



Case Study

Lackawanna County

Lackawanna County is the youngest of Pennsylvania's 67 Counties, having been formed in 1878. The endless miles of mountain ridges, forests, and valleys make up this gem of Northeastern Pennsylvania.

Whether you're a first-time visitor, or a life-long resident, the www.lackawannacounty.org is the place to find all things Lackawanna County.

Project:

With significant county, event, and attraction information stored within multiple locations, Lackawanna County desired to web-enable various information sources and government processes under one, unified web portal. To open up new revenue and attraction promotion avenues, the County also desired to have a secure, online shopping portal to sell attraction merchandise and tickets.

This process would have to coincide with and reflect a countywide brand identity change.

Scope:

- Project Management
- Requirements Analysis and Design
- Application Development
- Automated Data Export
- Portal Development
- Implementation & Testing
- Performance Analysis and Reporting
- Secure e-Commerce & Inventory Management

Challenge:

While working collaboratively with Commissioners Robert C. Cordaro and A. J. Munchak, along with key department heads within the County, our goal was to provide a portal that housed vast multiple County, local attraction, and visitor information while being concise in message. This goal, coupled with the automation of various data

sources and County processes, would require a unique balance of web software development and design efforts.

Solution:

NGravis, in partnership with CompAudTech, delivered a creative and technologically sound web solution to Lackawanna County. Our team clearly presented and managed a host of valuable County and visitor information through the development of a well-structured, automated portal using extensive site planning and application development techniques.

The new web portal unified various County information sources and attractions under one web address making LackawannaCounty.org the definitive information source for area locals and visitors afar.

Process:

Our development team performed a three-tier assessment geared to organize the array of various County information, best present this information on Internet from both a technology and end user perspective, then market and distribute streamlined content to potential visitors and industry partners.

After gathering and analyzing assessment data, our team was able to develop a web-based Client Management System to organize all department & client information, which in return, seamlessly updates their online portal.

Impact:

The end result, following our assessment, development, and implementation efforts was an informative, self-maintained, web portal providing visitors and businesses with the following online functionalities:

- Online Department Directory synched real-time with a web-based Client Management System, to export department information such as contact information of key personnel, government forms, RFP's, and news and events, providing web visitors with current County information.
- All data relating to Visitor Request Information, Event Request Information, Request For Proposals, Newsletter Registration that is captured on the web portal, are then seamlessly imported from into the Client Management System, eliminating mass data entry.
- Secure Member's Only Section for County department personnel to privately view/update County information such as leads and memorandums

- Web Content Management tools enabling the County staff to manage designated areas of the private and public portals.
- Secure e-commerce site to sell area attraction souvenirs online, coupled with an inventory management system to report on and track sales and internal supplies.

Technologies:

- Microsoft ASP
- Microsoft ASP.NET
- VB Script
- JavaScript
- XML
- Macromedia Flash MX
- Web Services

Testimonial:

" The feed back to the new portal is overwhelmingly positive, truly a great job. Lackawanna County sincerely appreciates your team's hard work and the fluidness of your operation.

Your ability to go with our ever-changing flow is a testament to your professionalism. We look forward to the next phase of work as we continue to web enable our County!"

*Roarke Aston
Lackawanna County*