



# Greater Rochester Enterprise Responsive Website

As a regional development organization, GRE aims to bring new investment and economic growth to the Rochester area by acting as a no-cost intermediary to provide the resources to establish the region as an innovation hub.

Prior to working with ITX, GRE utilized several digital properties including a Website, mobile site and mobile application. Managing multiple platforms can prove troublesome, as it requires more effort to ensure each one provides consistent, up-to-date content.

Utilizing responsive web design (RWD), ITX was able to work with GRE to produce a singular site. This practice produces a platform that responds to the size of the screen from which it is being viewed. For GRE, this means they are able to provide a consistent, engaging user experience (UX) for desktop and mobile users alike.

Using DNN 7 as the content management platform, the redesigned site enables GRE to update content easily, saving them time and ensuring they provide the most relevant resources to their users.

ITX is proud to have worked with GRE to further establish the Rochester community as an exceptional place to work.

ITX Corporation  
1169 Pittsford-Victor Rd. Suite 100  
Pittsford, NY 14534

www.itx.com  
info@itx.com  
1.585.899.4888