

Client

National Institute of Biomedical Imaging and Bioengineering (NIBIB)

Overview

After celebrating its 10-year anniversary, the National Institute of Biomedical Imaging and Bioengineering (NIBIB) wanted to increase awareness of its mission to improve health through the acceleration of the application of biomedical technologies. A new website was critical to drawing new audiences to its research. Working with LCG Systems and Acquia, NIBIB adopted Drupal and, within one year, a team with no previous Drupal experience successfully launched a new website. The new site is meeting NIBIB's goals of generating wider interest in the agency's research while lowering the agency's costs.

Challenge

NIBIB needed to increase potential grantee and public awareness around the opportunities and research-based information it provides. The Institute is committed to integrating the physical and engineering sciences with the life sciences to advance basic research and medical care, but its outdated website wasn't getting that message across. The former web platform was limited in capabilities, making uploading and managing content difficult and time-consuming. NIBIB was unable to deploy any social sharing features, further prohibiting the organization from spreading the type of awareness it wanted. LCG was tasked with providing a website that met government regulations while effectively generating deeper engagement and more publicity around NIBIB research.

Solution

With LCG's guidance, NIBIB selected Drupal, an open source platform that provided the organization with the flexibility to build a great website to showcase its news and research. NIBIB's site was up and running quickly with Acquia's Enablement Program and Learning Services. When the site launched, NIBIB leveraged Acquia Cloud services. In addition to updating the look of the website, LCG helped NIBIB to take control of the content it wanted to share. This allowed the content team to keep information fresh and to introduce a social media component. Since the site launch, NIBIB has been able to upload stories, photos, podcasts, and video directly and make necessary updates to the site with little to no technical assistance.

Result

NIBIB estimates that, unlike proprietary web CMS options, migrating to Drupal with Acquia will save the organization more than \$1 million over the next five years. In addition to cost savings, the capabilities of the new website allowed NIBIB to create a social presence. In less than a year, they gained close to 700 Twitter followers and over 1,000 Facebook followers who are actively engaged with NIBIB research and content. Many of these followers share NIBIB content with their networks to further engage an even broader community. LCG has enabled NIBIB to maintain its web presence more efficiently, from organizing and managing content to engaging the growing community. NIBIB's Communications team can now easily keep the website updated with fresh content and share it across social channels.

Business Value

LCG, partnered with Acquia Product as a Service (PaaS), can provide a website that is accessible to content owners, helping to keep content fresh and thereby increasing public interest.



Hosted in the Acquia cloud, LCG can provide a federally compliant Drupal website with social media capabilities and tremendous long-term cost savings.

"From a content and community perspective, it's night and day between what we had and what we have now."
-Ronaldo Romero, CTO, NIBIB