

HANNON HILL



A CMS SUITE BUILT  
FOR YOU



# ABOUT **HANNON HILL**

Hannon Hill has been committed to higher education for over **20 years**. In fact, from day one, Cascade CMS was developed for web teams and content contributors at colleges and universities. Many of our staff members have spent decades in higher education, learning the ins and outs of both marketing and communications and IT. We monitor and predict trends, anticipate your needs, understand your pain points, and engineer solutions to address your challenges. Your success is our priority. Our Customer Success team and our CEO conduct regular listening sessions with users to ensure their success and satisfaction. As you learn more about us, you'll see that everything we do is focused on making Cascade CMS work for you. Because customer experience is everything, we want yours to be unforgettable.

**Our team can't wait to serve yours.**

# MEET US

## THE LEADERSHIP TEAM



**Kat Liendgens**

CEO



**Bradley Wagner**

VP OF ENGINEERING



**Laura Rives**

VP OF SALES  
AND MARKETING



**Brad Kazmer**

DIRECTOR OF  
PROFESSIONAL SERVICES



**Tim Reilly**

DIRECTOR OF  
SUPPORT



**Charlie Holder**

HEAD OF  
CUSTOMER SUCCESS



**Brianna Jackson**

HR DIRECTOR



# CASCADE CMS & CLIVE

## A CMS SUITE BUILT FOR YOU

Cascade CMS and Clive are the preferred content management suite for those who value maximum flexibility, high quality content, and the highest return on investment. Our tools are focused on keeping your users engaged in the CMS and invested in their content by providing action items to help them create, manage and publish more effective content.

If you're looking for a CMS that is loved by web developers, content contributors, and marketing professionals alike as well as a partner to help you achieve your digital marketing goals, you are looking at the obvious choice.



### WEB DEVELOPERS

- Support of XSLT and Velocity
- Server-side language agnostic
- Extensive Web Services API
- Advanced code editor
- Site import, export, and copy
- GitHub code repository
- Custom Workflow builder
- Multi-queue publishing
- Multi-site management
- Webhooks

## CONTENT CONTRIBUTORS

- Daily content reports
- Task management
- Collaboration tools
- Smart content entry fields
- Easy content reuse
- In-context analytics
- Customizable dashboard
- Spelling, link and accessibility checks
- Stale content report
- Native image editor
- Accessible and mobile friendly interface



## MARKETERS

- Granular user permissions
- Custom groups and roles
- Quality Assurance tools
- Web form builder with CRM integration
- Versioning and auditing
- RSS and mobile outputs
- Actionable analytics
- Digital Asset Management integration
- Multiple accessibility checkers
- User activity reports
- Targeted content delivery and personalization





# CASCADE CLOUD

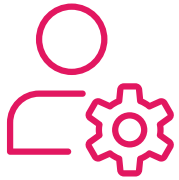
## OVERVIEW

Cascade Cloud is Hannon Hill's SaaS solution optimized for Cascade CMS. It is created and supported exclusively by our internal team. With Cascade Cloud, Hannon Hill hosts and maintains the application and database servers, which means no worrying about hardware purchases, installations or upgrades, backups, disaster recovery, or heavy reliance on your organization's IT department.

### **Cascade Cloud also includes:**

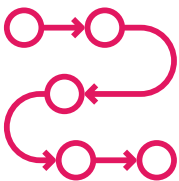
- Product and database setup and installation
- Software upgrades handled by the Hannon Hill support team
- Daily backups of your database
- All operating system and database server patches and security fixes
- No limits on number of sites
- No limits on number of named users
- Integration with your current authentication system





## USER MANAGEMENT

Administrators can grant appropriate access by assigning customized permissions, roles, and options to individual users and groups. Permissions can be applied to sites, directories, page types, pages, page regions, and even individual content fields. Additionally, Cascade Cloud can integrate with your current authentication system. We have native LDAP or Active Directory integrations, as well as a custom authentication API to hook into a variety of single sign-on products like CAS, Kerberos, or Shibboleth.



## WORKFLOWS

The Cascade CMS workflow engine is completely customizable to include steps such as submit, approve, and publish. A variety of triggers and actions can be associated with each step in the workflow. The built-in visual workflow builder allows for the creation and management of any type of workflow assigned to any number of users or groups, as well as unlimited levels of approvals and routing.



## PUBLISHING

Cascade CMS supports unlimited destination web servers, allowing users to publish content to a staging web server before publishing to production. Users can also see how changes will look on the live website prior to publication. Manual publishing simply involves selecting the 'Publish' button once new content is created, reviewed, and approved. Automatic publishing follows pre-set schedules to release new content.

# SERVICE OFFERINGS

We love supporting and collaborating with our customers and want to ensure that you get the help you need in order to be successful.



**RYAN GRIFFITH**  
Support Engineer

## SUPPORT

We offer the same platinum standard of support to all customers. No tiers means no up-selling or running into contract limitations. We accept an unlimited number of inquiries from as many users at your organization as you need. Open a ticket via email or contact us via our in-app chat.



