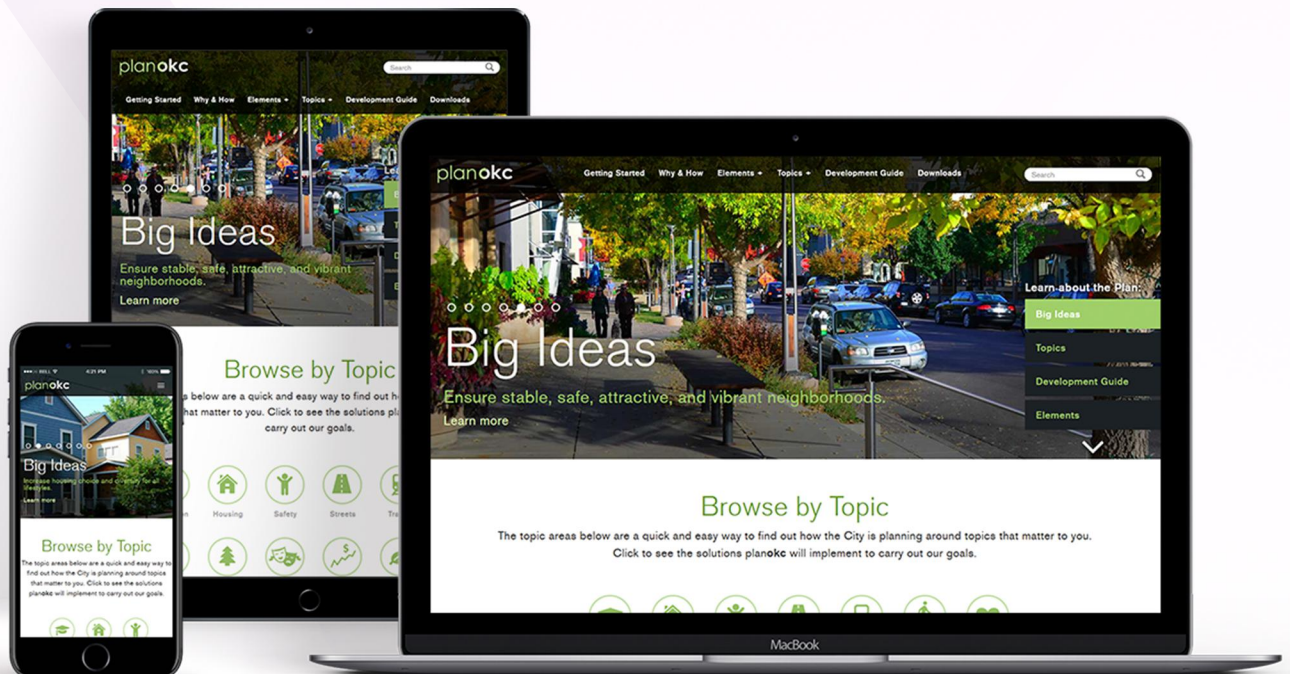




CITY BUILDS CONTENT MANAGEMENT SYSTEM WITH REMOTE TEAM AUGMENTATION

— PlanOkc Case Study



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SUMMARY PLANOKC

Based on an extensive community input process, PlanOKC asks residents to contribute to new ideas on developments, essential services, environmental protection, and innovative change to guide future decisions and prioritize investments for the future growth of the city of Oklahoma.

