

Web developers opt for **Trumba Connect**

Trumba Case Study



CASE STUDY:

Saltmine

INDUSTRY:

Website design

IMPLEMENTATION:

<http://www.westportct.gov/celebratwestportcalendar.htm>

GOALS AT A GLANCE:

- (((Westport manages calendar without Saltmine involvement
- (((Allow multiple administrators to update the calendar
- (((Support repeating events

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:



- *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® 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.

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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

Mixed-In Calendars

- Town of Westport
- Center for Senior Activities
- Recreation Programs
- Toquet Hall Teen Center

Select: All, None

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.

Repeat: Weekly every other week ?

on: Sun Mon Tue Wed Thu Fri Sat

through , No End Date

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

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

when they look at the details for an event.

Yoga

WHEN Wednesday, November 1, 2006, 8:45 – 9:45am

WHERE 21 Imperial Avenue

NOTES Learn the basics of Kripalau-based Hatha Yoga in a gentle, warm environment. 12 classes = \$36.00

[Add to My Calendar](#) [Send to Friends](#) [Other event actions...](#)

[Return to Town of Westport](#)

Additional questions?

- Contact Sales at **1-800-925-0388**.
- Watch an online demonstration. Visit www.trumba.com to learn more.