**ELISABETH HUTZEL**  
Services Team Lead

## SERVICES

Our Professional Services team has carried out numerous complex implementation projects and can offer expert consulting on how to get the most out of your Cascade CMS implementation. From QuickStarts to turnkey solutions, content migrations, or integrations with other systems, no project is too big or too small.



**SAM SKINNER**  
Head Trainer

## TRAINING

Our Training team can get you up to speed on everything you need to know about Cascade CMS. From full days of hands-on technical training to custom end-user training based on your implementation, we've got you covered. We also offer free Cascade CMS training and product update webinars.

# WHAT SETS US APART

- **Unrivaled customer support.** Our 99.6% satisfaction rate on support tickets speaks for itself. We do not charge extra for support tiers. In app chat support included in Cascade Cloud.
- **Support of XSLT and Velocity.** Content can be transformed from XML to HTML through Velocity, XSLT, or both on the same page.
- **Focus on outcomes and action items.** Cascade CMS keeps contributors engaged by providing them daily reports with action items, pertinent data and task management.
- **Free downloadable starter sites and modules.** Access starter code and downloadable modules for must-haves like faculty directory, course catalog, calendar, and more.
- **Create Once, Publish Everywhere.** No CMS makes it easier to share content across sites. Publish a single piece of content in multiple formats to multiple pages, sites, or servers.
- **The most straightforward pricing in higher education.** We allow for unlimited named users, sites, and domain names at no additional charge.
- **Web personalization and digital engagement platform.** Cascade CMS provides access to Clive, our personalization tool, which allows you to deliver the right content to the right visitors at the right time based on form data, geolocation, and digital body language.
- **Easy templating.** Templates in Cascade CMS are valid XHTML. The system supports HTML5 and CSS3 and all web technologies, including .NET, PHP, ColdFusion, and JSP.
- **Laser Focus.** We are laser focused on what we do best: giving you the best CMS possible. We support your desire to choose the best of breed tools by providing APIs, webhooks, and connectors to allow you to integrate the systems of your choice with each other.
- **Security:** Cascade is the most secure higher ed CMS on the market. We challenge you to test Cascade yourself and compare it to other systems.
- **Hassle-free migration:** Moving to Cascade CMS will not cause you any heartburn. We can handle the migration for you by using our custom tools and manually copy content where necessary. We even make our Universal Migration Tool available to you free of charge.

# CASE STUDY

## FROSTBURG STATE UNIVERSITY



### ABOUT

Prior to switching to Cascade CMS in 2015, Frostburg State University used a different content management tool, which wasn't robust enough to meet the university's needs. In addition, the vendor was not able to provide the level of support that was needed. As a result, the university made the decision to evaluate other products and services. The timing was right, as it coincided with a redesign of the university's public-facing website.



### CHALLENGES

Prior to switching to Cascade CMS in 2015, Frostburg State University used a different content management tool, which wasn't robust enough to meet the university's needs. In addition, the vendor was not able to provide the level of support that was needed. As a result, the university made the decision to evaluate other products and services. The timing was right, as it coincided with a redesign of the university's public-facing website.

Two of the key requirements were that the new CMS be intuitive to end users and require less involvement from technical resources.

While the Marketing team was the final decision maker, the IT department also provided their pain points and desired outcomes of the switch, identifying reducing the number of helpdesk tickets as an important and measurable goal. Users on campus should be able to edit their content and publish it without any interaction with IT.

After Frostburg's team reviewed Cascade CMS, it was clear that the product would meet their needs and would help the University achieve its goals.



## RESULTS

As soon as Cascade CMS was rolled out on campus, the number of helpdesk tickets plummeted. In fact, it cut the number of overall tickets in half. In September 2016, the IT team received 355 tickets. By September 2018, the number had dropped to 277, and in 2019, it was only 164 tickets. According to Reid Bluebaugh, Associate Director of Applications and Development, the dependency on IT for content contributors has significantly lessened.

Content contributors are able to make updates much faster than before, while IT resources are able to focus on other strategic priorities. Bluebaugh states, "Giving the power to users was great as it cut down on IT resources. In fact, we had three team members on the web and we were able to move one of them to another IT role as things got more streamlined. The users are happier because they can get their updates done quickly and easily. IT's focus has been more on training and helping users improve their pages."

As Frostburg rolled out its new website in Cascade CMS, the focus was on streamline content. It makes sense to do a content audit prior to migrating existing content into your new CMS. Prior to moving to Cascade, the university had 5,726 pages. After eliminating 62% of the content, the website was down to 2,176 pages. This was crucial, as Bluebaugh stated, because "the users were more focused on the important content and got rid of the fluff."

Frostburg State University has 83 content contributors. The learning curve for Cascade CMS has been low, allowing the team to do one on one training sessions for a smooth rollout. In addition to the training sessions, Frostburg has also created documents to help the users stay on track.

# CASE STUDY

## UNIVERSITY OF SAN DIEGO



### ABOUT

The University of San Diego is a private Roman Catholic University located in San Diego, California. Founded in 1949, the university offers 42 baccalaureate degrees and maintains an enrollment of over 8,500 students. In 2015, the University named the number one “most beautiful” campus in the United States by Best Choice Schools.



