

“ I had heard some very great things about paralucent prior to awarding them our 'online project'. That was important since re-branding our online presence was very important to us and we needed a comfort-level with the company we chose. I'm happy to report that the project went beautifully and everything was done on time and on spec. In fact, paralucent exceeded our high expectations. I look forward to future projects. ”

Steve Skrlac
Director of Marketing
Mountain Cablevision



customer success story

the client

Mountain Cablevision Ltd., an Internet Service Provider and cable television company, operates a state-of-the-art hybrid fibre-coax network serving southwestern Ontario. The first Canadian cable company to go 100% digital with its television lineup, Mountain is a pioneer in High Definition signal carriage on cable. For two years running (2003 and 2004), Mountain has been voted "Hamilton's Favourite Internet Provider" by the readers of The Hamilton Spectator.

the challenge

Mountain Cablevision already had a large web site which had evolved over an extended period of time. Like many older web sites that go through several iterations, information on the site had become fragmented and updating it was a time consuming process.

Requests for content changes normally originated in the marketing department and were executed by the IT department. However these requests were in addition to the demanding daily responsibilities of the IT department, and could not always be done in a timely fashion.

The need was for a solution that would empower the marketing department to update the site independently with minimal administrative responsibilities for the IT department.

the solution

paralucent was brought in to rebuild Mountain Cablevision's design for their corporate site from the ground up. A key element of the paralucent solution is its content management software (PARA-CMS). Thanks to this innovative and practical tool, Mountain Cablevision's marketing department now makes text, formatting, image and file changes to the entire site quickly and easily. Additional benefits include a dramatic reduction in the time required to keep the corporate website fresh and up to date, an important consideration for promoting the Mountain Cablevision brand to a growing audience.

Some of the technologies utilized to get this job done were Debian, Apache, PHP, MySQL, PARA-CMS (Paralucent Content Management software)