

Public Sector Case Study

G2C (Government-to-Citizen), G2B (Government-to-Business), B2G (Business-to-Government)



A Digital Experience Agency

Trade and Invest BC

Public Sector Client: [View the TIBC Website](#)

Trade and Invest BC (TIBC) works with international enterprises to help them build strong connections to the resources, skills and businesses that make British Columbia the natural place to work, live and invest.



The Problem

Trade and Invest BC required a major redevelopment of its global-facing website, [britishcolumbia.ca](#), to better support the Province's international trade and investment objectives. The existing CMS solution had become outdated, with limited support for mobile responsiveness, accessibility, and multilingual content management. In addition, the site faced challenges with complex data-driven applications, third-party integrations, and SEO performance, all of which impacted the ability of international audiences and investors to easily access information.

The Solution

[Falcon Software](#) partnered with TIBC, delivering both ongoing open-source CMS support and a comprehensive modernization initiative. We followed a phased approach beginning with discovery and current-state analysis to align stakeholders and define project goals. In the design phase, we developed detailed user personas, journey maps, information architecture models, and WCAG 2.1 AA-compliant wireframes and prototypes. During implementation, we migrated the legacy WebForms site to a modern WordPress CMS environment, introduced a redesigned homepage and task-oriented navigation, and integrated approximately 30 third-party systems and tools, including Salesforce and the Ministry Payment System (MPS). The project also transitioned the platform to Microsoft Azure's Canadian data centers, ensuring scalability, security, and full FOIPPA compliance.



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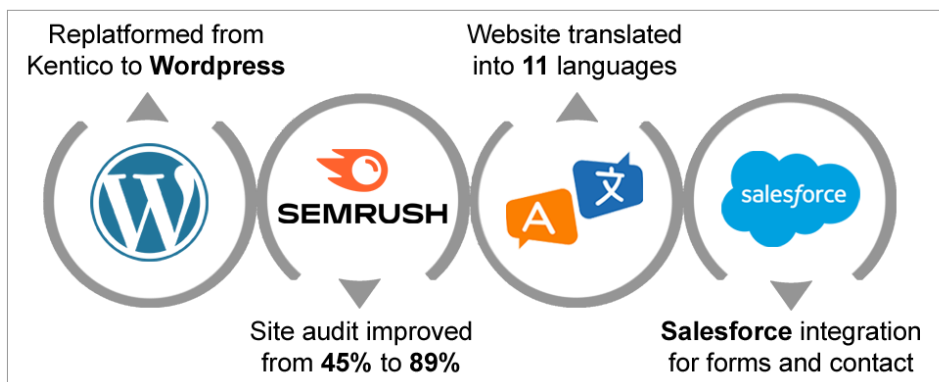


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The Result

The modernized website delivered a high-performance, multilingual, and fully accessible digital experience for global audiences and stakeholders. The platform achieved a Semrush SEO health rating increase from 45% to 89%, ensuring stronger visibility.

Client Testimonial: *“There are many metrics as to what makes for a great website, but being able to say that our new website britishcolumbia.ca is technically solid on launch day is a very important one. After the initial soft-launch of the new website, our site audit score jumped up to 89%. The benchmark for the elite 10% globally is 92%. Bravo Falcon!”*



By automating form workflows, optimizing content delivery, and implementing robust system integrations, TIBC realized significant efficiency gains and reduced reliance on manual processes. The project not only met immediate business needs but also provided a future-ready, sustainable platform for a secure, accessible, and resident-first website.



Ravinder Kahlon, Minister of Jobs, Economic Recovery and Innovation of BC (left) debuts their new website designed and developed by Falcon Software with a check approval by George Chow Minister of State for Trade (right)



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