How DST Systems slashed their development time in half with Tiny

CASE STUDY

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"TinyMCE was transformative for our CMS. There's a lot of things that we were doing with other tools that we now don't have to because of Tiny. It cuts our development time for new sites in half, allowing us to bring our product to market quicker."

David Samuelson,
President, DST Systems

DST SYSTEMS' RESULTS

An efficient, powerful custom CMS

» Cut development time of new projects in half

» Saved countless development hours building features in-house

» Intuitive UI makes it easier and faster for clients to write their own content

The Client
DST SYSTEMS

	INDUSTRY		LOCATION
	Web Development		USA

With over 22 years of experience, DST Systems is a one-stop web design studio known for its custom content management systems and full-service digital marketing that includes everything from SEO to social media management and eCommerce.

The Challenge
WHEN DOING IT YOURSELF ISN'T THE RIGHT WAY

As the president of DST Systems, David Samuelson knows how expensive and time intensive building high-quality, flexible, custom websites and CMS systems are. Even the simplest features of a proprietary CMS, like basic formatting and image uploading, can devour valuable development resources.

Though smaller open source tools were a viable solution years ago, integrating them was often a cumbersome process thanks to outdated software and documentation.

In order for David and his small team to thrive, he needed a solution that could seamlessly flesh out the features of his CMS while avoiding the expense of developing everything in-house or relying on disparate, unreliable third-party tools.

> *"For years we had relied on other open source tools that became more cumbersome to integrate and implement. We finally decided that instead of investing a lot of time and creating our own feature rich situation, it was time for a change."*

The Solution
THE ROBUST RICH TEXT EDITOR THAT DOES EVERYTHING

Fortunately, David didn't have to look far. For a decade he had trusted the open source version of TinyMCE as the text editor for his CMS. But after learning about all the plugins that come packaged in the licensed version, David was convinced he found the tool to give his CMS the edge it needed.

With TinyMCE's WYSIWYG experience, David's team didn't have to waste as much time hard coding each template for their client's websites or CMS. Meanwhile premium plugins, like MoxieManager, Spell Checker Pro, and PowerPaste eliminated David's dependency on unreliable third-party tools.

With TinyMCE, David had everything he needed to upload and manipulate images, change or restrict formatting, or automatically clean up unwanted code pasted from Word documents. Instead of using dozens of different tools, David now only relied on one.

> *"TinyMCE gave us the flexibility to design on the fly and be able to manipulate the page without having to go into all of the coding. It really brought a rich feature set to our CMS without us having to do all the heavy lifting of building that all in ourselves."*

The Result

DEPLOYING NEW PROJECTS TWICE AS FAST, REDUCING COSTS

With TinyMCE, David's team can spend their time designing rather than fighting with hard-coded formatting unique to each client or fiddling with unreliable tools.

The result is a powerful CMS workhorse that has slashed the development time of projects in half, letting David and his team take on more work at a faster rate, TinyMCE has helped to transform both their development process and business.

TinyMCE's intuitive interface has helped some of his clients take greater control over the content of their websites instead of solely relying on David, freeing up even more development resources. And pitching new clients is a breeze too.

Just as importantly, David doesn't have to deal with the enormous burden of developing features in house. With TinyMCE, David and his team can instead focus on what they do best.

> *"TinyMCE allows us to get more projects done in a shorter period of time. That's the bottom line."*

tiny

Join the platform that's helping over 1 million developers and thousands of customers around create truly great writing experiences.

TinyMCE is an easy-to-use rich text editor, so you can focus on the content you're creating, not the tool you're using.

✉ **CONTACT US AT START@TINY.CLOUD TO GET STARTED**