

“RedDot CMS is a great application for companies who need an easy-to-use interface that their employees can just jump in, get started easily, and be able to maintain over the long term, even with staff turnover. RedDot CMS is as easy-to-use as Microsoft Word, so over the long term, it’s a good application for consistency, cost savings, and productivity.”

- Kelli Schimpfhauser, Manager of eBusiness for Delaware North Companies

Company Overview

- one of the world’s leading hospitality and food service providers
- one of the largest privately held companies in the United States with annual revenues approaching \$2 billion and 40,000 associates
- half a billion customers in the United States, Canada, the United Kingdom, Australia, and New Zealand

Challenge

- DNC maintains 35 different Web sites that were developed on different platforms and were being maintained through different methods
- DNC wanted a common architectural platform and one CMS application for all of their Web sites
- DNC was looking for an affordable system with the scalability and functionality they needed, but wasn’t too confusing or too robust
- DNC needed a CMS that was easy to administer because of their small staff. They were using outsourced vendors for their programming, which wasn’t cost effective

Solution

- RedDot Solutions fulfilled all of DNC’s priorities: cost, functionality, and ease of use
- James Tower has more than five years of RedDot implementation experience and is a RedDot Premium Partner — one of only two in the country
- James Tower worked with DNC’s marketing and IT departments to develop the custom applications that would apply to all Parks and Resorts Web properties without limiting individual style or navigation requirements and found a way to integrate DNC’s legacy online booking engine
- James Tower also worked with DNC’s advertising agency to balance the technical needs of James Tower with the creative needs of the agency

Results

- DNC and James Tower developed a standard information architecture in RedDot CMS that can be re-purposed repeatedly, called a “Web in a Box”
- DNC was impressed by the system’s ease of use and quick ramp-up time
- with the “Web in a Box” approach, DNC is saving money on programming costs because they can place content updates in the hands of business units rather than hiring outside programmers