



# Visually Appealing Intranet Portal that Reflected the Creative Brand Identity



**Microsoft Partner**  
Gold Application Development  
Gold Collaboration and Content



## Client Profile

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The client is the worldwide leader in producing and presenting live touring family entertainment experiences. Headquartered in Florida the client is present in more than 75 countries across 6 continents with its production being viewed by over 30 million people every year. Now in its third generation, with as many as 5,000 shows every year, the client continues to experience phenomenal success and acclaim and upholds the tradition of bringing spectacular live entertainment to audiences across the globe.

## The Challenge

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- The client's large scale operations has over 800 employees working across the US. The current portal, was the main communication channel for its employees, venue operators and various partners. They collaborated, managed documents and performed simple workflows related to production, shows, schedules, complementary tickets, and tour operations. However, the intranet was on an archaic Windows SharePoint Server 3.0. The portal lacked key collaboration abilities and functionally deficient in many other areas.
- The client's business belonged to the entertainment industry, employees expected the portal to reflect the image of the brand with creative page designs and functionality that promoted lively collaboration and interaction among user communities. The client was, therefore, looking for a user interface that would be rich with graphics, intuitive, responsive and device agnostic.
- The client wanted the application to retain its performance and speed even if 100s of internal and external users accessed the portal at the same time.

## Trigent Services and Solution

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- SharePoint 2013 On-premise was selected as the platform to develop the intranet portal as it provided a broad set of collaboration capabilities, workflow automation and operational ease.
- Trigent's engineers first created wireframes with client branding and intuitive navigation. By collaborating with the client, the team ensured that the client could

actually visualize the end product.

- When the visual design was approved, the team implemented required functionality using SharePoint out-of-the-box features, and customization using new master page & page layout designs, configurations and web parts. Trigent implemented many visual features such as carousel, visual representation of office and event locations across the nation, and functional features such as announcements, calendars, suggestion box, employee directory and search of data across the system.
- The resulting UI design reflected the true brand identity of the client and was appealing to the many creative employees who are part of the organization.
- Working in a collaborative mode, the team engaged on a regular basis with the client, sharing application demos and incorporating their feedback instantly.

### Technology Stack

- SharePoint 2013
- jQuery, CSS, HTML, C#
- SQL Server 2012

### Additional features:

- **Performance** : The team followed the industry standard of client side coding for the visual web parts. Using this approach, the page rendering was reduced to about a second, even with large user load.
- **Exclusivity during design stage** : To avoid conflict with other custom applications deployed in the same environment, the application resources were pushed to the web application scoped folder rather than the global assembly cache.
- **Responsive UI Design** : The client's expectation mandated that the application work on desktop/laptops, mobile and portal devices without distorting the application layout. Responsive web design made the application look like a fluid grid and due to this, application automatically fit the display resolution for different devices. In order to achieve the fluid response of the application, the team used media queries to match the width of the display in the device and then applied a set of styles to present the content in the defined space.
- **Increasing viewer-ship and communication** : One of the biggest challenges the client faced was to make its employees aware and appreciate the value of the application.

Trigent's engineers advocated and assisted the client to perform pre-launch campaigns, town hall meetings about the application, to generate a sense of curiosity and interest.

## Client Benefits

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- An intranet that truly reflected the brand identity and values of FELD and resonated well with the creative and operational staff.
- Detailed brainstorming on visual design during the initial period and training later on ensured smooth user adoption.
- Scalable design and deployment ensured fast and predictable response time even with high volume of users.
- Using SharePoint platform for development helped in delivering high quality application and in the process saving time, cost and having a happy client.
- Developing the solution in SharePoint helped deliver high quality application, reduced time and money and delighted the client.