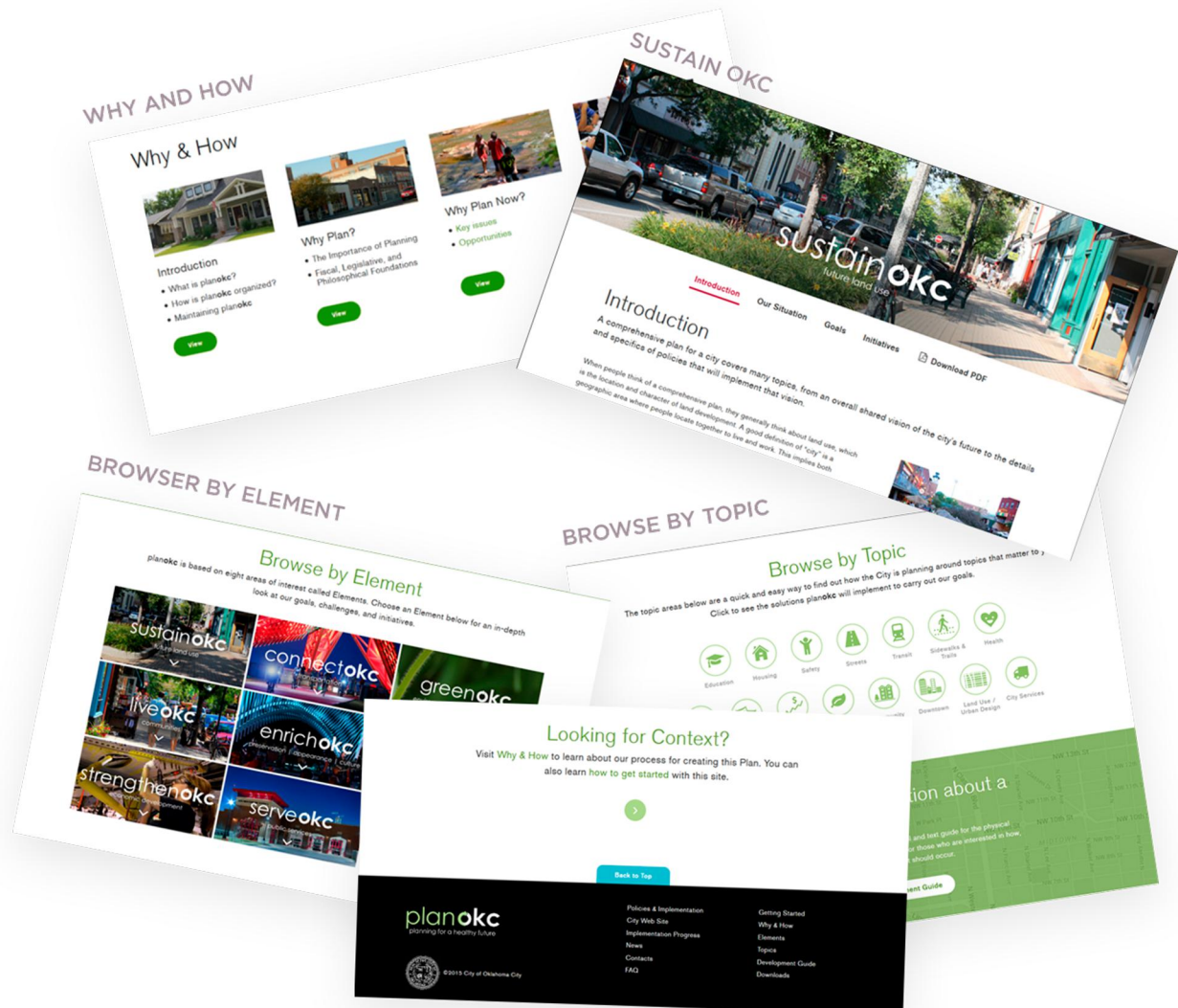
ABOUT 247 LABS

247 Labs is a team of developers, designers, testers, product owners and architects focused on helping businesses with their technology and engineering needs. 247 Labs drives initiatives to its 200+ clients ranging from SMB to Fortune 500, and implements digital solutions that deliver excellence to move business forward. 247 Labs design and technical teams add value through their knowledge of best practices and experience with web and mobile applications and surrounding infrastructures.

CUSTOMER OVERVIEW PLANOKC

PlanOKC has been developed through analysis and input from Oklahoma City residents, business professionals, community stakeholders and city government officials, and is a comprehensive plan that is the foundation for policy, infrastructure, and planning decisions for city development.

The PlanOKC website exposes planning ideas to residents and discusses issues and goals, describing how the city and its partners will go about accomplishing these goals. Planning topics on the website include: land use, transportation, environment, the arts, preservation, economic development, public service, and communities.



BUSINESS CHALLENGE

Oklahoma City hired global urban planning agency, Sasaki Associates, to do its urban planning for the city. Inevitably, the city needed a website to inform its population about their new urban plan. The City of Oklahoma needed a fully responsive solution that would adapt to any mobile device. On the technical front, 247 Labs had full capability to take on the project. However, the challenge was how to work remotely with the Oklahoma City's team and partners. 247 Labs had experience integrating with local teams, however, a remote team integration would be the first for the dev ops team.

