

Case Study: Oxfam America

The Industry: Non Profit Organization

The Organization: Oxfam America raises approximately \$20 million dollars per year to create lasting solutions to global poverty, hunger, and social injustice.

The Problem: Oxfam needed to expand its online presence and use the internet as a method of collecting revenue. Their current system was not usable by non-technical staff, and was failing to handle the growing amount of website traffic.

The Challenge: Oxfam America required an easy to use interface with the ability to separate workflow, editing and staging requirements by using Permissions and Roles. In addition, they needed the ability to easily add visual components and content items by non-technical staff. Finally, the amount of existing content required an automated migration of data into the new content management system ("CMS").

The Solution: The Plone Content Management System was chosen for its cross platform flexibility and its out-of-the-box award-winning user interface. In addition, a robust and efficient caching server was identified to deliver content and ensure scalability in deployment.

- **Proof of Concept** - A simple prototype was created demonstrating the separation of workflow, editing, and staging. Enfold then applied a custom designed look and feel ("skin") to the site.
- **Information Architecture** - The site structure was developed in numerous iterations using a "snapshot" mechanism that allowed for rapid experimentation and feedback from future content authors to dictate how best to organize content.
- **Plone CMS Configuration** - Enfold Systems provided configuration files and production environment recommendations to Oxfam staff. With these tools, Oxfam was able to deploy and configure the system using their staff and reducing their overall cost.
- **Content Importing** - Content was exported from MySQL to XML. Then transformed using XSLT into ATXML (simple xml dialect for Plone) then was imported by using WebDAV PUT methods which created content and necessary relationships between content.
- **Brand Guidelines Implementation** - Enfold Systems ensured that it would not be possible for an editor to change the branding elements of the website while authoring content.
- **Application Development** - Extensive development and usability tests were conducted to ensure that sophisticated aspects of the system worked as expected and allowed non-technical staff to fully utilize the new system.

The Results:

- Non-technical users around the world maintain sophisticated web content
- Oxfam staff were able to use the system to build a Spanish version of the site themselves
- Software developed during the project is used and maintained by the Open Source community
- During the tsunami disaster; **\$15 million** was raised online for victims



From our Client

A primary goal of the site was to implement a system that could scale to meet Oxfam's growing organization and donor base for years to come. When the Tsunami crisis occurred, the system was put to the test.

"In the course of ten days during the Tsunami crisis, Oxfam had almost half of its typical yearly visits, and almost 1/3 of its yearly bandwidth; the system performed beautifully", said Internet Manager Nicholas Rabinowitz. "Our public website offered timely, critical content to our users, while providing a solid gateway to our online donation system."

Project Lifecycle

Enfold Systems offers services to support our products throughout your systems lifecycle. We offer project management and custom development services to ensure that your system is delivered on time, and meets or exceeds industry standards. We also provide deployment services to ensure that your production environment is configured to provide maximum performance and reliability.

Time-To-Market

Our knowledgeable staff and Agile development process allow us to deliver a scalable and robust application that you can maintain with confidence - on budget, on time!

Your Development Team

Enfold Systems staff includes internationally known software luminaries. Our team is composed of people such as Alan Runyan, co-founder of the Plone® Content Management System, and Mark Hammond, author of *Programming in the .Net Environment* and *Python Programming on Win32*.