Background and Challenges

The American Society for Pharmacology and Experimental Therapeutics (ASPET) is a scientific society with 4,800 members. ASPET was looking for an experienced partner to lead its web redesign, specifically:

- Enhance usability and user engagement;
- Bring a fresh, new look and feel without sacrificing functionality;
- Seamlessly integrate its content management system (CMS) with association management system (AMS);
- Improve security and high availability; and
- Provide simplified, centralized content management and updating for internal staff.

Results

The new website brought:

- An attractive, robust, and easy-to-use website;
- A more effective online presence that promotes ASPET and provides an enhanced experience for its online users, management, staff, and other stakeholders;
- A unified look between ASPET’s AMS and web pages; and
- Improved membership registration and engagement.

Solutions

ATS collaborated closely with ASPET to:

- Implement the Ektron content management system (CMS) to fully address ASPET’s requirements and to support the Web 2.0 features;
- Achieve a seamless integration between ASPET’s website and the ClearVantage AMS, including single-sign-on (SSO) for centralized member access; and
- Leverage ATS’ managed private cloud to host ASPET’s website and AMS for enhanced performance, security, reliability, as well as staff’s ability to access the CMS remotely.

“We chose ATS to handle our redesign project because of their superior service and willingness to listen to and understand our needs. Their technical ability and strong experience in implementing and integrating CMS products with AMS packages makes them an industry leader.”

- Christine Carrico, Executive Director, ASPET