



Sitecore
Case Study:



Pymble Ladies' College

Pymble Ladies College – Technology In Education; Website Rebuild For Pymble Ladies College

Summary

Pymble Ladies' College (PLC), founded in 1916, is a school of the Uniting Church in Australia situated in Pymble, a suburb on Sydney's North Shore. The College aims to provide an education universally acknowledged for its outstanding quality and exceptional opportunities. Their mission is to foster in each student a passion for learning and scholarship, a quiet but unshakeable self-confidence, and the values and skills to make a worthwhile contribution to her community.

The College sought the help of Sitecore partner, Gruden, a client-focused digital agency with over 15 years experience, to build a website that would support the new brand and provide great engagement with users. It was vitally important that the new website support to sales (enrolments) and create and reinforce positive relationships with the school community.

Challenge

The College's primary challenges are attribution and retention, with the website being a driving force behind both of these. Aside from its school community comprised of parents, students, teachers and alumnae, PLC receives attention from people from more than 55 countries in any given

month via its website. Unfortunately, the legacy website had a shelf life of about 3 years and was not consistent with the College's brand; while the former CMS was due for an overhaul following several years of upgrades.

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Pymble Ladies College Web Site

www.pymblelc.nsw.edu.au



Sitecore Case Study:



“It’s important in the fast changing, technological age we live in that our school stays relevant and in touch with what’s going on in the outside world. Parents and students alike are looking at these types of things to give their children the best possible chance of success. By showing them an integrated system such as ours with it’s obvious benefits of information exchange, security and truancy control we offer them a fantastic springboard for their daughters and peace of mind for themselves”.

**—Rathika Suresh,
Director of Information
Technology,
Pymble Ladies College**

PLC was also seeking a fresh, unique look and feel with relevant and meaningful imagery and content that was consistent with its corporate brand and was keen to use innovative technology in order to establish the College as a leader in the learning and education industries.

It was imperative that the new site fit into their overall strategy and important factors included ease of use, customisation, greater integration with backend systems, support of the new brand, more engaging for the end users and more support for content contribution from a wider range of authors.

Solution

In the evaluation process Gruden identified that Sitecore’s CMS would allow PLC:

- To group and de-duplicate website content items
- To improve search results
- Provide a consistent experience for all visitors to the website
- A flexible and easy management of website content
- Improved data capture, management and reporting of website data

Over-arching these was the innovative, contemporary look and feel. Sitecore’s CMS offered PLC a good mix of a solid technical platform, ease of use and support

for marketing needs as well as integration with MAZE, Active Directory, Student database, timetabling and sports calendars.

The virtual tours and testimonials were greatly enhanced to show all of the College’s fantastic facilities with supporting imagery. The site also has a “My Pymble” application that can be synced to smart photos for mobile updates of timetables, events and other PLC activities and announcements.

Result

PLC has seen a significant increase in traffic and enrolments since the new website was launched. Analytics available to PLC has greatly improved.

Technology Highlights

Solution Special Ingredients:

Integration with Active Directory

Single Sign on, carries users login from PLC site through to various external services, such as bookings engine, online payment gateway, other online portals.

MAZE, Active Directory, Student database, timetabling, sports calendars, are integrated into their back end systems.



Sitecore redefines how organizations engage with their customers online, powering experiences that can sense and adapt to a customer’s needs to increase revenue and customer lifetime value and satisfaction. Sitecore was the first Web Content Management system (WCM) to incorporate marketing automation, intranet portal, e-commerce, Web optimization, social media and campaign management technologies into a cohesive, integrated open platform. Sitecore’s software makes it easy for businesses to identify, serve, engage and convert new customers online.

Sitecore’s broad choice of capabilities enable marketing professionals, business stakeholders and information technology teams to rapidly implement, measure and manage a successful website and online business strategy. Its powerful development platform, integrated marketing automation tools and intuitive editing workspace enables successful websites of all types.

Thousands of public and private organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, Lloyd’s of London, Microsoft, Omni Hotels, Siemens, Thomas Cook and The Knot.

Sitecore

www.sitecore.net

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Gruden

www.gruden.com