



CUSTOMER CASE STUDY



SUMMARY



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| CUSTOMER | University of New Orleans |
| WEBSITE | www.uno.edu |
| COUNTRY | United States |
| INDUSTRY | Education |

CUSTOMER PROFILE

The University of New Orleans is a public school with more than 11,000 undergraduate and graduate students taking classes across three campuses.

SOFTWARE

- Engage Software Rotator
- Ventrian News Article

PARTNERS



R2i. INTEGRATED



PRODUCT IMPLEMENTED



After Hurricane, University Uses Rich Content Management Tools to Rebuild Web Presence

With its infrastructure and financial condition in better shape after years of post-Katrina hurricane recovery, the University of New Orleans sought a web content management system (WCMS) to replace a temporary, home-grown solution. The school deployed the cost-effective DNN WCMS, which provides powerful content management tools and supports hundreds of sub-sites used by UNO colleges and departments.

Business Needs

For the citizens of New Orleans, recent history has a very clear dividing line: Before Katrina, and After Katrina. Following the disastrous 2005 hurricane, people began the long process of rebuilding. That included staff and faculty at the University of New Orleans (UNO), a Louisiana State University System school that had to close for nearly

three months due to flooding and damage at its city campuses.

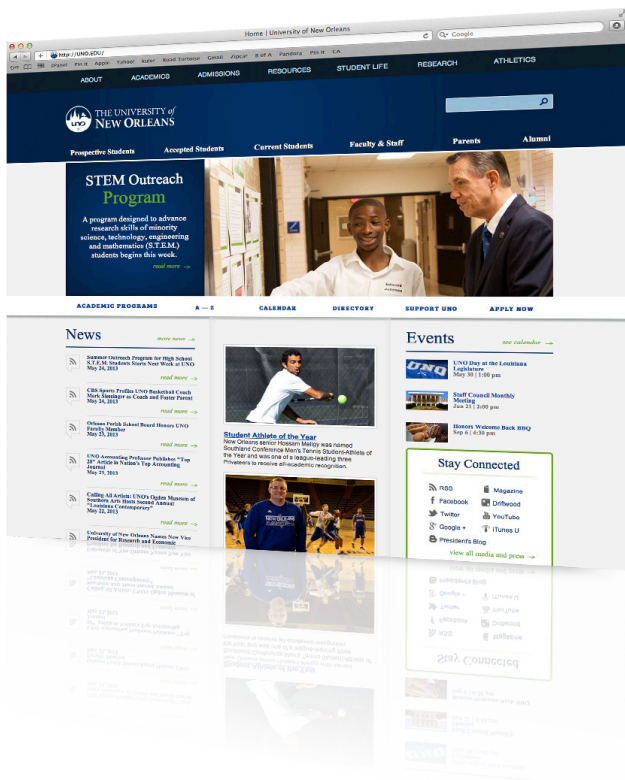
The IT department faced a lot of difficult challenges—including the need to rebuild the systems that host the UNO websites. “We had to rebuild our web systems from scratch,” says Walt Brannon, Manager of Messaging and Media Systems for the school. For a time, the severe financial conditions caused by the hurricane’s aftermath forced the school to make do with a home-grown web platform built from disparate web technologies.

By 2010, the school and its financial foundation had begun to recover, and Brannon’s department started looking for a better web content management system.

“We needed a resilient, flexible content management system that could handle more than 200 websites,” Brannon says.

Working with university administrators, Brannon’s team developed a timeline for going live with a new site by early 2011. But they were continually frustrated by an inability to find a feature-rich, cost-effective platform and outside expertise that could help the school put the platform in place.

“We needed a content management system that would be easy to install, affordable, and could integrate with systems like Active Directory. We also needed good support for easy management down the road,” Brannon says. “But we had a deadline of going live with the new site in the month of January. In December we were still working on it. We began to go into panic mode.”



Solution

The university decided to install DNN Evoq Content¹, which is designed for organizations that have multiple content contributors and are using their WCMS as a mission-critical application. To help expedite the deployment, the university worked with R2Integrated, a digital marketing and technology solutions provider and DNN Corp. partner. “We were down to about one week before we were supposed to go live,” says Brannon. “They were a very solid partner. There were some late nights with lots of pizza and fried chicken, but they pulled us out of the fire.”

Cuong Dang, the Social Media Technology Manager for R2Integrated, credits the range of add-on modules available for DNN, its powerful content management features, and the ease of creating skins for UNO's home page and sub-sites that reflect the overall branding of the university and its colleges.

"When designing a site, we adhere to certain web standards, including separating the content from its presentation," Dang says. "We created the look and feel for the UNO site in a separate style sheet and then built the structure and layout for the site. Using this method, we could quickly optimize the website pages to have a very small amount of markup to be rendered."

R2Integrated used several modules for the project. These include the Document Library module, a feature in Evoq Content that is used for storing and managing files; Rotator from Engage Software, used for rotating content such as visual elements and lists; and Ventrian News Article, which supports creation and management of articles and papers published by faculty and students.

UNO also plans to use the DNN content staging feature available in Evoq Content, which will allow content contributors and engineers to make changes on UNO web pages on a physically separate server to ensure that content and pages are in good order prior to publication.

Benefits

By deploying Evoq Content, the University of New Orleans was able to launch a new, feature-rich website quickly. With the help of R2Integrated, UNO has a content management system that supports a home page and more than 200 sub-sites, robust management of content such as academic articles, and a CMS that provides extensive support through a large user community.

Supports Hundreds of Sites

One of the school's key requirements for its content management system was the ability to manage a large number of sub-sites for activities across the university's colleges and administrative operations. "With more than 200 sites, we needed a lot of flexibility, and DNN delivered," says Brannon. "It has the ability to create parent and child portals, and portal aliases, quickly and easily. From a systems viewpoint, this makes it a clear winner over other CMSs."

Easy Content Management

Article publication is an important activity at any university. "Using the Document Management module included in DNN, we set up workflows with permissions so articles go through stages before publication, including draft and waiting for approval," Dang says. Each college designates its own content editors. The module supports versioning, with previous versions of an updated document

being automatically archived. Each college and administrative department can provide content permissions by individual or role and view statistics like the number of article downloads. "It's a powerful tool that helps each college better manage their own content," Dang says.

Extensive Support

UNO is already benefitting from the extensive technical support provided with Evoq Content. "We got great support from DNN Corp.,

beginning with formal training," says Brannon. "We also appreciate the DNN user community, which is so large. If we run into any issues or have questions, we can go to the community or use the unlimited technical support available with our edition through the DNN Support Network."

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

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