KEY TECHNOLOGIES

WordPress

salesforce

SEMRUSH

Azure DevOps

Helping Build the Digital Future of BC's Economy

Trade and Invest British Columbia (TIBC) plays a pivotal role in driving the province's global economic growth. As part of the BC Ministry of Jobs and Economic Growth, the organization connects international investors and enterprises with the resources, talent, and opportunities that make British Columbia a premier destination for trade and investment.

Yet, while its mission was forward-looking, TIBC's digital presence was lagging behind. Its outdated website had reached end-of-life, limiting accessibility, multilingual support, and integration with key systems like Salesforce. Navigational complexity, manual workflows, and fragmented data management hindered both internal efficiency and user engagement, leaving staff and global stakeholders navigating a less-than-seamless experience.

To meet these challenges, TIBC partnered with Falcon Software to design a new website and implement a modern CMS and CRM solution that could deliver on TIBC's vision.

A Digital Experience Agency

The Challenge

Trade and Invest British Columbia (TIBC), part of the Ministry of Jobs, Economic Recovery and Innovation, supports international investors and businesses interested in doing business in British Columbia. As the province's global-facing portal, britishcolumbia.ca serves as a key resource for promoting trade and investment opportunities and connecting international audiences with B.C.'s economic potential.

Over time, the existing website had become outdated as it was built on an older Kentico CMS that no longer met modern standards for accessibility, design, or mobile responsiveness. The site's structure and content were difficult to maintain, data management was labour-intensive, and localization relied on costly manual translations. Navigation and engagement pathways were limited, and performance issues reduced the site's ability to attract and retain global visitors.

Compounding these challenges, poor SEO, aging infrastructure, and fragmented integrations constrained visibility and responsiveness in international markets. The Ministry needed a complete digital modernization to improve scalability, streamline workflows, and deliver an accessible, high-performing platform capable of supporting TIBC's evolving global mandate.

Our Solution

Falcon Software partnered with TIBC to redevelop britishcolumbia.ca into a modern, scalable, and user-focused digital platform. The project began with in-depth discovery and strategic alignment workshops to understand business goals, stakeholder needs, and audience behaviors ensuring that design and functionality decisions were grounded in real-world user needs.

Our team designed a clean, modern interface guided by WCAG 2.1 AA accessibility standards and built a multilingual information architecture optimized for global investors. The new open-source **WordPress CMS** provided flexibility, ease of management, and long-term sustainability.

We streamlined workflows by integrating **Salesforce CRM**, implementing DevOps processes, enabling real-time collaboration between development, content, and business teams. Automated forms and content management tools reduced administrative workloads, while optimized caching and SEO enhancements significantly improved site performance and discoverability.

Hosting the new platform on **Microsoft Azure's Canadian data centers** ensured scalability, high security, and full FOIPPA compliance.

Together, these efforts delivered a unified digital experience that empowers TIBC to engage global audiences more effectively while streamlining operations behind the scenes.

Key Technologies

CMS Platform: WordPress CMS

Languages & Frameworks: PHP, HTML, CSS, JavaScript, Leaflet

Hosting & DevOps: Microsoft Azure, Azure DevOps (TFS), Git, SonarQube

Integrations: Salesforce CRM, BC Government's Major Projects Inventory

Compliance: WCAG 2.1 AA Accessibility, FOIPPA Standards

Plugins & Tools:

- Advanced Custom Fields Pro, Custom Post Type UI
- WPML (Multilingual), Yoast SEO, W3 Total Cache
- Contact Form 7, Conditional Fields, Salesforce Integration Plugin
- All In One WP Security, Matomo Analytics, MapSVG, Vimeo, Spectra

The Results

The redeveloped britishcolumbia.ca launched as a high-performance, multilingual, and fully accessible platform that transformed how global audiences engage with BC's trade and investment resources.

The new CMS streamlined internal operations, enabling faster updates, better content governance, and improved data flow across integrated systems. Site performance and SEO rankings improved significantly, with Semrush analytics placing the site among the top-performing government portals worldwide.

Accessibility compliance reached WCAG 2.1 AA standards, ensuring equitable access for users across languages and devices. Hosting on Microsoft Azure strengthened the platform's reliability, scalability, and security posture, positioning TIBC for long-term digital sustainability.

Impact Highlights:

- 89% Site Audit Score at launch
- 30+ System Integrations including Salesforce CRM and MPS
- 100% FOIPPA Compliant with secure hosting in Canadian data centers
- WCAG 2.1 AA Accessibility for inclusive user experiences

- Improved SEO Ranking, boosting international reach and engagement
- Automated Workflows, reducing administrative overhead and turnaround times

Trade and Invest BC
CMS Solution with Multilingual Capabilities, New UI/UX Design, and Salesforce Integration

"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!" **– Trade and Invest BC**

Project Delivery Team

Behind every successful project is a team of specialists who understand that technology is only as strong as the people who deploy it. To ensure the successful delivery of the TIBC website project, Falcon Software assembled a multidisciplinary team that combined high-impact design and technical excellence with deep system integration expertise.

