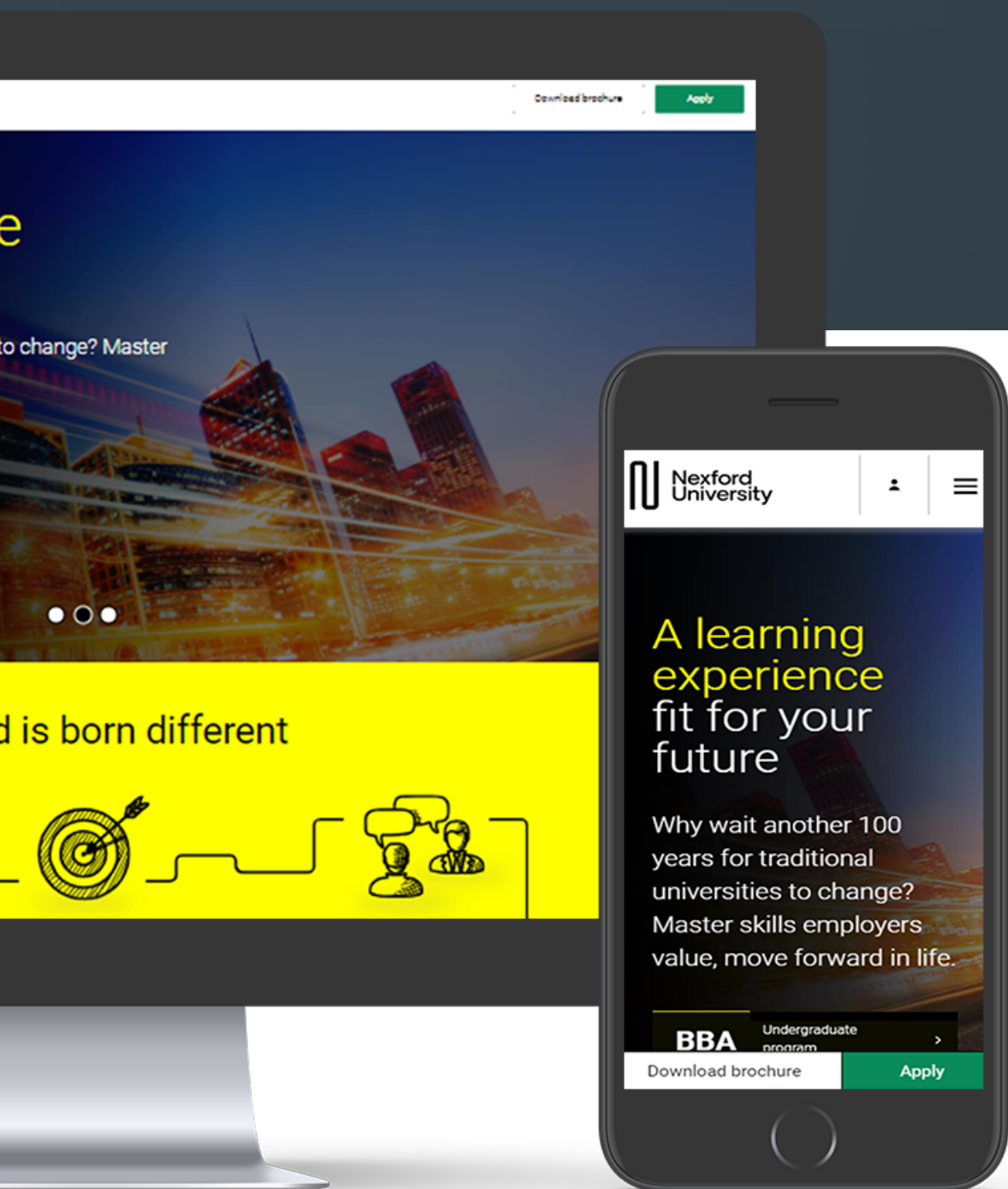


CASE STUDY

Nexford University



Nexford University Goes Live in Five Weeks With Flex Accelerator

Nexford University was a university without a website. With enrollment applications being submitted every week, it became increasingly urgent for Nexford to have a marketing website. Not only was it important for Nexford to have a site to provide course and university information, it was equally important to establish legitimacy within the online academic community.

