DNN Corporation,”

says Weis. "We've initiated several support requests since we first subscribed to Evoq Content, and DNN Corporation has always been very responsive. As part of our subscription, we also receive access through the DNN Support Network to the Evoq Content online Knowledge Base, and we receive e-mail alerts when product updates are released. With Evoq Content, we are very confident we have

the tools to efficiently manage our web content and value the responsive technical support we get whenever we have questions."

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<sup>1</sup> Evoq Content was previously known as DNN Professional and Enterprise Editions.

<sup>2</sup> Unlimited support now only available with additional purchase

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