

AEROSPACE MEDICAL ASSOCIATION

Winner of the 2013 Silver Davey Award

Background and Challenges

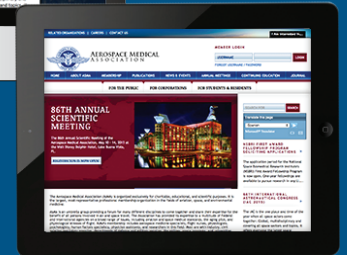
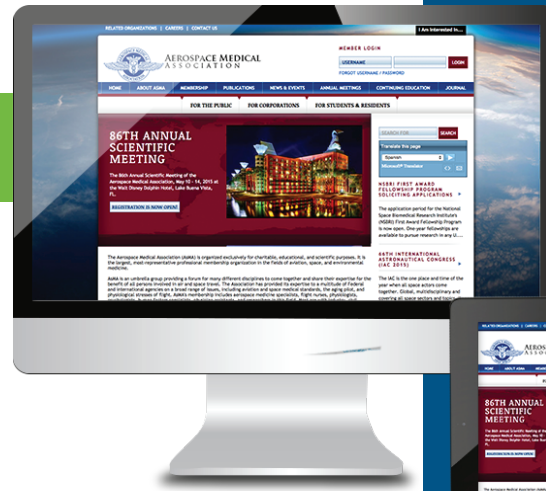
As the largest professional society in aviation, space, and environmental medicine, the Aerospace Medical Association (AsMA) needed:

- > A more appealing, user-friendly website that would be seamlessly integrated with its association management system (AMS);
- > A reliable hosting vendor to host the website and its back-end systems; and
- > The new website to promote its value as well as assist its users with membership registration, communications, and searches.

Solutions

ATS collaborated closely with AsMA to:

- > Create a custom hosting environment for AsMA's IMPak AMS by migrating the production database and website to a secure virtual private server (VPS) in ATS' managed private cloud infrastructure;
- > Conduct a thorough discovery process to develop a compelling new visual design and information architecture;
- > Implement the Kentico content management system (CMS) that allows for editor-friendly features and multiple content contributors; and
- > Integrate AsMA's IMPak AMS with the new website and enable the single-sign-on (SSO) feature for a seamless, centralized member access.



Results

The new website brought:

- > A visually stunning and fully functional website that effectively accommodates AsMA's diverse online users;
- > Simplified content management and updating for AsMA's staff via Kentico's out-of-the-box functionality, such as revision control, workflow, and in-page editing; and
- > Enhanced online marketing, information distribution, and member engagement.

"I am very pleased that our collaborative efforts have resulted in the recognition of the Aerospace Medical Association website. The process of designing, developing, constructing, and activating our website in collaboration with ATS was thorough, pleasant and efficient. It has helped us in increasing our membership and we will continue to work closely with ATS to maintain components of our website that help us update this most important marketing and information distribution capability."

- Jeff Sventek, Executive Director, AsMA

Service:

Web Design & Development

Industry:

Association

Solution Highlights:

- CMS/AMS Implementation & Integration
- Requirements Gathering
- Visual Design & SEO
- Information Architecture
- Private Cloud Hosting
- Help Desk Support

Technologies Used:

- Kentico CMS
- ISSI's IMPak AMS

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