From the onset of the project, it was clear that timing was of utmost importance. XCentium was tasked with delivering a fully functioning responsive Sitecore solution, including content and custom components, within a very tight timeline.

Reaching Students Worldwide

Nexford University enables greater social and economic mobility across the world by providing learners with access to high quality, affordable, dynamic education that prepares them for the global workplace. They are creating a next-generation learning experience that will positively impact millions of lives around the world. Nexford University is an American university licensed by the Higher Education Licensure Commission in Washington DC.

Nexford University was launched on Flex Accelerator for Sitecore, an XCentium SaaS solution developed in partnership with Sitecore. By launching Nexford on Flex Accelerator, XCentium was able to deliver an enterprise-grade, Sitecore 9.0 site within five weeks from the initial design hand off. This impressive timeline is a fraction of customary Sitecore implementation industry averages.

Serving students worldwide poses challenges for many universities, as it did for Nexford University. XCentium was able to help Nexford meet the needs of their student population by implementing GeoIP. Implementing GeoIP provides personalization for content and languaging based on where a student resides. Wherever a student lives, they are able to see programming available to them, in their native language.

XCentium was able to adapt Nexford's unique design with requested customizations on Flex Accelerator for Sitecore. In order to complete Nexford's mission of becoming the largest and most affordable American university in the world, highly customized forms including course recommendations and calculators were needed to help students find the necessary information and enroll online.

Hosting on Azure Cloud enables Nexford University to autoscale and accommodate large spikes in visitors during peak recruiting and registration periods to ensure exceptional experiences for current and potential students. Meanwhile, this also allows the University to save money by only employing additional servers when they are needed.



CLIENT

Nexford University

WEBSITE

www.nexford.org

INDUSTRY

Higher Education

SOLUTIONS

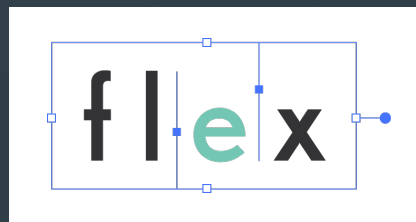
Flex Accelerator for Sitecore
Sitecore® Experience Platform

INTEGRATIONS

SOLR Search
Azure Cloud
GeoIP

POWERED BY





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PROJECT HIGHLIGHTS

- Site launched 5 weeks after starting project
- XCentium SaaS – Flex Accelerator
- Included Content Author Training
- Sitecore 9.0
- Hosted in Azure
- Personalization based on Geo IP
- Adapted to client's unique design with some custom development
- Global site with users from around the world
- Highly customized forms such as calculators and course recommendations
- 24/7/365 Managed Services

Additionally, XCentium provides 24/7/365 Managed Services for Nexford University, as well as all Flex Accelerator clients. This provides peace of mind, security and deployments without downtime, as well as all minor and major upgrades of Sitecore.

Expanding Nexford University's Vision

Nexford University was able to stand up an enterprise-grade Sitecore website solution in record industry times through Flex Accelerator. Their new marketing website provides an exceptional user experience for both prospective and current students around the world. Additionally, the new Nexford website gives the University credibility in the online academic community, a necessity to further their vision to become the largest and most affordable American university.

Flex Accelerator's componentized user experience gives the Nexford marketing team control over both content and campaigns. The Sitecore Experience Platform gives marketers the capabilities of creating engaging personalized experiences to their students around the world. The individualized training Nexford University's marketing department received from XCentium will help them leverage their new solution today – and as they continue their legacy of education and growth.

"We are very excited about the Flex Accelerator for Sitecore SaaS service XCentium and Sitecore have provided. We were in the market for a turnkey, fast time-to-market solution based on a best-of-breed enterprise CMS. The introduction to XCentium's Flex Accelerator for Sitecore solved all our requirements immediately,"

- Paul Coleman, Chief Technical Officer, Nexford University

"The market has been missing the combination of such an affordable, easy-to-use, and complete digital experience offering for small and midmarket companies. Sitecore KickStart and partner solutions like XCentium's Flex Accelerator make it much easier to deliver world-class digital experiences. Now every company has the opportunity to connect with their customers in a highly personalized way that cultivates lifelong relationships."

- Mark Frost, Chief Executive Officer, Sitecore

