



2019 Hermes Award - Gold

ADVANTAGE BRANTFORD

A cutting edge website gives Brantford a competitive advantage to attract new business and investment

Located in the heart of southern Ontario, the City of Brantford is strategically placed close to major North American markets. The community's population has seen a steady growth rate in recent years and is always welcoming new businesses, residents and visitors.

In order to support the growing municipality, Brantford's Economic Development team partnered with eSolutionsGroup (eSolutions) to create a new website that works to attract new investment, deliver business data, and engage with key stakeholders in the community.

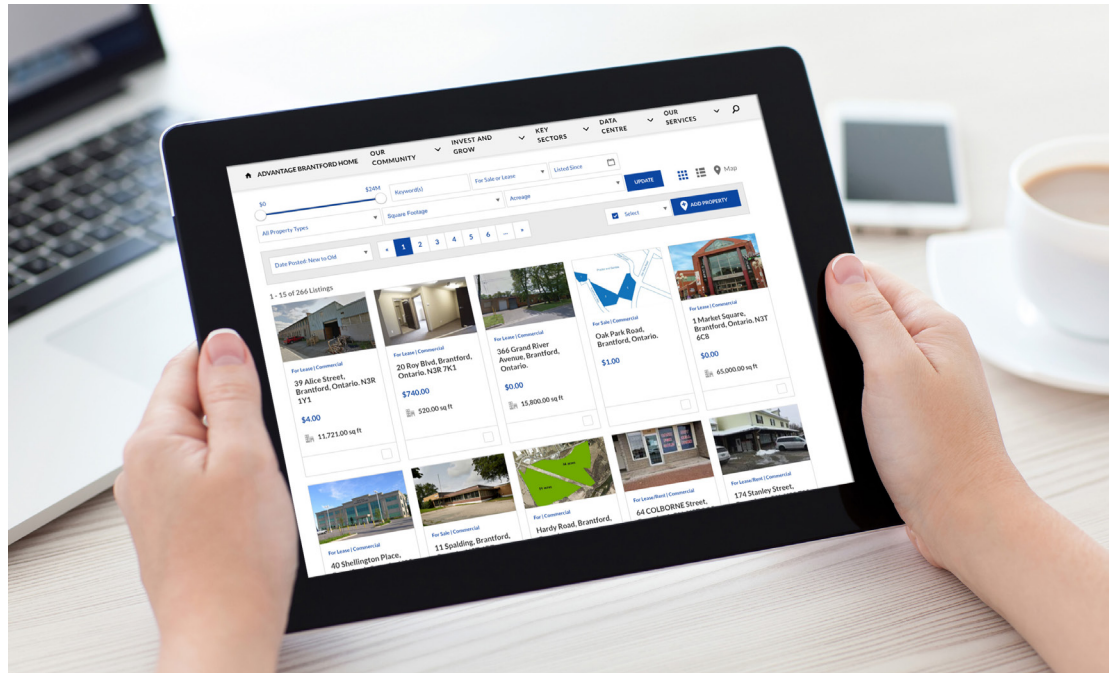
www.advantagebrantford.ca

GO LIVE DATE: February 12, 2019

"The eSolutions team provided outstanding service and support throughout the entire project."

— Kevin Dekok,
City of Brantford Economic
Development Officer

The Brantford Economic Development website includes an Available Lands and Buildings feature that helps connect businesses and site selectors with suitable locations. This powerful tool simplifies the selection process and provides comparative data that assists with decisions surrounding relocation and cost analysis.



CHALLENGE

Advantage Brantford is the primary online source of information for potential investors and businesses looking to relocate. The team sought a modern design and a solution that was easy to navigate, while serving key stakeholders and users.

In order to provide a seamless experience for visitors, the Brantford Economic Development team required an updated application to show off Brantford's many available site locations for sale or lease. The solution needed to be accessible, easy to find and compatible on all devices.

Staff needed to know how to easily use their new content management system (CMS). The CMS had to be intuitive and powerful enough to showcase everything Brantford has to offer. They did not want maintaining content to be an unpleasant chore.

SOLUTION

The new Advantage Brantford, built in eSolutions' i:Create CMS, provides a reliable and accessible digital experience. With simplified content management, a design that updates Advantage Brantford's look and feel and a homepage with scrolling high resolution images, the city's digital presence shines like never before.

Integrating with the city's multiple listings service (MLS), eSolutions added the Available Lands and Buildings solution, providing a comprehensive site inventory. The new website also features a business directory and news tool that showcases local business news and information.

Our team provided in-depth training sessions, including i:Create and Writing-for-the-Web training, ensuring future content is accessible, simple, and applicable.

Digital tools that provide a foundation for strong growth

- ▶ Available Lands and Buildings
- ▶ Business Directory
- ▶ i:Create Content Management System
- ▶ Document management
- ▶ News and Alerts Manager
- ▶ Writing-for-the-web training
- ▶ Secure, Canadian based hosting
- ▶ Accessible, responsive forms
- ▶ Advanced Layout Builder
- ▶ Expert sitemap development
- ▶ Google Translate

