



Customer Profile

Alpine Ontario Alpin (AOA) is the provincial governing body for the sport of alpine ski racing in Ontario. AOA was officially created in July of 2001 after the culmination of several years of hard work to join the four ski racing divisions of Ontario; Alpine Ontario South (AOSD), Northern Ontario (NOD), National Capital Division (NCD) and Lake Superior Division Alpine (LSDA).

Industry

Athletic Association

Location

Collingwood, ON

Provincial Sports Governing Body Improves Membership Management and Reduces Administration Efforts with new Website

“Ideaca re-designed our website and data management systems with a degree of professionalism that is second to none.”

Nancy Esson, President
Alpine Ontario Alpin

Business Situation

Alpine Ontario Alpin (AOA) was in need of a new website with better content management capabilities and updated brand. Most importantly, they required robust functionality to manage their membership as the core of AOA's business is managing their membership that consists of over 30,000 members across Ontario. AOA had a limited budget to upgrade their current site and was looking for a cost effective solution to meet their needs. Some of the challenges AOA faced include:

- Poor visibility into membership base and inability for year over year membership number comparisons
- No integration of event registration functionally resulting in onerous effort by members to re-key information each time they register for an event
- No credit card validation when submitting payment information resulting in errors and manual follow-up effort by AOA
- No visibility for ski clubs into their own membership base for administration
- Limited content management capabilities with limited functionality
- Inability to export membership information for reporting purposes

Solution

After selecting Dotnetnuke as the preferred product for this implementation, Ideaca worked with AOA to define their requirements and overall site design. Product modules were leveraged for general content management, document management, news feeds, photo and video galleries. Additional functionality includes:

- Event registration for members: Event registration is fully integrated with the membership database allowing members to easily and seamlessly log in and register for multiple events
- Partner ski club access: AOA works with all of the ski clubs in Ontario to manage their club contact information. Clubs are now able to manage their information independently by logging in to the site, updating own information and viewing the information of other clubs for administration purposes

Benefits

- Reduced administration effort for AOA admin staff resulting in cost savings
- Better visibility into membership and comparison between seasons which allows for better marketing and audience targeting
- More accurate and complete information for reporting
- Better content management and increased ability to reflect sponsorship throughout the site