

### GOALS AT A GLANCE:

((• Westport manages calendar without Saltmine involvement

((+ Allow multiple administrators to update the calendar

(( Support repeating events

# Web developers opt for Trumba Connect

In 2000, Saltmine, Inc., a leading interactive agency that provides web design, application development, and systems integration and technical staffing, designed the Connecticut town of Westport's first website.

After several years, the original site no longer met Westport's needs. Among the changes Westport requested was a website calendar that:

westp						politan in Outlook
October 24, 2006		Re	sidents Businesses	Visitors Go	vernment	Online Services
Welcome to the official West	port, Connec	cticut Web site		Contact U	Is I Sign up fo	r E-mail Updates 🖂
Search						
	M M	EEK OF OCTOBER	22, 2006	By P	Print Subs	cribe RSS ICAL
→	Select:	All, None	Add to My Calendar	Email Reminder	Other ev	vent actions ‡
Department/Office:	MON 23	8:30 - 9:30am	Open Gym (21 Imperial Avenue)			
		8:45 - 9:45am	Yoga (21 Imperial Avenue)			
		9am - 12pm	Computer Training w/Donna Blosser (21 Imperial Avenue)			ial Avenue)
fixed-In Calendars		9:30 - 10:30am	Fitness Class (21 Imperial Avenue)			
		10am - 12pm Bridge Instruction (21 Imperial Avenue)				
Center for Senior		10am - 12pm	Drawing & Waterco	Drawing & Watercolor - Beginner Lessons (21 Imperial Avenue)		
Recreation Programs		10am - 12pm	Introduction to the	Introduction to the Internet (21 Imperial Avenue)		
Toquet Hall Teen C		10:30 - 11:30am	Fitness Class (21 Imperial Avenue)			
Select: All, None		10:30am - 12pm	Municipal Agent to Visit Center (21 Imperial Avenue)			
		11:30am - 12:30pn	n Spanish Lessons -	Beginner (21 Im	perial Aven	ue)
			State of the second sec			

- Westport could manage without Saltmine involvement.
- Allowed multiple Westport account holders to update the calendar.
- Supported repeating events.

After conducting a detailed time and cost analysis for designing, coding, testing, and maintaining custom calendar functionality in-house, Saltmine concluded that the most effective solution lay in identifying a trusted partner. Saltmine chose Trumba Corporation.

Goal: Westport manages calendar without Saltmine involvement

When Saltmine opted for Trumba<sup>®</sup> Connect over a custom-built solution, the agency gave Westport control over calendar updates and more.

While Saltmine handles tasks such as integrating the published calendars and other interactive widgets into pages on the Westport site, Westport representatives also have Trumba accounts that allow them to sign in to Trumba Connect.

The intuitive editing environment makes it easy for them to add and update events with no interaction from Saltmine. And, updates appear immediately on the website, eliminating wait time.

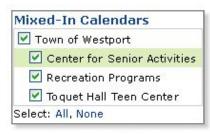


## Trumba Case Study

### **Customer Quote**

"By using the Trumba Connect platform, we are now able to offer our clients a fully hosted, secure, and customizable calendar solution—which enhances our existing strong bundle of web development and design services, and minimizes time, cost, and the necessity to build a solution internally."

> — John Waechter CEO, Saltmine



Goal: Allow multiple administrators to update the calendar

On its Town Meeting calendar, Westport publishes events sponsored by three different agencies, the Center for Senior Activities, Recreation Programs, and Toquet

Hall Teen Center. Westport wanted representatives from each agency to keep their own events up-to-date.

Organizations similar to Westport can centralize tasks such as creating calendars and managing the Trumba Connect accounts. Then, the account manager can delegate maintenance to agency



representatives. For example, the account manager might share the Center for Senior Activities calendar with a Center representative, who has an editor account, and give the representative permission to add, delete, or update events.

## Goal: Support repeating events

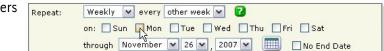
Trumba Connect offers full support for repeating events.

Yoga

WHEN

WHERE

NOTES



In the Add Event web form, Westport representatives can set a variety of repeating options.

Learn the basics of Kripalau-based Hatha Yoga in a gentle, warm environment. 12 classes =

Westport uses the event notes field to describe how many individual events make up each repeating series. Visitors to the published calendar see the notes

Other event actions... ‡

when they look at the details for an event.

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المست المالية المالية	
Auditionul	questions?

21 Imperial Avenue

\$36.00

Return to Town of Westport

Contact Sales at 1-800-925-0388.

Wednesday, November 1, 2006, 8:45 - 9:45am

Send to Friends

• Watch an online demonstration. Visit www.trumba.com to learn more.

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