

MCNALLY NEEDED A WEBSITE TO EFFECTIVELY PRESENT A NEW CORPORATE VISION

Client



Implementing Partner



Industry

Construction

Challenge

McNally International is a privately owned heavy construction company that specializes in tunnel and marine construction. McNally has been successfully completing projects since the company was formed in 1949 and has grown to be a Canadian leader in the tunnel and marine sectors.

McNally previously operated several independent websites for each business unit. The design, content and effectiveness of each website varied. McNally needed a new, consolidated online presence that was robust and effective at providing a broad range of information under one banner. From a marketing and business perspective, the objective for a new site was to have complete flexibility over the visual design and yet have the capability for non-technical staff to perform the content management duties of keeping the website up-to-date. In the Canadian marketplace it is also important to communicate in both official languages - French and English. "We got the marketing and specifications groups, the CFO and representatives from all our business lines involved in the process," said Eric Moffitt, Dayton Superior's User Experience project coordinator.

Solution

Trioro Inc is an Internet Technology Agency specializing in mobile, web and software development. McNally has been working with Trioro as a trusted, strategic technology partner for several years. When McNally and Trioro discussed a new online presence, the easy choice was to build a website with Progress Sitefinity.

For this client Trioro chose Sitefinity because it gave ultimate freedom to the creative team to design a website that could take on any visual identity. The McNally International website provides company information and PDF project case studies in multiple languages. The built in capabilities of Sitefinity that provide an efficient interface for managing bilingual content made it an easy platform to choose.

The search capabilities of Sitefinity allow site content to be easily indexed while providing for customizations to be built to tailor the search results for an optimal user experience. Several photo galleries were required on the website which could be managed using the media controls within Sitefinity. Again, the flexibility exists to enhance the way these multimedia elements are presented to visitors on the website.

Trioro built a custom module for storing and displaying project case study information on the McNally website. The project information can be entered in multiple languages through a user- friendly interface in the content management system. Front-end modules to display this information in different ways can then be added to any page on the website through Sitefinity's intuitive drag-and-drop interface.

“Sitefinity is an obvious choice for our website development projects. Our clients love the intuitive content management interface and it gives our tech team a reliable platform to develop on that significantly cuts down our development time”

Scott Snowden
Trioro Inc.

Results

The new website for McNally International has certainly improved the company's online identity. McNally can more confidently approach prospective clients, which has supported a dramatic increase in business. The large-scale tunneling and marine construction jobs won by McNally are high profile and attract media attention across the USA and Canada. With a comprehensive and well organized website, McNally presents a professional message which underscores their ability to deliver. McNally has also noticed a positive reception to the new website from within. Staff are excited about the improved visual identity and ease of which updates and changes can be made through the Sitefinity CMS.

Trioro was able to build this new website for McNally quickly and cost effectively. The technical team consisted of resources from one developer, one designer, one project manager and one tester. The entire build was completed in just one month.

“I'm really impressed at how well you were able to build the website with Sitefinity and match the graphic design exactly. Other content management systems always impose restrictions on the design,” says Ryan Bloxsidge, Graphic Designer at McNally International.

"We're really happy with Sitefinity. It's easy to work with and we could tell right away that it would easily accommodate any future changes we might want to make," says James McNall, Engineering Manager at McNally International.

"I'm really impressed at how well you were able to build the website with Sitefinity and match the graphic design exactly. Other content management systems always impose restrictions on the design"

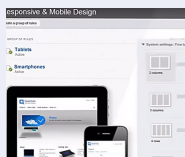
Ryan Bloxside
Graphic Designer
McNally International

Metric	Increase/Decrease
Visits	17% increase
Pageviews	53% increase
Referred Traffic	125% increase
Search Engine Traffic	15% decrease

About McNally International

McNally International is a privately owned heavy construction company that specializes in tunnel and marine construction. McNally has become known for successfully completing difficult and demanding projects. Governments and Municipalities all over the USA and Canada have come to rely on McNally for their sound structural quality and workmanship.

Learn More



[Sitefinity at a Glance](#)



[A CMS Solution for Any Mobile Strategy](#)



[Sitefinity CMS: Website Personalization](#)

Explore Other Resources

[A Mobile CMS For Any Strategy](#)

[Mobile CMS Tutorial](#)

[Inspire Customer Loyalty by Personal Experiences](#)

About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premise and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

Progress and Sitefinity are trademarks or registered trademarks of Progress Software Corporation and/or one of its subsidiaries or affiliates in the U.S. and/or other countries. Any other trademarks contained herein are the property of their respective owners.

© 2016 Progress Software Corporation and/or its subsidiaries or affiliates. All rights reserved.
 Rev 2016/09

