

# Case Study

## ITPG.org Website

*Website URL: [www.itpg.org](http://www.itpg.org)*



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## The Challenge

ITPG is a company behind company. They are an award winning provider of world class professional education and certification programs for organizations throughout the world. The new team at ITPG thought it was the time to completely redo their website to explore the unexplored opportunities, throwing us the challenge of creating a platform to build new clientele and spread boost sales.

## Goals & Objectives

Client had the following goals and expectations from this website:

- ✓ Create a corporate website that establishes a brand appeal amongst the new and existing clientele.
- ✓ Showcase the professional education and certification programs and other services e.g. content development, course development, textbook development, marketing and sales, student's registration and management, scheduling and delivery management using higher standards.
- ✓ Platform to find customers interested in hosting of various events, seminars, lectures, conferences, education opportunities or other offerings.
- ✓ Industry events announcement and information.
- ✓ Allow visitors to search for the information and have a way to contact them.
- ✓ Be easily able to update the content/information on the website.

## The Solution

After research and a round of discussion we found that staff at ITPG still preferred the conventional (static website based on html) way of managing website. To leverage the power of the web, we wanted the website to be based on our CMS framework (PHP & MySQL) and hence we developed a way to have them manipulate the content using favourite html editor and still be able to control and manage various things from the online admin panel.

The screenshot displays the ITPG website interface. At the top left is the ITPG logo with the tagline "THE COMPANY BEHIND THE COMPANY". A "Now Offering" badge is positioned to the right of the logo. The navigation menu includes links for Home, Solutions, Partners, Event Hosting, Industry Events, About Us, and Contact Us. The main banner features a photograph of four professionals in a meeting, with the text "Develop / Deliver / Manage" and "World Class Professional Education & Certification Programs". Below the banner, the section "Build Your Education and Certification Program With ITPG..." lists various services in four columns: Content Development, Sales & Marketing, Registration & Administration, and Scheduling & Logistics. A "Welcome to ITPG" section with a play button icon is located at the bottom right.

*We created a calendar based event hosting and registration system that now saves them a lot of time that they would otherwise waste manually sorting out these details.*

*The website is backed by our proprietary Content Management System that allows easy manipulation of contents, showcase their services, upload videos, publish & host events and publish news/special.*

## **Technologies**

*Development Platform: Linux with Apache Web Server*

*Programming Language: PHP 5.1, Javascript/AJAX, HTML, CSS 2.0*

*Database System: MySQL 5.0*

*Frameworks: CMSRemixx (VOCSO's proprietary CMS), jQuery*

## **Result**

*We were successful in creating a website that gave ITPG its brand appeal. They can now publish their videos, host events, showcase their services. What's more their website is gaining good ranking in search engines , resulting in new businesses 😊*

***We would like to thank you for your interest in our services. We look forward to talking with you.***

***VOCSO Web Studio***