



## Ektron CMS Produces a Dynamic, Award-Winning Website for “The Greatest Show on Earth”

### Client

Ringling Bros. and Barnum & Bailey Circus is an American icon in the entertainment industry. Since the company’s founding more than a century ago, “The Greatest Show on Earth” has been thrilling children and families.

### Executive Summary

Having entertained millions of fans across the world, the Ringling Bros. and Barnum & Bailey circus has been earning the distinction as “The Greatest Show on Earth” for more than a century. The quality of the website, however, failed to match the amazing feats that are performed under the Big Top. With no content management system in place, Ringling.com was difficult to update and, as a result, static and outdated. Ringling brought in The Revere Group to build a dynamic new website based on a robust and user-friendly CMS.

### Business Challenge

Ringling’s lack of an effective content management system resulted in a website that was unexciting and difficult to update. With no CMS in place, Ringling’s internal Web team had to limit the number of changes it made to the site so that it was manageable. Ringling needed to make it easier to add new content about the shows, interactive games, and educational material, as well as make site navigation dynamic and intuitive.

### Solution

Revere partnered with Ringling’s internal development team to define the most important features and characteristics of the new site and the accompanying CMS. Ektron CMS400.NET was selected because of its flexibility, scalability and quick implementation. With the CMS in place, Revere designed and built Ringling’s new site, incorporating dynamic Flash elements and an intuitive navigation that enables visitors to quickly find information about Ringling’s array of shows. In addition to these design improvements, Ektron’s signature XML Smart Forms were used to manage data input; this allows Ringling’s Web team to control what is being entered and how it is being presented to make sure that the brand is presented consistently and correctly throughout the site. Ektron’s extensive API was used to create other controls and access data dynamically in code modules; this allows the team to build the hybrid functionality needed to seamlessly integrate with the external custom EIS database.

### Results

The Revere Group designed and built a dynamic new website for Ringling that engages the circus’s fans. Created using Ektron’s CMS400.NET and Flash, the site makes it easy for Ringling to continually provide updated content about the shows, videos, interactive games, and educational material. The intuitive site design allows visitors to quickly find the information they are looking for and encourages further navigation. The site earned Ektron’s Website of the Year Award for 2008.



## For More Information

For more information about The Revere Group's services and solutions, call 888. 4REVERE.

## About The Revere Group

The Revere Group is a North American Business Unit and a majority-owned subsidiary of NTT DATA, a multinational organization.

Founded in 1991 and headquartered in Chicago, The Revere Group is a leading global business and IT solutions consultancy that specializes in assisting high performing mid-tier and fast growing companies. Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success. Revere focuses on five key business challenges to increase your business agility and bottom line results:

[Operational Efficiency](#), [Analytics and Collaboration](#), [Interactive](#), [Enterprise Platforms](#) and [Managed Services](#).

For more information about The Revere Group, go to [www.reveregroup.com](http://www.reveregroup.com).

## The Revere Group

### Service Excellence

The Revere Group is a leading global consultancy dedicated to delivering business and IT solutions. Revere focuses on helping organizations improve their financial and operating performance through the combined application of technology, people and process.

In an industry marked by innovation and change, organizations can look to Revere for its senior consulting model, strong business and technology expertise, and client-focused project management methodology.

In addition to providing clients with world-class solutions, Revere is dedicated to the highest service standards. Vast experience in providing end-to-end solutions in diverse industries and platforms means Revere can deliver measurable results and exceed expectations. Additionally, knowledge and expertise with proven onsite, offsite and offshore methodologies and execution processes has established Revere as an industry leader in the marketplace.

### Industry-leading Outcomes

Revere brings vertical industry market knowledge to help Healthcare, Manufacturing & Distribution, Entertainment, Financial Services, Insurance and Private Equity clients succeed with their unique business objectives.

## Think. Build. Source.

As your trusted advisor, Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success.

**THINK** – Companies continually face the challenge of aligning their business objectives with their IT strategy. An effective roadmap with a strong business case delivers a path to achievable goals with measurable results. Revere helps identify and link people, process and technology, bringing clarity to your business and IT initiatives.

**BUILD** – A successful implementation is the driving force behind all that Revere does. We deliver the right solution on time and within budget. Disciplined project management skills and business aptitude ensures the success you rely on.

**SOURCE** – The right balance of sourced functions can improve your IT service levels and return on investment, allowing you to more effectively meet your business needs. Revere helps identify a strategic sourcing model based on internal capabilities, external resources and cost.