

InTotality has been instrumental in converting CTM Media Group into a fully integrated off-line and online media company in the visitor industry. InTotality successfully followed CTM's existing business process to create online solutions that have helped CTM streamline its current and planned operations in multiple metropolitan areas in the United States and Canada, such as Boston, New York, Chicago and Toronto.

On an operational level InTotality's staff has been very responsive in following up on requests, and has shown a very good understanding of CTM business needs. This has resulted in many creative solutions that support CTM's business model.

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**WEB COLLABORATION PLATFORM**

“Web platform supports  
over 40,000  
concierge users,  
over 8,000  
attractions and  
over 150,000  
visitors/members  
and growing...”

## About CTM Media Group

Founded in New York in 1983 as Creative Theatre Marketing to attract and educate Broadway audiences, CTM Media Group has expanded its product lines and coverage to include 5 product divisions over 25 states and provinces in the U.S., Canada and Puerto Rico.

More than 74 million visitors per month use CTM Media Group products and information services to enhance their vacation and recreational choices. Smart clients continue to choose CTM Media Group as an integral partner in developing their marketing strategy through Brochure and publication distribution, RightCard, Digital media, Publishing and Printing.

## CTM Ettractions Web Collaboration Platform

CTM wanted to expand their footprint on the internet and social networking platforms. CTM wanted the listings from print media clients to be distributed on the internet with a primary aim of getting tourism businesses, visitors, concierge to collaborate and exchange information from a collaborative platform.

Intotality has implemented a custom content management platform and its partners' collaboration management of attractions operators, convention bureaus and concierge with a multi domain web platform.

Ettractions is a web platform that leverages latest technologies and provides easy but powerful mechanisms to manage the site on their own. The web platform provides the following high level features:

- Help travelers plan their leisure time with a shared itinerary and share experiences and collaborate with fellow travelers
- Seamlessly enhance collaboration between CTM media specialists and Tourism businesses, Concierges, SMS Subscribers
- Help individual attraction owners to set up a profile with multimedia content via upload and approve and publish workflow.

This web platform also provides the following:

- Profiles of individual attractions such as Aquariums, Amusement Parks, Hotels, Restaurants, Malls etc, which can be administered by the owners of attractions in a very user friendly manner. Publish owners' news, events, specials, alerts for subscribers on Web and Mobile portals.
- Dynamically generate new websites that are publishable with attraction content such as [www.rightcardnyc.com](http://www.rightcardnyc.com)
- Messaging platform for tourism businesses, CTM and Concierge

WEB COLLABORATION PLATFORM

**CONCIERGE**

Forums  
Events Subscription  
Alerts  
Offer Discounts  
News

**ADVERTISER**

Videos, Images  
SMS  
Coupon Offers  
Broadcast Events  
News Releases

**VISITORS**

Build Itinerary  
Map Based Location  
Reviews  
Download Coupons  
Event Notifications  
Social Bookmarks

## The Approach

The web platform has been designed and developed with an initial consulting operation to understand CTM's business need and the problem. The web design and solution was suggested with Usability, good web design principles and last but not least the scalability of the website.

The website has employed a simple and consistent design in order to promote coherence and also ease of navigation of the site. The website design involved a hierarchical structure with multiple domains and sub-domains relating state with city and regional domains Each domain has its own administrator and own dashboard, ecommerce store administration, order processing for ecommerce transactions, advertiser and concierge management and their digital data for web publishing and distribution.

Major requirements for the platform included the following:

- Maintaining a standardized look and feel for the entire site that involves multiple domains, multiple mobile domains
- Standard workflow for content review and approval and publishing;
- Reduce duplication of effort with automated content sharing and re-use
- Easy management to maintain content current and accurate by CTM partners;
- Maintain a consistent look-and-feel for the Web UI, Mobile UI, Email communication;
- Ease-of-use for both technical and non-technical users for content contribution and management.

## Our Partial Client List

- Choctaw Nation of Oklahoma
- Dental Health Foundation
- LaserCraft Studios
- Bi-Live - Education on Demand
- Swapenzy
- Altor Systems LLC
- CIMCON Software, Inc.

## About Us

InTotality provides solutions in the following areas:

- Web 2.0 Applications, Ecommerce Sites
- Content Management Systems – Open Source or Custom
- Database Design, Development and Tuning
- Custom Web Application Development
- QA Automation and Testing
- Web and Graphic Design Services

## Our ROI

### Cost savings:

- Empowering advertisers to manage any number of attractions profiles, news, events broadcasting via the shared collaboration platform would shift burden from CTM to the advertisers which reduces maintenance costs over time.
- Non technical users can manage their content life cycle without any intervention from the corporate or regional office administrators

### Enhanced Quality of Information:

- The web platform fostered consistency, accuracy, timeliness and management of content in a dynamically updating environment supported via a collaboration mechanism for content edit, approval, publish mechanism.

### Content Reuse:

- The system employed ease of content reuse for multi channel delivery which would enhance productivity tremendously as single change is populated in different channels

### Analytics:

- CTM is now empowered with a vast set of data on user patterns, visits, reviews, social bookmarking. CTM also has insight into subscription status of tourism business operators, their contract documents, brochure orders all in one single dashboard and correlated with their Accounting software.

## Future Directions

CTM intends to provide the repository of all the attractions to be manageable and shareable via an API that can be provided to their clients. Clients such as New England Aquarium in turn, will manipulate the database at this central location with their content. Their partner websites will implement content retrieval mechanisms provided by InTotality to update in a seamless fashion on their respective websites thus increasing productivity and reduced involvement for information propagation among CTM's clients and their partners.

The next phase of the project will involve improved search capabilities, improved Ecommerce store with purchase and shipping tracking, dynamic publishing of attractions profiles, provision of API via web services for 3rd party companies for retrieval, publishing on mobile platform with a primary goal of content re-use and distribution.

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