

Caltech IRC gives a lesson in innovation with their new website

Business Problem

Caltech is known worldwide for leadership in science and technology instruction, research and innovation. Caltech's Industrial Relations Center (IRC) provides outstanding educational programs for executives and managers of renowned technology-oriented companies. To reflect IRC's commitment to technology and innovation, the IRC's course catalog and bookings website needed a major overhaul. A new site would allow Caltech to better-represent their brand and provide workable tools to help busy executives plan, book and manage their ongoing professional training and development.

Solution

Faced with a complex catalog of courses with prerequisites, core units and electives, Guidance designed a branded website that combines promotion with elegant user tools. The combination of leading-edge graphical design with Web 2.0 technologies resulted in a dynamic user experience that is crisp, clear and efficient. The entire sessions calendar section was rebuilt using dynamic HTML/ Ajax technologies, allowing users to quickly navigate and interact with it to schedule their sessions. The backend of the website was rebuilt using AspDotNetStorefront which was extensively customized to fit requirements. The site was also optimized for SEO.

Benefits

- Leading-edge graphics and user experience, using the latest in Web 2.0 technologies
- Intuitive navigation encourages users to explore related courses
- Easy-to-use content management (CMS) tools
- Multiple payment options supported, including credit card payments (integration with Authorize.net)
- Custom sub-sites for major Caltech IRC clients
- A solid, PCI-compliant platform (AspDotNetStorefront)

Service/Solution Area

- eCommerce
- .NET Customization & Integration

Software

- AspDotNetStorefront 7.0.2.3
- MS SQL Server 2005



Customer Profile

Founded in 1940, the Caltech Industrial Relations Center (IRC) for Executive Education offers high impact learning opportunities focused on business issues critical to today's executives in technology-based companies. Certificate programs are offered in Technology Management, Technology Product Marketing, and Engineering Management. Caltech IRC offers courses at company sites upon request and is located in Pasadena, CA.

"Our new website is a quantum leap in capability from where we started. The Industrial Relations Center can now direct our customers to the site with confidence in what they will experience. We look forward to extending our capabilities to whole new areas of online services."

Gaylord E. Nichols, Director
Caltech Industrial Relations Center

