

Case Study

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Goals and Challenges

The single biggest challenge of this CMS Conversion was to provide a familiar interface in the new tool for the content editors. The goal was to do zero design changes, but have a whole new backend. Also, WNJ is the largest law firm in West Michigan, they employ a small army of attorneys. Each attorney specializes in one or many industries and practices. Having a flexible system to display an attorney profile pages was challenge number one. The profile object itself has over 50 attributes, and each of these attributes is really a one or many choices from a specific set of information (foreign key). These profiles need to be setup in such a way so that they are searchable by many different categories and methods, not only via the internal search on the site, but also by search engines. That was another key aspect that the older CMS did not do well, search engine optimization. Since it did not use friendly URLs or best practices with laying out content WNJ suffered from bad search result placement on the major search engines.

Solution

The entire project to convert from WebCenter to Kentico CMS took about 400 man hours. The main reason for the duration of the project was there was a mountain of data to migrate over. Luckily WebCenter was based in SQL Server, just like Kentico is. Because all the data was in SQL we were able to create some complex migration scripts to port over all the data. In the end, we ended up dynamically creating over 20 custom Document Types, 25 Custom Tables, 30 Page Templates, a multitude of Custom Macros, and a few custom Web Parts to handle bringing over 4 years' worth of data. In the end we were able to successfully build a complete 1 to 1 replication of the old CMS version of the site and the new Kentico CMS version of the site.

There were a few special needs such as having attorney VCards that supported multiple versions of the VCard standard. We created a custom Web Part to handle the rendering of attorney profile data in VCard format. All of this was easily accomplished with Kentico CMS platform.



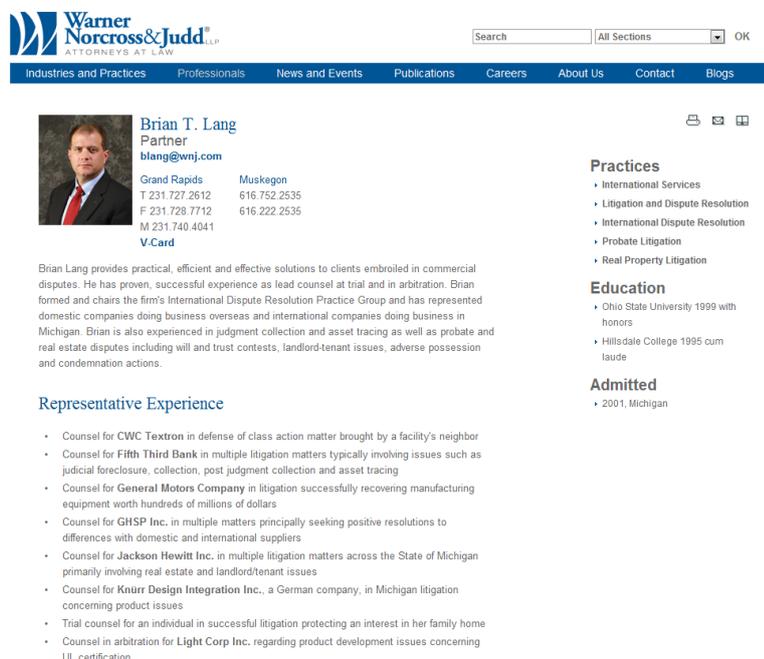
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Results

One of the best results that we achieved with this website conversion was the fact that the editors of the site actually enjoy doing their job now. Before the conversion it was a big pain to edit web pages with the older outdated CMS. Now they absolutely love how easy it is now to manage each section of the site within Kentico. More importantly to the business owners, however, is the fact that the SEO improvements that Kentico gives them have really come to fruition. WNJ is now consistently turning up in search results for keywords that they never used to before.

Key criteria for selecting Kentico CMS

The reason that WNJ chose Kentico CMS over other CMS packages came down to how flexible the solution is, how much functionality came out of the box, and how robust and scalable the CMS is for the price point that Kentico CMS comes in at. Not only was the initial investment very reasonable, but the support and maintenance cost is now saving them over 300% compared to what support and maintenance cost with their previous CMS. Another important reason that Kentico CMS was chosen is that the Kentico platform sets WNJ up for future goals. Right now they do not have a single point of maintaining their web presence. With Kentico the next step will be to migrate all of the external blogs back inside Kentico, and also migrate all of their newsletters back inside Kentico. This will save the content editors time and hassle by only having to login to one spot to manage everything.



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V-Card

Brian Lang provides practical, efficient and effective solutions to clients embroiled in commercial disputes. He has proven, successful experience as lead counsel at trial and in arbitration. Brian formed and chairs the firm's International Dispute Resolution Practice Group and has represented domestic companies doing business overseas and international companies doing business in Michigan. Brian is also experienced in judgment collection and asset tracing as well as probate and real estate disputes including will and trust contests, landlord-tenant issues, adverse possession and condemnation actions.

Representative Experience

- Counsel for CWC Textron in defense of class action matter brought by a facility's neighbor
- Counsel for Fifth Third Bank in multiple litigation matters typically involving issues such as judicial foreclosure, collection, post judgment collection and asset tracing
- Counsel for General Motors Company in litigation successfully recovering manufacturing equipment worth hundreds of millions of dollars
- Counsel for GHSP Inc. in multiple matters principally seeking positive resolutions to differences with domestic and international suppliers
- Counsel for Jackson Hewitt Inc. in multiple litigation matters across the State of Michigan primarily involving real estate and landlord/tenant issues
- Counsel for Knurr Design Integration Inc., a German company, in Michigan litigation concerning product issues
- Trial counsel for an individual in successful litigation protecting an interest in her family home
- Counsel in arbitration for Light Corp Inc. regarding product development issues concerning UL certification

Practices

- International Services
- Litigation and Dispute Resolution
- International Dispute Resolution
- Probate Litigation
- Real Property Litigation

Education

- Ohio State University 1999 with honors
- Hillsdale College 1995 cum laude

Admitted

- 2001, Michigan