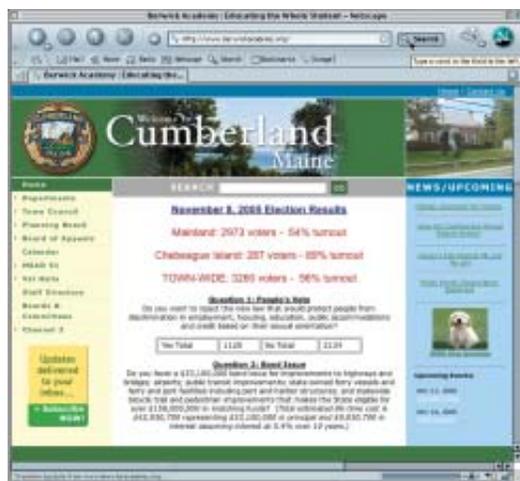


Town of Cumberland Case Study

A Maine town saves time and money by bringing web site control in-house.

With a population just under 7,000, Cumberland, Maine is a typical American town in many ways, including the challenge it faces to deliver services on ever-tightening budgets.

Yet in the summer of 2005, Cumberland was able to launch a highly active and popular new web site that is updated daily, offering the latest information on everything from board minutes and committee meetings, to library events and police notices.



According to Director of Communications Alyssa Daniels, Cumberland not only created a much better web site—they actually saved money doing it.

The search started in late 2004, says Ms. Daniels, because the town realized it wasn't getting value from the existing site. "We had a content manager with our old site, but it was very hard to work with and required a lot of knowledge, so few people could use it."

The result was predictable: The site was never up to date. "We were paying a monthly fee to be able to maintain the site, but it wasn't serving the public."

At the request of the town manager, Ms. Daniels began evaluating alternative solutions.

Savvy Software quickly rose to the top of the list. "We knew we needed a content manager that would let everyone manage their own web pages, without any oversight," explains Ms. Daniels. "I talked to other towns to learn what they were using and looked at different products. We chose Savvy Software's content management solution

"We probably have more pages and information than most towns, but that's because Savvy Software makes it so easy to do."

Alyssa Daniels, Director of Communications



www.cumberlandmaine.com

because it has a very simple to use interface that we were comfortable using right away, and it worked with our budget, too.”

Cumberland decided to go with Savvy in July of 2005, and by September the site was up and running.

“Now if we want to change or add something, we can do it the same day, in-house, without spending extra money.”

- Alyssa Daniels, Director of Communications

“Everyone learned how to do their web pages in just a few hours,” says Ms. Daniels. “We have about ten people taking care of their own content now. They can make updates whenever they want, and it only takes a few minutes a day.”

Cumberland’s web site covers every aspect of town activities, and most sections have an upcoming events list that is always up to date. The site is so current, residents were able to see November election results on the Cumberland home page the very next day, including vote totals and turnout percentages.

“We probably have more pages and information than most towns,” says Ms. Daniels, “but that’s because Savvy Software makes it so easy to do.”

Everything they were looking for. “I had researched so thoroughly, there were no surprises. Savvy is exactly what I expected it to be from the demos. Basically, it allows us to do what we want. Now if we want to change or add something, we can do it the same day, in-house, without spending extra money.”

One of Ms. Daniels’ favorite features of Savvy is the ability to set up a staging area of the site where people can make comments and changes, not going live until the site is ready. “That makes updating easy and very smooth. People can check in when they have time, and everyone can make their contributions.”

More than pennies saved. Best of all, Cumberland “has saved both time and money,” says Ms. Daniels. “Instead of paying a monthly maintenance fee, we can do it ourselves with Savvy Software. We know how to manage our own site now, and the town is getting its money worth.”

