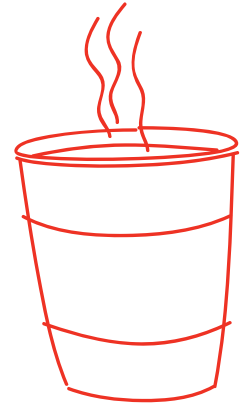


Logicalis Implements Microsoft's Content Management Server Behind the Websites for The Chicago Convention and Tourism Bureau



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 their 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 their 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.

Key system technologies include Microsoft's Content Management Server, ASPX Templates, HTML for presentation, JavaScript for interactivity, and an EJB/JSP-based web staging tool utilizing open source technologies.

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 now access the most up-to-date information about what's going on in Chicago through the CCTB's websites.

Highlight

In October of 2009, the CCTB website, www.choosechicago.com, was voted the number two site on Topsharepoint.com.

TopSharepoint.com showcases some of the best-designed SharePoint-based websites from around the world. They carefully select SharePoint websites based on their usability, design, creativity, and ability to incorporate modern techniques.

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, or call 866-456-4422 today.