

Racing WA Transforms the User Experience Consolidating 12 Websites into Two, Leveraging Progress Sitemfinity Cloud and Next.js

AT A GLANCE



Racing WA is the Principal Racing Authority and State-appointed regulator of thoroughbred, harness and greyhound racing in Western Australia. Partnering with The Brand Agency and Progress Sitemfinity, Racing WA consolidated its 12 disparate websites into a single, modern platform, transforming the digital experience for its racing fans.

COMPANY
Racing WA

INDUSTRY
Government
Entertainment

PRODUCT
Progress® Sitemfinity®
Progress® Sitemfinity®
Cloud

COUNTRY
Australia

Challenge

With 12 different WordPress websites, Racing WA was looking to consolidate their web properties into a unified and engaging experience for its diverse user base. Those users sought a holistic view of racing information, all from a single location—something not possible with its previous CMS infrastructure.

“Integrating new rendering components in Next.js is proving to be a really powerful framework for building modern web apps.”

Ross Whisson
Senior Developer for The Brand Agency

“Great, individualized customer experiences ultimately will keep people engaged and coming back to the site.”

Richard Quance
Head of Content for Racing WA

Solution



Implement Progress® Sitemfinity® Cloud leveraging a hybrid/headless architecture and Next.js as the frontend technology.



Develop 43 custom page widgets and 10 Sitemfinity utility widgets mainly related to forms to enhance content creation.



Work with Sitemfinity partner The Brand Agency to implement a complete digital transformation strategy.

Results



Consolidate 12 disparate websites into Sitemfinity, delivering a seamless, integrated user experience.



Reduce costs by eliminating the need to use development partners to create new pages and remove time spent posting content to multiple sites.



Decrease development time for building components by 30-50% with Sitemfinity compared to Racing WA's previous solution.



Learn how the digital experience capabilities of Sitemfinity can engage users to grow your business.

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