

ASCENSUS

CUSTOMER CASE STUDY

“We have built custom applications for analytics, login integration from our application, data collection pages using Rest API, pie chart rendering and added srcset attribute on images to handle responsive images.”

David Richards / Sr. Web Content Manager

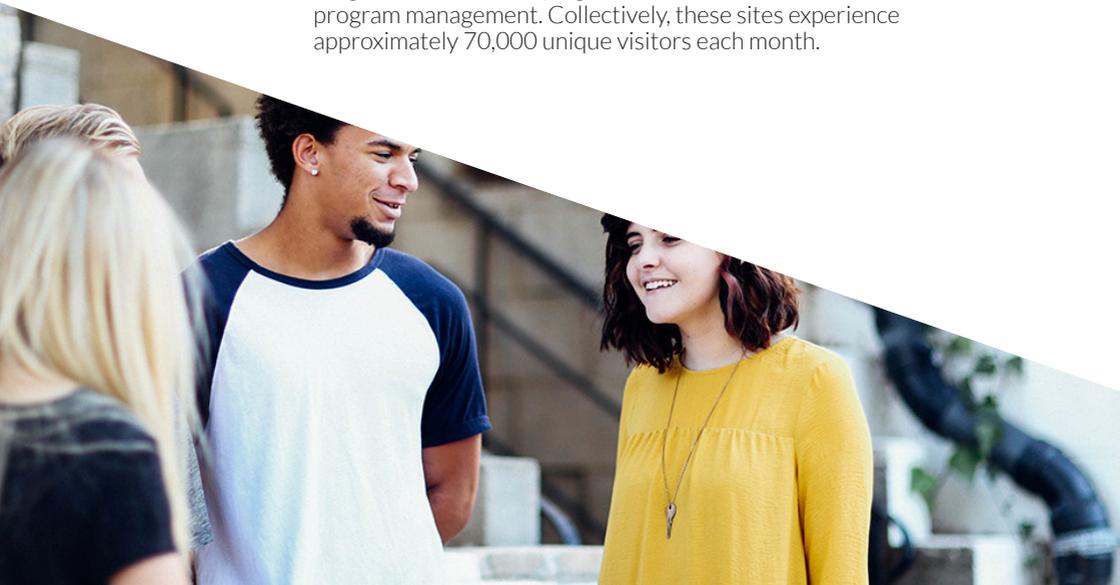
“Jahia has met all of our requirements. Jahia was the right choice as it provided a powerful user interface built on an Open Source platform that integrated well in our technical and operational environment.”

Matthew Rowe / Chief Information Officer

“The Jahia team has been very responsive to our unique configuration and provided a stable platform to grow.”

Matthew Rowe / Chief Information Officer

Ascensus College Savings is a leading administrator of 529 Plans dedicated to meeting the needs of families saving for college across the country. Jahia enables a core engineering team at Ascensus to run three websites, each with their own brand, in order to manage a variety of service models that range from record-keeping and administration to fullservice program management. Collectively, these sites experience approximately 70,000 unique visitors each month.



Jahia product(s)
jContent (formerly DX Manager 7)