Project Management Team: Scrum project manager, business analyst & technical architect

Full Stack Development: WordPress, .NET, and Kentico dev specialists

UI/UX Design: Accessibility-focused, multilingual, and mobile-first designers
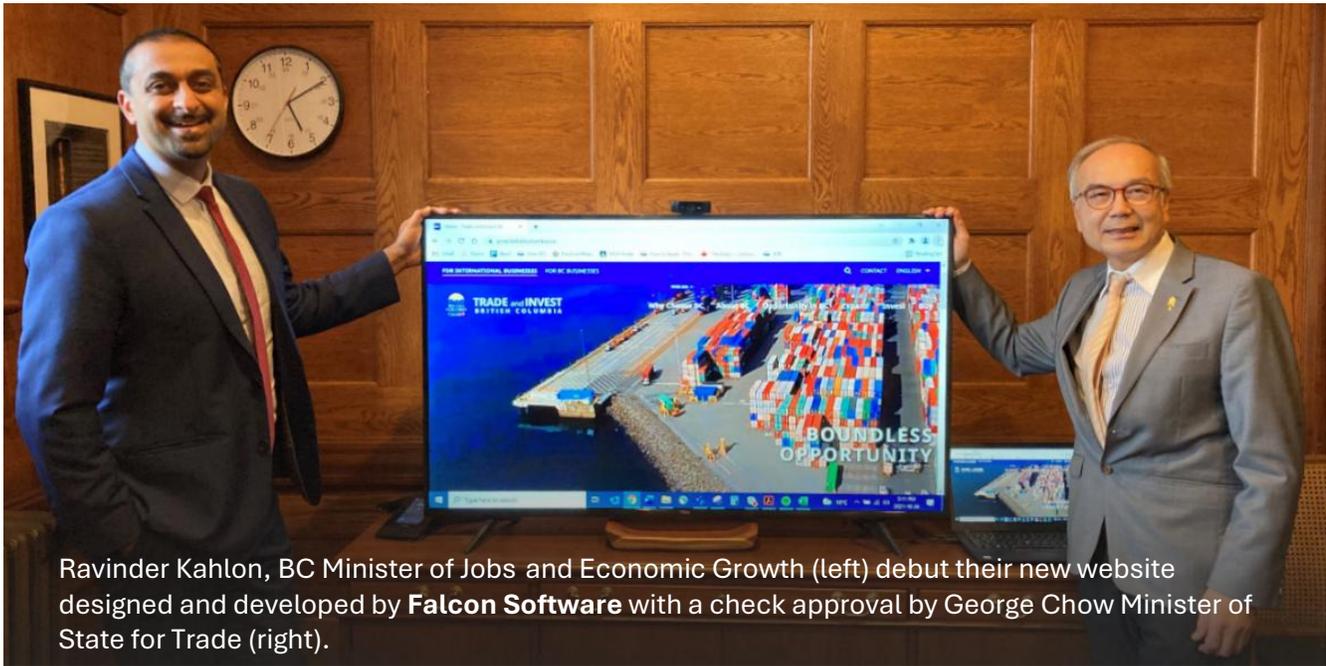
Quality Assurance & Testing: Performance, security, and accessibility validation

Deployment & Release Management: End-to-end launch coordination and post-project support

Looking Ahead

With a future-ready digital foundation now in place, Trade and Invest BC is positioned to expand its platform capabilities. Planned enhancements include improved data analytics, advanced CRM automation, and deeper personalization for global audiences.

Falcon Software

The success of britishcolumbia.ca demonstrates how a thoughtful blend of design, technology, and strategy can transform a government website into a powerful economic development tool that connects British Columbia to the world with clarity, confidence, and creativity. The project showcases how collaboration, innovation, and user-centered thinking can modernize public-sector digital services while maintaining accessibility, security, and operational excellence.

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

Through the partnership with Falcon Software, Trade and Invest BC gained more than a new website, it achieved a fully integrated, scalable platform built to evolve alongside the province's economic ambitions. The result is a secure, future-ready digital foundation that strengthens British Columbia's global presence, empowers stakeholders, and supports the province's ongoing mission to attract investment and foster sustainable growth.

Ready to Modernize Your Digital Presence?

Whether you need to streamline workflows, elevate user experiences, or replace legacy systems, Falcon Software delivers tailored solutions that bring your digital vision to life.

Contact us today to explore how we can help you design, integrate, and launch a smarter digital presence.

Unlock Capacity.
Accelerate Delivery.
Ensure Compliance.

Falcon Software