

Visually Attractive and Engaging

new Hutt City Council & Hutt Valley websites



THE CHALLENGE

In order to overcome the restrictions and shortcomings of working on a small-scale platform with an old fashioned CMS interface, the Hutt City Council website needed a complete update of its back end technology. Over 8,000 documents on 1900 pages describes the magnitude of the challenge. The Hutt City Council sought to streamline the site so the public could readily obtain clear, easy to access information about council services and services within their region on a new and more dynamic website.

At the same time, the tourism marketing departments of Upper Hutt City Council and Hutt City Council created HuttValleyNZ, a joint brand to market the region. Tourism websites are a key marketing tool, and the brand required a vibrant new website.

THE PAIN

Limited by a bespoke content management system, the Hutt City Council website required a smart CMS solution to provide a rich, resourceful avenue to share valuable information about Council services and offerings with the public.

"We set out to undertake a very careful process of evaluating CMS systems to see what technology would meet our criteria. EPiServer quickly identified itself as the platform that would satisfy our requirements."

- Anna Crooks, Team Leader, Web Services, Hutt City Council.

SIMPLICITY & CUSTOMISATION WITH EPISERVER

The Hutt City Council appointed Intergen, based on their proven experience with EPiServer. Anna Crooks explains "Intergen was able to assess our needs and requirements quickly and understood the complexities of the two projects they were dealing with. Concise navigation was a core requirement. The customisation of templates opened up a lot of flexibility for the way in which we wanted to manage and present information."

KEY OUTCOMES

An eight-week turnaround time was achieved and the new environment, while still in its early days, is proving its value. Twenty or more Council staff are active in writing or managing content and are finding that EPiServer has put a range of smart tools at their disposal. The ability to schedule the publishing of content and the archiving associated with that process is a major gain and Anna Crooks describes the efficiency in creating pages as something in the vicinity of five times faster. "From a content editor's perspective, it is very simple and flexible and we have good consistency in the way information is presented. Automation has given us greater efficiency and we can control a good degree of future configuring ourselves." A high degree of template customisation within EPiServer has been used to good effect, for example in presenting the Council's calendar.

REVITALISED & REDESIGNED

The website has successfully captured the diversity of the region, highlighting tourism operators' products such as activities, events, accommodation and more. The flexibility to manage content ensures the site is fresh and dynamic. It's also right on target. One size does not fit all - and this site very cleverly targets content to fit the user when the click of a link identifies them as a local, New Zealand visitor or international tourist.

"Targeted content is pretty cool and it gives us the opportunity to really make the site a unique experience for the user. Intergen has been right in sync with that thinking and responded with a website that is visually attractive and engaging."

- Anna Crooks, Team Leader, Web Services, Hutt City Council.

ENGINE ROOM:

- >> EPiServer 4.61
- >> SQL Server 2005
- >> Microsoft .NET Framework 2.0
- >> ASP.NET / C#

THE GAIN

The tandem redevelopment of two key websites is positive news for the Council and the future of the Hutt region. Public access to Council information and services has never been easier. And as a window to the region, the new huttvalleynz.com website has a distinct new flavour.

www.huttcity.govt.nz
www.huttvalleynz.com

