

Salesforce Communities – The National Investment Center for Seniors Housing & Care Case Study



About the International Association of Ironworkers

The International Association of Ironworkers (IAI) union assists in to securing stronger benefits, better pay, safer working conditions, and a higher level of job security to its 120,000 members across North America. Their members have been involved in major construction projects such as the Golden Gate Bridge, the World Trade Center, and the Freedom Tower.

Executive Summary

As an ongoing effort, Pumex is engaged in reviewing IAI's website, ironworkers.org, and building a brand-new website from the ground-up using the Salesforce Communities CMS platform.

The Challenge

IAI's website, ironworkers.org, serves as the main gateway for daily operations including Membership Management, Donations, and Public Relations. These critical activities require robust cybersecurity infrastructure and a more refined UX. The legacy website architecture used out-of-date and cumbersome CMS to manage the site.

The Solution

For the new Salesforce Communities CMS-based website, Pumex used an agile SDLC approach, Human Centered Design (HCD) and split the effort into small increments during each sprint. Requirements and baseline configurations were maintained in JIRA, and Confluence. Pumex supplied a IAI with a Salesforce Architect and multiple Salesforce Dev resources and a PM/BA who oversaw the project including gathering requirements, designing, and developing the new solution within the Salesforce Communities CMS. For ensuring quality, we used a 'Test-First' approach, leveraging best practices such as Behavior Driven Development (BDD) and Test Drive Development (TDD).

Immediate Results

Cybersecurity – Our solution allowed IAI administrators to apply the appropriate security controls to users accessing the system, while effectively tracking activities and automated importing of data.

Automated Tasks – Our CI/CD process automated tasks such as generating builds, running unit and functional test scripts, and code deployment to multiple environments.

Improved Efficiencies – We established application monitoring in all environments, established error rate thresholds, automated performance testing, incident reporting, and response SLAs.

Future Plans & Projected Results

Pumex's team of Business and IT Analysts are constantly in touch with IAI's senior leadership and technical team. We will continue refining the website based on user feedback and plan to help IAI refresh other websites they maintain in the future.