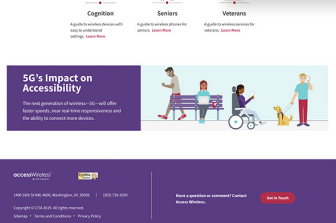
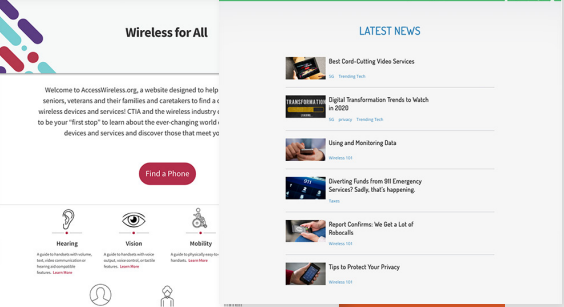
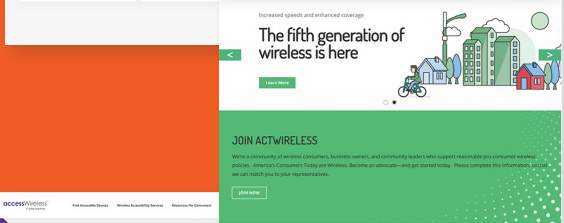
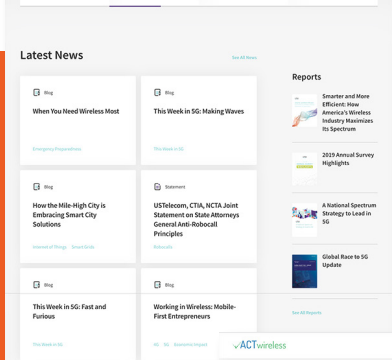
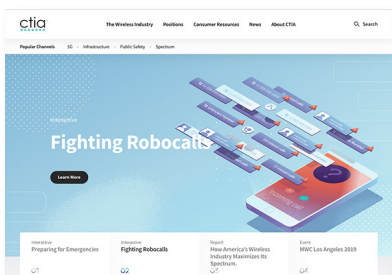


## CTIA

Digital Transformation: Strategy & Execution

CTIA represents the U.S. wireless communications industry, from carriers and equipment manufacturers to mobile app developers and content creators, enabling consumers to lead a 21st Century connected life.



### The Challenge

In order to realign their brand with their mission, CTIA went through a strategic rebranding to become CTIA the Wireless Association, while also redesigning their main website, CTIA.org. When the previous contractor was unable to continue managing the new website post-launch, agencyQ was brought in to navigate this critical time by streamlining their digital processes, and more effectively promoting their events, news, and activities.

### The Solution

agencyQ's expertise with headless CMS architectures, complex infrastructures, and content migrations enabled immediate improvements for CTIA's digital properties. agencyQ stabilized the site and provided ongoing support to maintain the integrity of information and continuity of service to their audiences. To resolve operational inefficiencies, agencyQ audited CTIA's digital processes, identifying areas of opportunity and practices to be streamlined.

agencyQ migrated CTIA's sub-properties and launched multiple new subsites to the headless CMS, providing greater control of content to internal stakeholders. With the ecosystem of CTIA sites, agencyQ adapted the modernized branding to each sub-brand to promote an interconnected, unified member experience and increase engagement.

### The Results

agencyQ simplified the environment and deployment processes, enabling CTIA's development team to progress on their backlog of work. Our familiarity with their environment and code structure allowed reuse of components, saving CTIA time and money.

Three CTIA subsites have launched, reducing burden on staff through the simplified environment. agencyQ's digital strategy recommendations and execution have delivered improved UX and greater value for their members.