

Sitefinity CMS Allows Biamp to Deploy Campaign Pages at the Speed of Business

Each week, marketers at Biamp build bespoke, data-driven landing pages for products and conferences without developer intervention. How? They use **Progress Sitefinity CMS** with support from **Smooth Fusion**.

Background

Based in Beaverton, Oregon, Biamp has created award-winning audio and video systems for more than 40 years. Biamp manufactures hardware and software for eight product lines of audio and video equipment for customers around the world.

Biamp contacted Smooth Fusion in October of 2017 in need of a Sitefinity CMS development partner. They were dissatisfied with their Sitefinity implementation and had identified several areas where their previous partner had failed to employ best practices, resulting in a website that limited their ability to manage content and develop pages on the fly. They also had a poorly-executed CRM integration with a third-party system, as well as a backlog of issues.

Assessment

To kick off the partnership, Smooth Fusion assessed the implementation and identified various flaws across the site. The original implementation had hard-coded copy and images, which defeated the purpose of a content management system – to grant marketers control of their websites with minimum reliance on their development partner. Pages had large widgets that encompassed the entire page layout in some cases, leaving no flexibility for content editors to create the campaign pages they needed to build. The digital marketers at Biamp were powerless to maintain the site as they needed and were dependent on development resources to make minor site changes. As a result, marketing efforts were delayed, opportunities were missed, and development timelines were rushed.

When properly implemented, Sitefinity CMS makes managing content intuitive, even on large and complex websites. Due to the issues in the original implementation of the Biamp site, there was a significant learning curve for the content editors.

The Solution

Soon after engaging Smooth Fusion, a deployment pipeline and environment were set up to streamline the process of deploying new code and bug fixes using Azure, AppVeyor, and Octopus Deploy.

Smooth Fusion designed and developed a library of modular widgets organized into use-categories to enable Biamp's content editors to build pages on the fly. The library consisted of mostly custom widgets, but also leveraged out-of-the-box Sitefinity widgets when possible. With flexible module widgets, content managers have full creative control to build whatever pages they need while maintaining brand consistency.

The Result

Since Smooth Fusion deployed the improvements, Biamp has launched more than 30 site and campaign pages with little developer intervention. The modular widgets consisted of: a form decorator that integrates with three form providers and controls submission-destination behavior (i.e., redirect, download, or redirect and download); a hero widget with nudging for placement control of copy and the ability to toggle features like anchor linking on and off; a sectional widget with placement control, options for videos and images, and anchor linking; the Sitefinity Card widget with horizontal and vertical stacking and nine CSS classes that can be used independently or combined to control the presentation; and a custom template to accommodate various page structures while maintaining responsiveness.

The improvements Smooth Fusion made to Biamp's Sitefinity implementation have not only made it possible for content managers to maintain content that was previously uneditable, but the modular widgets have enabled Biamp to achieve its global marketing objectives.