

# Case Study – City of High Point, NC

Date: 20 Nov 07

## **City of High Point, NC Implements Revize® Content Management System**

*An Interview with Nina McNeilly, Webmaster, City of High Point, NC*

In the following interview, Nina McNeilly, Webmaster, City of High Point, NC explains why she chose Revize® web content management software and how she selected and implemented the Revize web content management software system.

Today, High Point is known as “North Carolina’s International City.” High Point’s population has grown by close to 30 percent in the past ten years, making it one of the fastest, if not the fastest, growing communities in North Carolina. This continuous and rapid growth brings mandates to improve and increase services, while keeping budgets in line. One of the city’s current major initiatives is to pinpoint areas where modern technology could empower employees to improve productivity and help the city attain these goals. The City of High Point selected the Revize® web content management software system to dramatically improve communications between the citizens and the City of High Point government.

### **Challenges**

“Many cities in the USA have an IT department like High Point. We have a web development team of one, me. With responsibilities covering everything from telephony to network security, my time was already in demand. We felt it was very important to leverage the internet to reduce internal costs, and increase communications with the citizens. The citizens expected it from the city. It only made prudent sense to use solutions that could reduce my time updating the web site and extend the responsibilities to the individuals who were already sending me the content to post it on the web site. Adding another full-time developer would have been more expensive and would just be the new bottle neck in our case.”

### **Choosing Revize®**

“We considered many solutions. We looked at Contribute but it was more of a web page editing tool for small web sites use rather than a web content management system for a city. We also looked at other larger solutions but all of them were too complex for the non-technical end users. Most of them, including Contribute, had training sessions that started from 45 minutes and up. Revize® was the only solution where I was able to train the non-technical content editors in approximately 15 minutes with Word-like editing environment that the content editors were already used to. The common sense approach Revize uses to edit web content has proven itself because I rarely get a support call from the end users.”

“From a technical perspective, I needed a solution that would be server driven, deploy from one place, and work with my Cold Fusion applications as well as other 3<sup>rd</sup> party applications. I also wanted a solution that would fit my web site design not the other way around. Revize® met all of these requirements.”

## **Benefits**

"We have been using Revize® now for over 3 years and have over 150 non-technical content editors on over 1,400 web pages. Data is maintained in a common manner so staff can get to it. Support from Revize Software Systems has never been a problem. When I need them they are always available via phone or email. In summary, Revize® has saved the city money internally, the department is doing more with the web site and saved the cost of another developer's salary, and all of the departments are more efficient updating their own portion of our web site. "

## **Ease of Use**

"Revize® has allowed me to roll out their solution in record time because of its ease of use and the implementation went smoothly."

Created in 1996, Revize® CMS is a pioneer product in web content management systems. The company, Revize Software Systems develops and markets Revize® CMS, an affordable, innovative web content management and delivery system for non-technical people, across multiple market sectors. Revize® CMS is based on an intuitive user approach, it combines sound software architecture with similar state-of-the-art functionality, simplicity, rapid deployment, ease-of-use and scalability previously found only in more expensive, custom-designed software. For more information about Revize Software Systems or Revize® CMS, contact the company at Revize Software Systems, 1890 Crooks, Suite 340, Troy, MI 48084. Phone: 248-269-9362 x15, Web Site: [www.revize.com](http://www.revize.com)

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