ELECTIONS SASKATCHEWAN

> "*With Adxstudio Portals, we were able to replace our dated web platform with a cloud-based, cost effective and easy to use solution.*"
>
> — Daniel Bogdon
> Office of the Chief Electoral
> Officer Saskatchewan, Canada

Built for Growth, Elections Saskatchewan Portal Scales to 33,000 Page Views (and satisfied constituents) on Election Day

Challenge

In Saskatchewan, it is the responsibility of the Office of the Chief Electoral Officer to maintain a persistent state of provincial election readiness. The Office appoints and trains constituency returning officers and election officials. In preparation for the November 2011 Provincial election, a staff of approximately 10,000 officials were hired. Hiring staff such short periods of time required a fast, efficient staffing model. Assistance is provided to registered political parties, candidates, chief official agents and business managers as well as constituents, making the effective communication of election information key for the Office.

The Office was hindered with a dated, hard-to-use, difficult to maintain web site and database. In particular:

▼ Voters could not easily find their polling stations and other relevant information

▼ Election results were input manually and web published every 15 minutes - not live

▼ There was a limited use of social media tools and no mobile-ready site available

▼ Manual application processes made hiring election officers and officials inefficient

▼ And, the infrastructure was inflexible and time consuming to maintain

Solution

Adxstudio Inc. provided Elections Saskatchewan with a leading edge web portal seamlessly integrated with Microsoft Dynamics® CRM Online.

On the Office's wish list - a system they could cost-effectively implement on-time, provided improved communications to all stakeholders, helped streamline operations and was easy to use. Implemented in September 2011, the new system delivered on this wish list, and more.

Voters now found polling stations in two easy clicks, saving steps and eliminating frustration.

"One of our goals was to make polling information easier to find to help encourage our constituents to get out there and vote," said Daniel Bogdon, Office of the Chief Electoral Officer.

"By using Bing maps and its pinning feature, voters could easily see where their polling stations were along with all other relevant polling information."

Using Adxstudio Portals web form and content management capabilities in conjunction with Bing maps, voters were presented with an easy to use portal interface that encouraged them to self-serve the information needed to answer questions they had around the voting process.

Residents easily located voting locations using a constituency locator with Bing Maps integration, with pins clearly showing polling station locations. With this fun, interactive feature, residents simply enter their civic or rural address location.

Based on poll location information stored within Microsoft Dynamics® CRM, the portal displays the voting locations on an integrated Bing Map including other relevant constituency details.

The new CRM-based portal provided constituents with all the information needed to vote on election day.

Public Sector Satisfaction Using Adxstudio Portals

Automated Application Processes Save Time & Money
Staffing up to support an election is no small feat when you're charged with hiring up to 10,000 returning officers and officials. Portals-based job application processes automatically trigger notifications, initiating the hiring process for individual constituencies and streamlining overall electoral staffing processes.

Cost Effective, Call Centre Assistance
Portals-based Constituency Locater tools were effectively leveraged by call centre staff who could answer voter queries efficiently and accurately, enhancing constituent satisfaction.

Site & Database Maintenance - No Longer an Issue
What used to take days, now takes minutes for the Office. "We knew that the old database could no longer support the changes we wanted to make for this election. It was difficult and time consuming to maintain," said Daniel. "With the implementation of Adxstudio Portals and Windows Azure, ongoing maintenance and growth of the platform to meet our needs is no longer an issue."

During election preparation, being able to quickly and easily update the database was critical to ensure that updates provided by the Returning Officers were accurately loaded and ready for use.

Real Time Results
Voters, media and other stakeholders were kept up-to-the-minute on election results by visiting the Elections Saskatchewan portal via desktop and mobile browsers each with a custom-tuned view of the action.

Scale Capacity Up or Down Seamlessly
Using an Adxstudio Portals and Microsoft Azure cloud-based solution, Elections Saskatchewan's new web platform scales seamlessly up to support election events as well as back when election activities slow.

For the November 2011 election, web site visits fluctuated significantly from 3,000 visitors the day the upcoming election was announced, to 33,000 visitors on election day and then down to 9,000 visitors the day after the election.

"If something goes wrong during an election you need to have a solid plan in place to quickly resolve any issues that arise," said Daniel. "Having a cloud-based solution allowed us to be prepared for any technical issues that arose as well as gave us the capability to easily scale our processing power during the election."

Adxstudio Portals proved to be the solution that scaled to handle the traffic to the site and provided fail-safe redundant sites so that the Office could address any issues quickly and reliably.

Comprehensive Portal Communications
Embracing the evolution in web-based social connectivity, Elections Saskatchewan took full advantage of Adxstudio Portals technology:

- ◤ Facebook, Twitter, & RSS feeds, all integrated
- ◤ Easy to navigate, intuitive website features
- ◤ CRM web form based Careers application
- ◤ Constituency locator integrated with Bing Maps

About Adxstudio Inc.

Adxstudio Inc. is a leading provider of web portal and application life-cycle management solutions based on Microsoft Dynamics® CRM, SharePoint and .NET platforms.

Founded in 1998 and privately held, we're a Microsoft Gold Application Development and Customer Relationship Management competency partner. With a staff of over 50 solution and services professionals located in offices across Canada and the USA, we're focused on delivering web-based solutions built for the Microsoft technology stack. Our key application products include Adxstudio Portals and the Adxstudio ALM Toolkit.

Adxstudio Portals supercharges Microsoft Dynamics® CRM into an interactive, web-based engagement platform with Community, Retail and Government portals featuring responsive web designs tuned for mobile, tablet and desktop devices; forums, blogs, ideas and events for social engagement; customer help desk with self-service knowledge base, case deflection, ticket ecommerce, entitlement and status tracking; interactive web forms for non-technical publishers; and web content management.

The **Adxstudio ALM Toolkit** is an essential suite of tools that help automate change management for Microsoft Dynamics® CRM projects using a source control system such as Microsoft Team Foundation Server. The ALM Toolkit empowers project teams to apply agile methodologies to manage change, achieve developer isolation, and deploy solutions to multiple environments.