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Press Release

## **NMDOT Website a Winner with Adobe Experience Manager**

**Santa Fe-** From the size of a novel to that of a copy of Cliff's Notes.

What was once an 874 page maze of a website that was difficult for visitors to the New Mexico Department of Transportation to navigate is now a slimmed down version consisting of just 72 pages full of updated and important information.

The NMDOT's I.T. department identified three categories that visitors to the site kept looking for....business interests, general information and travel information. They then started researching web content management options and ultimately chose Adobe Experience Manager, part of Adobe Marketing Cloud, to address those interests. The software is designed specifically for large companies and institutions and allows them to efficiently manage large amounts of information. The redesign of [www.dot.state.nm.us](http://www.dot.state.nm.us) took just six months.

The updated website's outcome caught the attention of Adobe, which is featuring the rebuilt site as part of its online collection of [customer success stories](#).

"The quality and efficiency of online services is critical today for government agencies, as they work to ensure constituents have quick, easy access to the actionable information they need," said Alec Chalmers, vice president, National Government Solutions, Adobe Systems Incorporated. "New Mexico Department of Transportation is leading the way with its revamped Website built on Adobe Experience Manager. Now, citizens can not only intuitively navigate content, but the experience is a compelling one that will keep them engaged and coming back."

NMDOT will utilize the updated software to keep its website updated in the ever-evolving world of transportation.

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