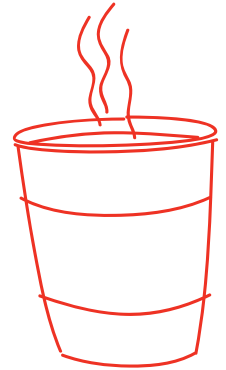


# Chicago Convention and Tourism Bureau Posts More Content with Less Work



**The Chicago Convention and Tourism Bureau (CCTB)** is the sales and marketing organization charged with bringing both business and leisure visitors to Chicago; actively booking group meetings at McCormick Place, Navy Pier, and other venues; as well as promoting Chicago as a destination to the visitor industry. The CCTB has three websites: ChooseChicago (targeted at the convention attendee), 877Chicago (targeted at the tourist), and MeetInChicago (a subset of both).

## **The Challenge**

As a not-for-profit organization with a big charter, the CCTB needed a way to post more content, more frequently using fewer IT resources. Their small IT staff was overloaded with HTML updates, and the Marketing department could barely keep up with all the activities that Chicago had to offer.

## **The Solution**

Logicalis implemented Microsoft's Content Management Server (CMS) behind all three of the CCTB's websites, enabling the appropriate CCTB resources to update their own pages using easy web-based tools. Page templates created by IT made it easy for new web pages to be created. Logicalis' custom web staging solution made posting flat HTML files to the web host a nightly automated procedure, with no change in hosting hardware or software. The built-in approval workflow allows managers to delegate page creation and updating to others in the organization.

## **The Bottom Line**

With Logicalis' help, the Chicago Convention and Tourism Bureau is now able to manage its websites easily and more efficiently using Microsoft's Content Management Server. By allowing managers to delegate page creation and updating to others in the organization, IT staff is no longer overloaded with HTML updates. Visitors can access the most up-to-date information about Chicago through the CCTB's websites.

## **About Logicalis**

Logicalis is an international provider of integrated information and communications technology (ICT) solutions and services founded on a superior breadth of knowledge and expertise in communications and collaboration, data center, and professional and managed services.

Logicalis Group employs over 1,900 people worldwide, including highly trained service specialists who design, specify, deploy and manage complex ICT infrastructures to meet the needs of over 5,000 corporate and public sector customers. To achieve this, Logicalis maintains strong partnerships with technology leaders such as Cisco, HP, IBM and Microsoft.

The Logicalis Group has annualized revenues of \$1 billion, from operations in the UK, US, Germany, South America and Asia Pacific, and is fast establishing itself as one of the leading IT and Communications solution integrators, specializing in the areas of advanced technologies and services.

## **What can we do for your organization?**

Contact Logicalis to learn how we can help you realize the benefits of smart IT solutions. Visit us on the Web at [www.us.logicalis.com](http://www.us.logicalis.com), or call 866-456-4422 today.