



CUSTOMER CASE STUDY



Township of
Langley



Est. 1873

SUMMARY



CUSTOMER	Township of Langley, BC
WEBSITE	www.tol.ca
SIZE	1,000 employees
COUNTRY	Canada
INDUSTRY	Government

CUSTOMER PROFILE

The Township of Langley, British Columbia is a municipality located about 45 kilometres southeast of Vancouver. It has about 1,000 employees.

SOFTWARE

- Google Analytics for DNN
- digArticle by digNuke
- DNN Calendar by Coding Staff

PRODUCT IMPLEMENTED



Municipality Emphasizes Better Service, Ease of Use with Website Redesign

An aging website for the Township of Langley, British Columbia did not meet the needs of its stakeholders. Using DNN Evoq Content¹, the township's IT team launched a new site with an attractive, easy-to-use design. The site helped improve the customer experience for both constituents and government employees by providing streamlined content management, search capabilities, and electronic service delivery.

Business Needs

The Township of Langley, British Columbia is a municipality in Canada's western-most province, with a population of about 106,000 people inhabiting an area of more than 316 square kilometers (122 square miles) that is part of the greater Vancouver metropolitan area.

The township has had a website since the 1990s. However, after nearly two decades of service, the website was showing its age. "It reached a point where the site no longer complied with current technology standards—or

the needs of our stakeholders,” says Steve Scheepmaker, Manager of Information Technology for the township. “It lacked a consistent look and feel across different sections, and there were very few online services available. It was hard for people to find information, such as schedules for city services or common forms that could be completed and updated. And a lot of content was outdated or poorly organized, making it hard for employees to easily find or update content.”

The IT staff set out to completely redesign the site. Their goal was to not only improve services for the township’s citizens, but also to create a site that would be easy for government employees to manage with limited budgetary and

personnel resources. Content had to be well organized and easy to update.

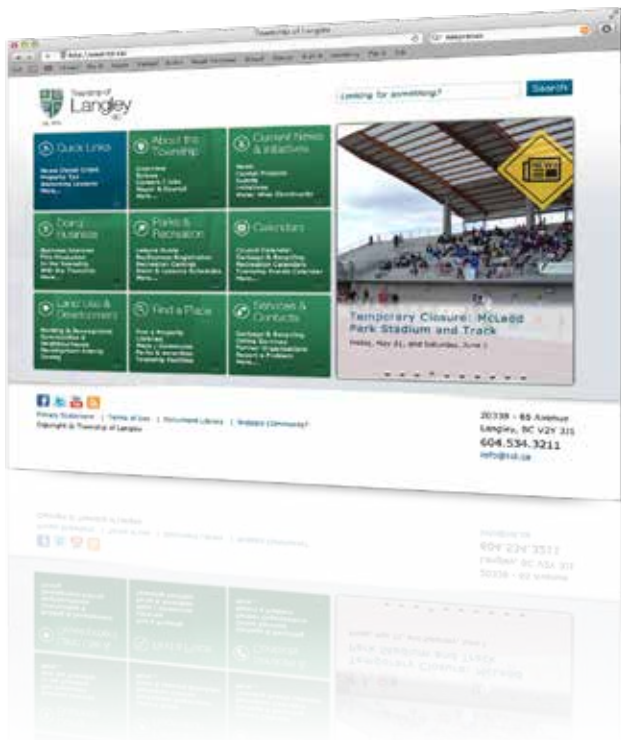
Technology supporting the site had to integrate seamlessly with an existing IT infrastructure, including Microsoft products such as Visual Studio tools, a SharePoint-based intranet, and the Microsoft .NET Framework. The IT staff also wanted a content management system (CMS) that would support third-party extensions to deliver desired functionality without extra development work.

Solution

The IT department decided to use Evoq Content, a leading CMS platform for building websites and web applications on Microsoft .NET. The project included fundamental design changes, beginning with a simple, easy-to-navigate home page consisting of “tiles” representing various functions of the township’s government.

“We wanted to emphasize function over form with a service-based design that brings obvious things that constituents look for right to the surface,” says Scheepmaker. The team also adopted best practices from other sites, such as organizing by commonly used services instead of departments.

Presented with the tiles, visitors can immediately drill down into subcategories, or click on a tile title to view a pop-up window showing all subsections within that specific service area. The site uses the Google Analytics Module to analyze the most



popular user content, which is then pushed up to appear in a home-page tile.

The IT staff leveraged other modules that delivered rich functionality without requiring additional development work. An important module is the DNN Document Library module, which is available in Evoq Content. Its hierarchical structure lets the township put documents into an easily searched, logical hierarchy organized by departments, and includes features like version control, security, and statistics.

The site also uses the DNN Calendar module by Coding Staff, which is integrated with Microsoft Exchange Server for easy calendar additions, and digArticle for managing articles. When modules were not available for specific features—for example, a property search tool—the IT team used in-house development talent to create the feature.

Benefits

Using Evoq Content, the township's IT department delivered an easy-to-navigate, service-oriented web presence for the township's citizens—and a site that is cost-effective and easy for government employees to manage. The Document Library has helped streamline the internal organization of documents and the delivery of information to citizens. The DNN architecture enhances the service-oriented nature of the site with fast performance to deliver a far better user experience. And along with being cost-effective, the DNN CMS platform provides rich support to the township's IT team.

Streamlined Content Management

The site overhaul resulted in the elimination of about 80 percent of older content, most of which was outdated or redundant, with remaining content organized in a streamlined, logical fashion using the DNN Document Library module. "The Document Library lets us organize documents by division, making it a lot easier for staff to find and post content. Public-facing content is displayed on the site based on the services citizens are looking for," says Scheepmaker.

Fast Site Performance

Site visitors experience a greatly improved experience due to the easy-to-navigate, service-oriented nature of the new site and its fast performance, a product of the Page and Module caching capability included in Evoq Content. "One benefit of the DNN Platform is how fast it loads and the overall performance of the site, which runs on a single server," says Shane Barnaby, Web Technician for the IT department. "There are a lot of moving parts behind the CMS platform, but DNN has done a great job with caching and provides best practices for optimizing performance through its support network. It's a very peppy framework."

Strong Ongoing Support

The IT department benefits from the strong support provided by the DNN Evoq Content subscription. "When we run into a common issue, it's easy to find answers through the DNN support community," says Barnaby. "We also get a

lot of help Evoq Content subscribers. I've used it at least 10 times since we got the product. The support is great, and there are always follow-up emails asking if the issue has been resolved. If someone is sitting on the fence about getting Evoq Content, the extra support should convince them."

¹ Evoq Content was previously known as DNN Professional and Enterprise Editions.

"Using Evoq Content was key in helping us dramatically improve the delivery of online services to our citizens—and doing so within the constraints of our budget and staff resources."



Steve Scheepmaker
Manager of Information Technology
Township of Langley, British Columbia



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