

# NTU Singapore Centrally Manages its 150+ Websites with Progress Sitefinity's Multisite Capabilities and Grants Greater User Access for Students

AT A GLANCE



NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE

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A leading global university in Singapore, Nanyang Technological University, Singapore (NTU Singapore) faced a sprawling web estate with increasing digital properties and hundreds of websites under its domain, and was looking for a new solution to manage its plethora of content and administrative tasks, as well as maintain consistency in branding and visual layouts. Utilizing Sitefinity's multisite capabilities, NTU administrators can now centrally manage sites with standardized widgets. Additionally, they are enabled to achieve greater efficiency through a central control to provide user access, share content hubs and house 150+ sites under a single domain.

## Challenge

Nanyang Technological University, Singapore wanted to consolidate more than 150 websites under one domain, make its website easier to navigate, and create a consistent brand message.

### COMPANY

NTU Singapore

### INDUSTRY

Education

### PRODUCT

Progress Sitefinity

### COUNTRY

Singapore

**"This is the biggest website transformation initiative NTU has undertaken. As an organization-wide revamp, this project also had a change management component which involved engagement with multilevel stakeholders across the university, comprising more than 100 departments and 400 users. The web revamp project was a large-scale deployment of Sitefinity as an enterprise solution, catering for varied business units in the organization.."**

**Alvin Ong**

Chief Information Officer, NTU Singapore

## Solution



Migrate from Microsoft SharePoint to Progress Sitefinity as the primary CMS and begin utilizing multisite management for NTU's myriad of websites.



Create new website layouts with content widgets to maintain a consistent brand presence between the websites.



Achieve flexible and efficient content governance and page editing without the need for technical assistance.

## Results



Enhanced workflow and permission processes led to improved content management, editorial control and curation across more than 100 departments at NTU.



NTU's website saw several key metrics improve: a 11% decrease in page bounces and an 18.5% increase in organic traffic from both Singapore and international audiences.



About 82% of end users, comprising students and faculty, complimented the revamp as their digital experiences improved.



Deploy flexible content and access your sites with Progress Sitefinity.

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