

CMS Publishing for Communications Company

About the Client

A large communications company with expertise in delivering web content.

BUSINESS CHALLENGE

As technology and information delivery methods evolve, enterprises in the communications sector are expected to provide results, instantly and efficiently. To maximize potential connections, websites have to be responsive and display optimally on a wide range of devices. ProKarma's client needed a better system for populating their websites with content. Their method of entering website content directly to the live server by transferring text from Word to the Rich Text Box was producing unwanted HTML elements that prevented the content from displaying correctly on smart phones. ProKarma was challenged to develop a more efficient method for the client that would prevent HTML errors and ensure maximum quality.

THE PROKARMA TOTAL SOLUTION

ProKarma developed a content management system that could be coupled with a number of website development applications to allow the client flexible, user-friendly options for website development.

APPROACH

ProKarma sought a solution that would be efficient, easy to use, and consistent. The ProKarma team tested several web development applications and concluded that either Adobe Dreamweaver or Windows Live Writer would be an effective choice for publishing web content. Both systems require equal time, can format most text automatically, assist with writing clean code, and are easy to apply and publish. To manage the content and maintain the backend, ProKarma developed an open source Content Management System (CMS) for the client.



Industry: Communications
ProKarma Service Domain: Open Source

TECHNOLOGY

Adobe Dreamweaver and Windows Live Writer were presented as the most reliable, easy to use options for populating the client's websites. Using .Net technology, ProKarma customized an open source CMS called DotNetNuke (DNN) for the client to organize and manage their web content.

IMPLEMENTATION

Use of the ProKarma solution allowed the client to reduce formatting efforts, site development time, and time spent publishing data. The client found that there were fewer issues reported by the QA team and clean code allowed the websites to display correctly on smartphones and other mobile devices. The ultimate result was that the client was able to provide timely, quality deliverables with less effort.

ABOUT PROKARMA

ProKarma delivers integrated technology and business process outsourcing solutions for over 150 global leaders in a wide range of industries and markets. ProKarma is headquartered in Omaha, Neb., with sales and delivery centers in the U.S, India, Argentina and Peru. ProKarma was ranked as the fastest growing IT services company in America by Inc. 500.