

A photograph of the U.S. Capitol building in Washington, D.C., showing the iconic dome and classical architecture under a blue sky with light clouds.

# National Governors Association

## CUSTOMER CASE STUDY

*"We were having problems with downtime on our old platform and needed to move to a more reliable, robust content management system. Jahia has kept us nearly 100% available to our audience."*

**Kevin Hastings** / Digital Program Director

The National Governors Association is the collective voice of the nation's governors and one of Washington, DC's most respected public policy organizations. Its members are the governors of the 55 states, territories and commonwealths.

Our approach: evangelize the citizenry while empowering the governors through an efficient, nonpartisan, non-profit association.

**DX platform version**  
Digital Experience Manager 7.1

**Other solutions used**  
Marketing Factory

**Type of project implemented**  
B2C

**First website launched**  
2011

**Project timeframe**  
9 months

**Number of unique website visitors per month**  
110,000

**Number of managed sites**  
8

**Number of content authors or editors**  
4

# NATIONAL GOVERNORS ASSOCIATION

## HELPING 55 GOVERNORS COMMUNICATE WITH 110,000 UNIQUE INDIVIDUALS EACH MONTH



## About NGA

The National Governors Association provides services that range from representing states on Capitol Hill on key federal issues to developing and implementing innovative solutions to public policy challenges to management and technical assistance for governors. Our documentation, research and information helps to educate and engage the public as well.

## The challenge

In 2011, we were having problems with downtime on our platform and needed to move to a more reliable, robust content management system. Then, in 2015, we had an antiquated, unresponsive website that had thousands of pages of information that needed to be searchable by our governors, their staff and the public.

## The Jahia Experience

We were able to seamlessly move from our old site to a responsive and contemporary site without having to change the architecture. We most value the clear layouts, SEO management tools, mobile preview mode and the insights that Marketing Factory provides to us: user intelligence. We are not trying to sell anything other than bipartisan perspective and knowledge; however, we are using Marketing Factory to start steering our audience to our mission-critical content.

## The business value

Jahia's technology boosted reliability and performance; the consistency has allowed for Google to better index our site so we have seen SEO improvement and traffic gains. The content management system (CMS) has provided a more intuitive environment for colleagues to contribute content.

Altogether, we are very pleased with the solution and also our personal relationships with the Jahia experts and implementation partner teams.

**Visit:** [www.nga.org](http://www.nga.org)

## About Jahia

Jahia is an international software vendor that provides the most complete and integrated open-source Java platform unifying CMS, Portal, Digital Marketing and Commerce.

Because digital is now at the center of the economy, each product stems from Jahia's Digital Industrialization vision. This means a faster go-to market by streamlining the production chain, from development to corporate-wide deployments by putting code, content and feature reusability at the core of the process.

Founded in 2002 and headquartered in Geneva, Switzerland, Jahia Solutions Group has its North American headquarters in Washington, D.C., with offices in Chicago, Houston, Toronto and throughout Europe. Jahia counts hundreds of global brands and governmental organizations among its loyal customers in more than 20 countries across the globe.

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