

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

CASE STUDY



Challenge

INDUSTRY
Education

PRODUCT
Progress Sitefinity

SUMMARY

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.

Over 33,000 students attend Nanyang Technological University, Singapore (NTU Singapore), the second oldest autonomous university in the country. Over the course of its 30-year history, NTU has grown to become one of the most prestigious schools in Asia. It currently encompasses six colleges focusing on a variety of disciplines including science, humanities and engineering.

As the university grew, so did its online resources for students and digital presence. It thus looked for a new solution to manage its plethora of content and administrative tasks, as well as maintain consistency in branding and visual layouts. Additionally, users had to navigate its multiple subdirectories and subdomains. The university needed a new, intuitive and easy-to-use digital experience platform to drive an enterprise-wide digital transformation.

Solution

NTU Singapore chose Progress® Sitefinity® for multisite management capabilities and adaptable content creation and management system. The university engaged Ernst & Young for the project.

As the NTU and Ernst & Young team began migrating from the old CMS to Sitefinity, one of the first actions they took was to start deploying its Multisite Management tools.

The 150+ websites were being consolidated under one domain. At the same time, the team also looked to integrate a number of its third-party platforms, such as Ariba, DR-NTU and Academic Profile. The latter two were crucial to the student experience.

New layouts and content widgets with drag-and-drop capability were also deployed. These functions provided two solutions for the new NTU website: intuitive design for brand consistency and improved digital experience.

Results

The migration to Sitefinity proved to be a success, but what was most rewarding for the web administrators were the enhanced workflow permissions and processes. While it was revised for

“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

individual users, NTU's utilization of multisite management tools enabled better control for more than 100 departments across the organization. Each of them can now easily access and edit the centrally managed websites of the university.

NTU reported an 18.5% increase in organic web searches and an 11% decrease in page bounces.

In an internal survey conducted by the university, about 82% of students and faculty rated the redesign as a massive improvement over the previous one. 72% of internal users rated the design of the site positively. Notably, ease of navigation, new design language and improved content management were factors that users were most satisfied with.

About NTU Singapore

A research-intensive public university, Nanyang Technological University, Singapore (NTU Singapore) has 33,000 undergraduate and postgraduate students in engineering, business, science, humanities, arts, social sciences, education and medicine. Ranked among the world's top universities, NTU is home to world-class institutes and leading research centres. In addition to its main campus in the western part of Singapore, NTU also has a medical campus in Novena, Singapore's healthcare district. For more information, visit www.ntu.edu.sg

About Ernst & Young

EY exists to build a better working world, helping create long-term value for clients, people and society and build trust in the capital markets. Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate. For more information, visit www.ey.com



Deploy flexible content and access to your sites with Progress Sitefinity.

About Progress

Progress (NASDAQ: PRGS) provides the best products to develop, deploy and manage highimpact business applications. Our comprehensive product stack is designed to make technology teams more productive and we have a deep commitment to the developer community, both open source and commercial alike. With Progress, organizations can accelerate the creation and delivery of strategic business applications, automate the process by which apps are configured, deployed and scaled, and make critical data and content more accessible and secure—leading to competitive differentiation and business success. Over 1,700 independent software vendors, 100,000+ enterprise customers, and a three-million-strong developer community rely on Progress to power their applications. Learn about Progress at www.progress.com or +1-800-477-6473.

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