



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

Status:

Laureate

Year:

2013

Organization Name:

American Cancer Society

Organization URL:

<http://m.cancer.org/>

Project Name:

Mobilizing Cancer Awareness

Please select the category in which you are submitting your entry:

Mobile Access

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

The American Cancer Society (ACS) is the leader in the fight to end cancer. For the last 100 years, the American Cancer Society has been saving lives and creating more birthdays by helping people stay well, helping people get well, by finding cures, and by fighting back against the disease. The ACS website puts thousands of pages of research, advice, support information, and tools to fight back in the hands of people that need it most: cancer patients and their families. Like many organizations, the ACS noticed a dramatic shift in its web traffic to mobile devices during the last two years, which represented a huge opportunity to deliver information and boost fundraising initiatives through an anywhere, anytime channel. The ACS chose the cloud-based Moovweb experience platform to power its mobile sites as a strategy to get their mobile presence delivered quickly and to provide an exceptional customer experience. The ACS mobile experience inherits, shares, and stays in sync with 100% of the desktop site content, features, and business logic, including the ability to accept donations. This empowered the front-end developers on the ACS project to focus solely on creating an

amazing customer experience, not building integrations to back-end code. The mobile site projects were delivered in record time: three months from start to finish. Time to market was critical for the ACS, which needed to respond to demand and leverage this new channel for its constituents to best meet their needs.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

The m.cancer.org mobile site went live on October 3, 2011. The ACS Relay For Life m.relayforlife.org mobile site went live on June 5, 2012.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

The project is complete.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

The American Cancer Society is the leader in the fight to end cancer. With new mobile sites, cancer patients, their families and friends have anytime, anywhere access to critical information that will help them beat this terrible disease.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

It's all three. This approach is unique in the market as it doesn't force companies to choose between maximizing code sharing and creating powerful mobile experiences. The cloud-based Moovweb experience platform uses a patent-pending technology called site virtualization that enabled the ACS to bring its mobile experience to market in record time. Site virtualization is the process where the mobile experience inherits 100% of a desktop site's content, features and business logic on day one of the project. This approach frees the front-end developer to focus solely on creating an amazing mobile experience without worrying about how to integrate with or leverage the back-end code. The mobile experience is kept in sync through the high performance Moovweb cloud in real-time. Updated features and content simply flow through to the mobile devices, cutting implementation cost and development time, allowing the ACS to leverage a single Web code base across digital platforms.



If there are any other details that the judges should know about this project, please note them here. (In 300 words or less.)

Mobile traffic to cancer.org and m.relayforlife.org has increased since launch, as has the percentage of mobile visits to these properties. We consider this audience validation of the product, and audience success with finding information our customers' needs, and giving them access to great mobile products. Mobile donations have increased as well, again validating the need for such a solution, and the ease of use the solution brings to our customers.