Underlying technologies
JSP, JavaScript, Groovy, CSS, Rest
APIs, JAVA

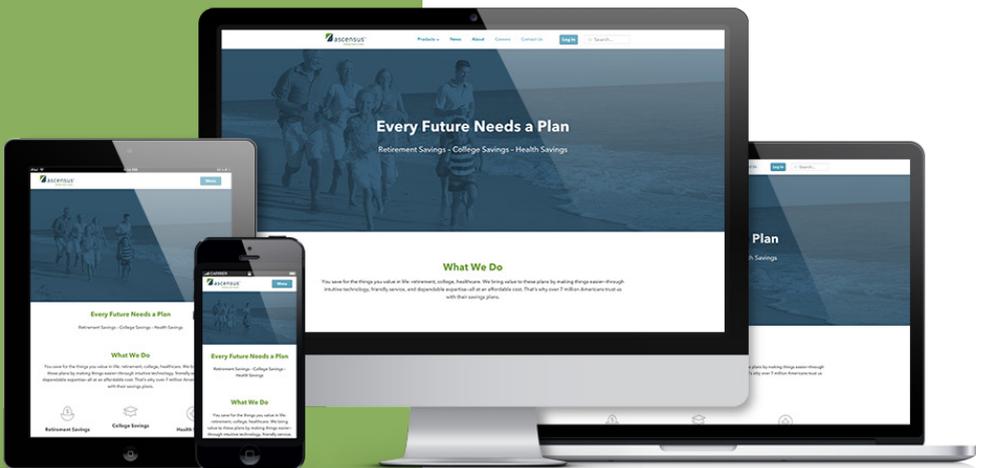
First website launched
2015

Number of Ascensus associates
300

Number of internal users of Jahia's
technology
6

Number of unique website visitors
per month
70,000

**ASCENSUS
SERVES
MILLIONS OF
ACCOUNT
HOLDERS
EACH YEAR.**



About Ascensus

Ascensus College Savings was established in 2002 and is headquartered in Newton, MA. They currently provide program management and administration services for 31 plans across 17 states. Ascensus has approximately \$70 billion in assets under administration through 3.5 million accounts (as of October 30th, 2015).

A complex problem

Currently a member of the Inc. 5000, Ascensus is one of the fastest-growing organizations in the U.S. As an industry, college savings plans are still in their infancy; awareness and engagement with 529 Plans is growing by the year. College costs continue to rise and the student loan crisis continues to be top of mind for many families.

Requires an agile, intuitive platform

Increasing consumer demand necessitates that Ascensus position itself to accommodate growth and anticipate the expectations of future savers. To add to the complexity of the marketplace opportunity, college savings products can be confusing so it is imperative that potential clients have an online experience that presents information to any device in a simple, quick and intuitive way

The choice of Jahia

Ascensus' former content management system platform was outdated, inefficient and inflexible. The biggest issue was the inability to easily create responsive websites and stay current with technology. To accommodate this inflexibility, Ascensus had to build and maintain two versions of each site to cover both desktop and mobile versions. Additionally, the previous system was very inefficient; to create a new page meant creating individual assets for each PDF and image to be used on that page. That could mean creating 10+ assets before even beginning the actual page build.

The new system requirements

Several in-house teams were part of the decision-making process for a new system: UX Team, Technical Operations, Development, Marketing and Finance. These teams collaborated to determine the extensive list of features required for a new system:

- A powerful, intuitive User Interface for content editors
- Responsive template designs ready for customization
- Multiple site hosting
- Ability to plug-in to existing Content delivery network (CDN)
- Search Engine Optimization (SEO)
- Ability to provide intuitive URLs that map to a more complex technology platform
- Multi-environment asset and age promotion
- Revision history
- Customizable workflow and authorizations
- Alignment with current architecture infrastructure
- Content API & Asset handling
- Reasonable price
- Availability of Technical Support

Jahia Support

Jahia support is responsive with the standard Service Level Agreement; engineers typically provide hands-on feedback the next business day. Some performance and stability issues were identified during testing, and bug fixes or workarounds were provided to address all issues. Jahia's engineers were available off-hours to create and test workarounds and fixes as needed post-launch. With the system currently in production, Ascensus continues to leverage Jahia support for architectural deep-dives and code snippets while developing new customizations for the platform.

Next steps to come

The business goal for Ascensus is to continue being a leader in the college savings space, which includes increasing strategic partnerships and inspiring new and existing college savers. Each of their current three sites has its own brand and URL. Ascensus plans to load another 16 sites - all with their own brands and URLs. They anticipate the collective traffic to increase significantly but have confidence in the Jahia platform to deliver smooth launches.

"Jahia has allowed us to promote our business partners' brands efficiently and with scale."

Matthew Rowe / Chief Information Officer

Visit: www2.ascensus.com

About Jahia

At Jahia, we believe great digital experiences don't have to be complex. It only requires strong and continuous integration capabilities along with simple, intuitive interfaces that enable IT & Marketing to work together to build and manage multi-channel initiatives quickly and easily.

Leveraging our headless enabled, cloud-based platform, Jahia helps companies all across the world better utilize their content and customer data to deliver the right experience at the right time for truly personalized customer experiences. With an unparalleled level of flexibility and connectivity, ensuring our solutions can be adapted to suit their needs, Jahia cuts through the noise (and long implementation cycles) to **Make Digital Simpler**.

Founded in 2002 and headquartered in Switzerland, Jahia Solutions Group has its North American headquarters in Washington, D.C., with additional offices in Boston, Houston, Toronto, and throughout Europe. Jahia's loyal customer community counts hundreds of global brands and organizations, including Ben & Jerry's, Nationwide, NASA, and General Motors.

For more Customer Case Studies, please visit:

www.jahia.com/customers

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Demo request 

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