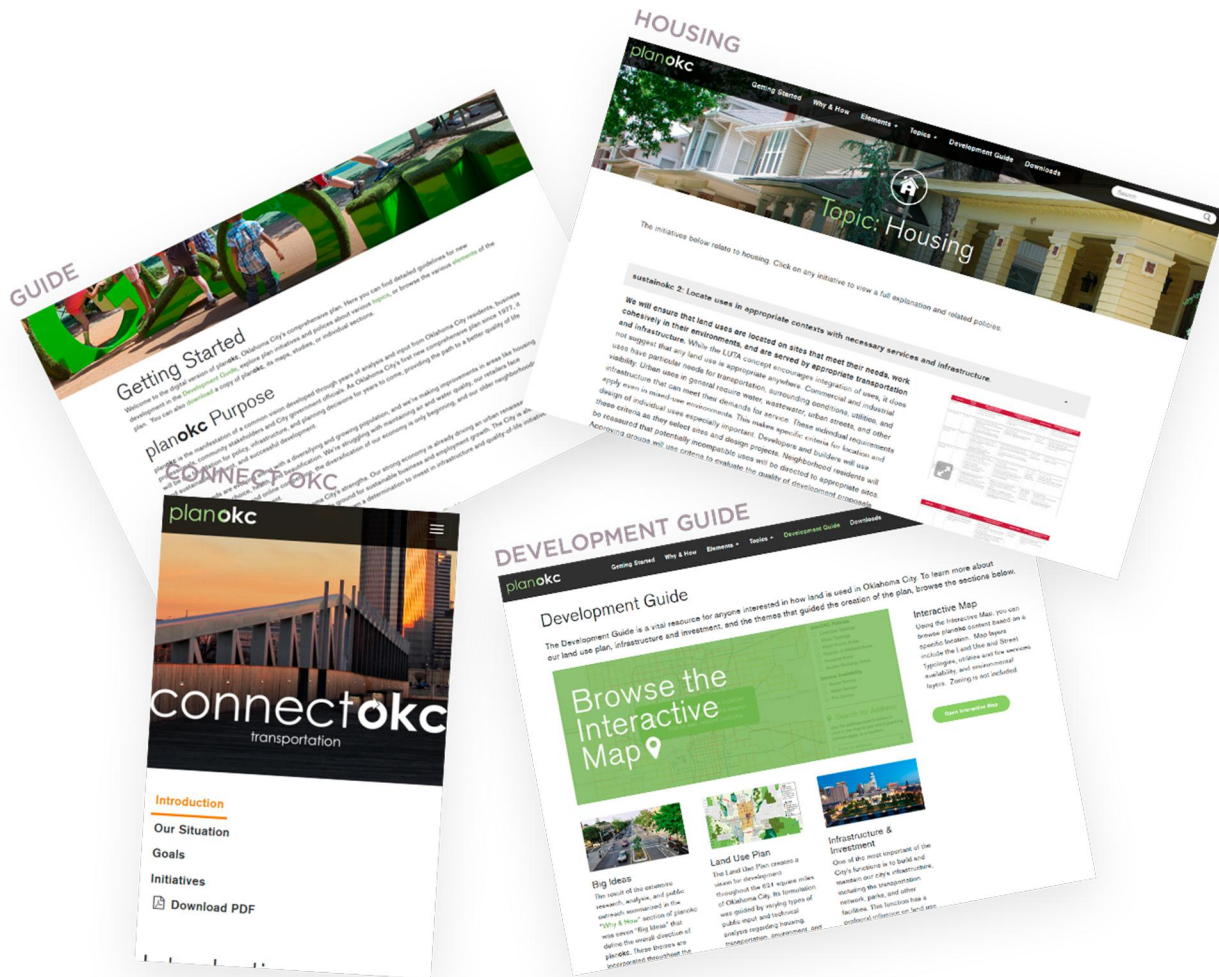
Elements like timely, effective support, easy-to-use collaboration tools, and scalability without performance degradation were a few concepts that were new to the 247 Labs team. The issue was how do deliver team integration that would minimize the time it took for workers from both teams to learn how to work together, as there was no “one size fits all” approach as both teams came with their own company cultures. There needed to be an effective way for 247 Labs to communicate with the Oklahoma City team in order to work with transparency and efficiently.



SOLUTION

247 Labs implemented a custom WordPress development for the City of Oklahoma. The Content Management System (CMS) had custom plugin integrations, which enabled the city staff to easily update the admin and manage the content on the backend. The website displayed the information about the city's plans in a structured way, and included the addition of custom entities for policies, goals, topics, and elements with each entity custom-linked according to the city's requirements.

247 Labs continues to maintain the Oklahoma City's CMS and website. Proof of a successful remote team integration has given 247 Labs confidence to undertake local, national, and international projects. 247 Labs capitalized on this experience to build teams with national and international members.



RESULTS

The advanced WordPress implementation and front end UI/UX development project delivered a fully customized CMS for the client.

247 Labs has also created a culture that enables and facilitates its team to work with customers regardless of where they are geographically located. The ability to work remotely has shaped a great culture that makes it easier to integrate with other teams. 247 Labs recently created its own manifesto, which defines the company's values as "the power of development that makes a difference in any part of the world, remotely".

This first remote 247 Labs project has resulted in new business opportunities to serve other government agencies. With this gained experience, 247 Labs team can collaborate with other teams in all capacity and scope.

LET'S TALK!

Let us help you design a website that embodies your business and brand.

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247 Labs is a registered trade mark of 247 Labs Inc. PlanOKC is a registered trademark of City of Oklahoma City.



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