

Case Study: Motorsports Hall of Fame and Museum

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Motorsports Hall of Fame and Museum, Novi MI Implements Revize® Content Management System

An Interview with Brendan Watson, Operations Manager, Motor Sports Hall of Fame and Museum (MHFM).

In the following interview, Brendan Watson, Operations Manager, explains why Motorsports Hall of Fame and Museum chose Revize® web content management software.

The Motorsports Museum & Hall of Fame (Novi, MI) is operated by the Motorsports Museum and Hall of Fame of America Foundation, Inc. Located at the Motorsports Hall of Fame of America is a museum housing over 40 racing and high performance vehicles. The constantly changing collection features racers from the world of Indy cars, stock cars, Can Am, TransAm, sprint cars, powerboats, truck racing, drag racing, motorcycles, air racing, and even racing snowmobiles. The Hall of Fame enshrines many "Heroes of Horsepower" covering nine motorsports categories. Inductions are held annually in August. Inductees are selected by a lengthy process which includes identification by a nominating committee made up of a large number of motorsports writers, historians, members of the Hall of Fame and peers across the nation and is their number one fundraising event.

Challenges

"Initially, we had a volunteer doing the website updates. Being a non-profit, donations are the life blood of our organization. We also heard from our board of directors. They showed an interest in increasing our communications electronically verses paper. Our board president, Robert Strebler (Bridgestone/Firestone), felt that a new website design was needed to truly show off what the MHFM had to offer and by using a CMS and an email Newsletter we could have the tools to do email marketing to better promote the Hall of Fame inductees and increase online donations."

Choosing Revize®

"After a detailed web design and content management solution search, we narrowed it down to a few vendors. One vendor even did the Detroit Grand Prix website, so they were all extraordinarily talented companies. After weighting the benefits of each, Motorsports Hall of Fame and Museum selected Revize for both website design and their web content management technology. Revize had the even blend of flashy design and technology "know how" we were looking for. Revize is not only easier to use but the Revize CMS allows us to have the tools to increase visibility on the Internet as well as increase our online donations.

Motorsports Hall of Fame and Museum. *An Interview with Brendan Watson, Operations Manager, Motor Sports Hall of Fame and Museum (MHFM).*

Benefits

"In summary, Revize gave our organization a "new modern look" and a better way to properly promote ourselves with the Internet tools needed to grow the organization at a faster pace."

Revize Overview

Created in 1996, Revize® CMS is a pioneer product in web content management systems and website design services. The company, Revize Software Systems develops and markets Revize® CMS, an affordable, innovative web content management and delivery system for non-technical people, across multiple market sectors. Revize® CMS is based on an intuitive user approach, it combines sound software architecture with similar state-of-the-art functionality, simplicity, rapid deployment, ease-of-use and scalability previously found only in more expensive, custom-designed Internet marketing software. For more information about Revize Software Systems or Revize® CMS, contact the company at Revize Software Systems, 1890 Crooks, Suite 340, Troy, MI 48084. Phone: 248-269-9263, Web Site: www.revize.com

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