



Liquid Interactive discovers the power of Contentivity™ Open Platform by Mogistic.

About Liquid Interactive

Liquid Interactive is a full-service web development firm based in Lehigh Valley, Pennsylvania. Liquid specializes in web design and deployment with a focus on brand identification and web management optimization for website owners.



The Challenge

As a highly-talented design organization, Liquid needed the ability to blend their innovative web designs into a web management structure that could allow their clients to add in content and make full use of the power of their web properties. “We are capable of producing world-class websites for businesses, but one of our biggest concerns was getting our clients to utilize them to their potential,” says Doug Mancini, “We felt we needed to provide more than basic web management tools to make sure clients continued to push content to their customers and communities, or else they would not see the benefit of their investment.”

Liquid needed software that streamlines the development process, taking their PhotoShop™-designed websites, converting them to templates using Dreamweaver™, and building out the website. His designers were not coders, so the software needed to accommodate their skill level.

Another part of the challenge was finding a Content Management System that was intuitive and easy-to-use. “We rely on word-of-mouth as our best form of

marketing. We have always enjoyed good press from our clients, “says Mancini, “but the increasing demands by business to build websites that perform means that we need to get our clients to do more with the websites we build for them. Giving them a complicated or feature-lacking CMS would hurt that cause significantly. Our reputation could suffer as well.”

The Solution

They needed a partner that could provide robust web management products that would keep their bids competitive as a top-tier web design firm. They needed a partner that could be flexible with delivery, providing integration when necessary. They also needed a professional organization to provide superior training and support for clients using their software. “We figured it would be hard to find a product to meet all of our needs,” remarks Mancini.

In doing his research, Mancini contacted Mogistic about Contentivity™. “I was surprised at the incredible flexibility of Contentivity™ and VideoWeb™,” says Mancini. We were excited to learn about the Contentivity™ Open Platform which allowed us to build in our own widgets and completely re-brand the CMS as our own. We didn’t find this with any other serious contender.”

In addition, Contentivity™ did not bloat their bid for projects. “We did not want to be in a situation where we short-changed a client on the CMS in order to keep the terms competitive on a bid. There are many content management systems that just don’t cut it for what clients want to do,” says Mancini, “We were thrilled with the licensing arrangements offered by Mogistic, including the option to utilize their software-as-a-service model for the CMS while allowing us to host that actual website itself.”

Results

Liquid made the choice to license the Contentivity™ Open Platform. It contains the full complement of Contentivity™ features and web management

tools, including the recently released VideoWeb™ module, while providing the API configurations for development of their custom modules for their clients. In addition, Mogistic still provides the training and support to make clients productive. Mancini adds, “We have already seen the difference with how we design our web projects for clients. We are able to push the boundaries farther because we know that we can customize Contentivity™ to meet any challenge a client can throw our way. In fact we have decided to re-develop our own website to reflect the power and flexibility our designs have when combined with our private-label CMS powered by Mogistic.” That’s a great endorsement from a company of award-winning designers.



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