### CHALLENGES

Prior to implementing Cascade CMS, the University used Adobe Contribute as its content management system. While using Adobe Contribute, the University had a few pain points that hindered its ability to create the best website.

#### **Key challenges included:**

**Workflows.** Lack of robust workflow functionality within Adobe Contribute was a big motivator for USD to seek a new CMS provider. Drafts would get lost and content could not be approved, resulting in extra work and wasted time tracking down lost content. Some academic areas simply abandoned workflows—or never even put them in place—and had free reign to publish pages. As a result, the University constantly found pages published to the live server with spelling errors, broken links, accessibility issues, and more.

**User Interface Customizations.** USD found Adobe Contribute’s UI too limiting and inflexible. End users were unable to add or customize functionality, significantly increasing the web team’s time supporting the product, and subsequently decreased their time focusing on strategic and technically-advanced projects.

**Desktop Software.** Adobe Contribute required a desktop installation, which proved to be a burden for the University’s Help Desk Team. Prior to the availability of a site license for Adobe products, each installation was a set fee, growing to be fiscally inefficient as the website grew. Furthermore, each website required a ‘connection key’ generated by the web team, which maintainers could not install without help—and needed to be re-installed every time a maintainer got a new computer.

**Support.** Adobe provided no support which quickly resulted in a bottleneck in their IT department, leading to longer wait times to publish content.



## SOLUTIONS

While looking for a new content management system, the University had several key requirements for its new CMS:

- Cloud-hosted
- Responsive support team
- Flexible & granular template building for the administrators
- Friendly user interface for end users
- Accessibility, spelling, & link checkers
- In-context editing
- Customizable approval workflows
- Static publishing
- Customizable roles and groups within the system
- Cross-platform, browser-based solution
- Ability to publish multiple content types to virtually any destination we need them to

During the evaluation process, the University reviewed sixteen enterprise-level CMSs. After reviewing features and benefits, the University requested demos from the the top four vendors, chosen based on a specific list of minimum requirements and important preferences (nice-to-haves).

After narrowing its search to two finalists, the team performed hands-on administrative and end user testing in vendor-provided sandboxes. Over thirty people participated in the testing, and the committee ultimately chose Cascade CMS based on specific quantitative and qualitative scoring.



## RESULTS

Currently, the University of San Diego manages approximately 98% of its web presence in Cascade CMS. The University has built robust templates that are extremely customizable, providing end users with multiple easy-to-use module types and layouts to choose from—all while maintaining a consistent, branded look and feel.

Additionally, the University established a necessary approval workflow process, getting buy-in from all of the appropriate higher-ups within each school. This is a process that had not existed before and was no small feat to implement!

The University has seen many positive outcomes since its transition to Cascade CMS in 2012. The continuous release of template module enhancements appeal to their end users' constant desire for new functionality. Template setup flexibility enables the web team to easily provide customized designs for schools within the University while maintaining global branding. The standardized templates are also virtually impossible for end users to break (apart from any bad layout choices with the modules they may make). The presence of approval workflows allow them to ensure that the sites are 508 compliant.

Finally, and perhaps most importantly, the web team now has time to focus on strategic projects. Now freed from the burden of hosting Adobe Contribute, performing upgrades, and supporting end users, the team is able to complete more fulfilling and impactful work. And end users are grateful for increased autonomy.



## **FUTURE PLANS**

The University has a few projects in the pipeline, including creating an email template builder tool to produce HTML that can be consumed by any of the five mass mail tools used across the organization. The web team also plans to redesign the websites for the School of Law, the School of Leadership and Education Sciences, and the School of Engineering.



## **WORKING WITH HANNON HILL**

Roberta Roebuck, the Senior Web Application Developer, had this to say about working with Hannon Hill:

*"The Hannon Hill support team is by far the best vendor support team I have ever worked with. They are knowledgeable, friendly, and extremely responsive. The training team has always come up with applicable trainings when requested and is always available for follow up questions if needed. Sometimes our training has been onsite at USD since there are west coast reps, which is great! Our sales contact, Blaine Herman, is always available for questions and help, and is absolutely great to work with. Overall, the personable staff are great to network with at the yearly conference, whether professionally or just having a beer with at the end of the day. It is obvious that the entire team that makes up Hannon Hill is invested in this company and product, and it shows through their attitudes and personalities, their hard work, and of course their end product that continues to get even better with each release."*

# OUR PARTNERS

## DESIGN & CONTENT STRATEGY

**BARKLEYREI**

beacon

 **CASCADE FACTORY**

ELLIANCE

**FASTSPOT**

mStoner

 **NEWCITY**

P'UNK  AVENUE

 **stamats**

## TECHNOLOGY

 ellucian.  
PARTNER

  
monsido.

  
tenon.io

  
Siteimprove

webdam  
by Bynder

 **WIDEN®**



## CONTACT US

If you're ready to see a product demonstration, have questions, or would like to have a get-to-know-each-other chat, we'd love to hear from you.

## HANNON HILL

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