



## Transforming Apple Federal Credit Union's Website with a Modern Umbraco Platform

- Company:** Apple Federal Credit Union
- Industry:** Financial Services / Credit Union
- Audience:** Members, prospective members, businesses, and community partners
- Services:** Checking and savings accounts, consumer and business loans, mortgages, credit cards, investment services, digital banking, wealth management, and financial education.

## Background

Apple Federal Credit Union relies on its website as a primary channel for educating members, promoting financial products, and supporting digital banking services. Over time, the organization's custom-built .NET website became increasingly dependent on developer involvement for routine content updates, making it difficult for the Marketing team to react quickly to changing campaigns, promotions, and business priorities.

To create a more agile digital environment, Apple Federal Credit Union partnered with Wakefly to rebuild its website on Umbraco. The project focused on preserving the site's extensive functionality while giving internal teams greater control over content management through a flexible, enterprise-class CMS.

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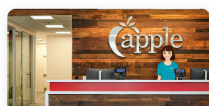
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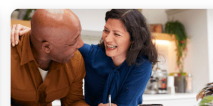
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# Goals & Challenges

Apple Federal Credit Union wanted to replace its custom .NET application with a modern content management platform that would reduce reliance on developers while preserving the rich functionality members expected. The new website needed to provide marketers and developers with the flexibility to create, edit, and organize content independently without sacrificing consistency or technical performance.

The redevelopment also required the migration of numerous custom features, integrations, and business processes that had evolved over many years. Every critical function had to be recreated within Umbraco while maintaining a seamless experience for both members and administrators.

### Key project objectives included:

- Transitioning from a custom .NET platform to Umbraco.
- Giving the Marketing team the ability to update day-to-day website content.
- Developing reusable page components that simplify content creation.
- Preserving existing business functionality throughout the migration.
- Integrating third-party marketing and search technologies.
- Automating the management and display of financial rate information.
- Creating a scalable architecture capable of supporting future digital initiatives.
- Hosting the dev and live site in Umbraco Cloud to take advantage of benefits of Umbraco's managed hosting platform such as automated updates, backups, deployment workflow, and support.
- The AFCU team implemented Umbraco Workflow processes to govern content reviews and publishing.

One of the most complex aspects of the project involved rebuilding custom application functionality inside an entirely new CMS. Existing code could not simply be migrated—it needed to be reengineered to operate within Umbraco while maintaining performance, reliability, and ease of administration.

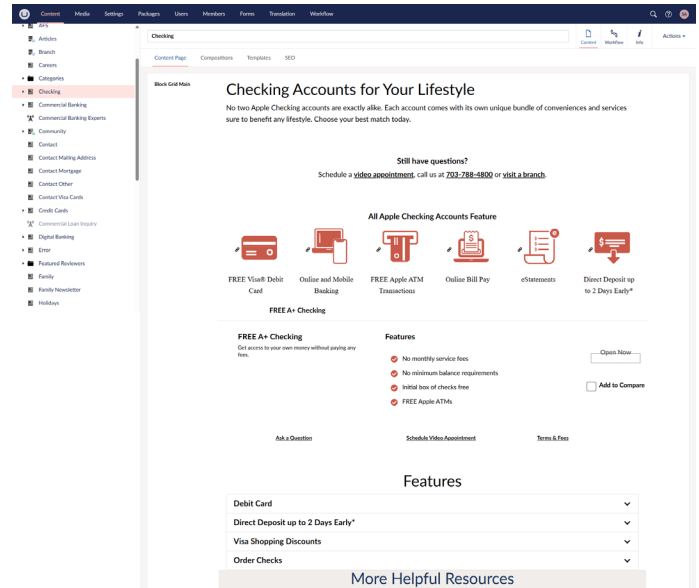
### Platform Strategy

Rather than treating the engagement as a simple CMS conversion, Wakefly designed a new platform architecture that combined the flexibility of Umbraco with the specialized functionality required by a large financial institution. The strategy emphasized reusable development patterns, simplified content management, and clean application architecture that would support future enhancements without introducing unnecessary complexity.

### Execution Approach

#### Discovery & Technical Planning

Wakefly began by analyzing the existing website to document its custom functionality, content structure, and technology dependencies. This discovery process established a roadmap for rebuilding the application while identifying opportunities to improve usability for content editors and simplify future maintenance.



### Website Redevelopment

The custom .NET website was reconstructed within Umbraco using modern development practices and a library of reusable content blocks. Existing functionality was recreated throughout the new platform while taking advantage of Umbraco's powerful content management capabilities to provide greater flexibility for the Marketing team.

Editors can now assemble pages using modular components, allowing new content and landing pages to be published quickly without requiring development resources.

### Custom Integrations & Rate Management

The project included several advanced integrations that extend the capabilities of the website beyond traditional content management.

Wakefly migrated Finalytics to deliver personalized homepage experiences as well as Cludo that are used to enhance website search capabilities. A custom API was also developed to retrieve financial rates directly from Apple Federal Credit Union's managed data source, automatically synchronizing rate information with the Umbraco website.

To further simplify content management, Wakefly developed a custom Rich Text Editor component that allows rate information to be inserted directly into page content. Dynamic rate tables are generated automatically using categorized data, eliminating manual updates and helping ensure information remains accurate throughout the website.

### Quality Assurance & Deployment

Every aspect of the redevelopment was thoroughly tested to validate custom functionality, integrations, responsive behavior, and content management workflows. Following performance optimization and user acceptance testing, the new platform was deployed with minimal disruption while providing Apple Federal Credit Union with a stable and highly maintainable website.

# Solution

Wakefly delivered a fully modernized website that combines enterprise-level content management with custom application functionality tailored to Apple Federal Credit Union's operational requirements.

The new Umbraco platform provides marketers with significantly greater flexibility through reusable content components and intuitive editing tools, allowing content to be published and updated without developer assistance. Behind the scenes, custom integrations continue to support critical business functions, including personalized digital experiences, advanced site search, and automated financial rate management powered by Wakefly's custom API.

By rebuilding the application within Umbraco instead of simply migrating legacy code, Wakefly created a cleaner technical foundation that supports future growth while improving the efficiency of website administration.

# Results

Apple Federal Credit Union now operates on a modern CMS platform that gives internal teams greater control over website content while preserving the sophisticated functionality members rely on.

The transition from a custom .NET application to Umbraco has streamlined editorial workflows, reduced dependence on development resources, and simplified ongoing website maintenance. Automated rate management, reusable content components, and integrated third-party technologies provide a more efficient process for managing digital content while improving consistency across the website.

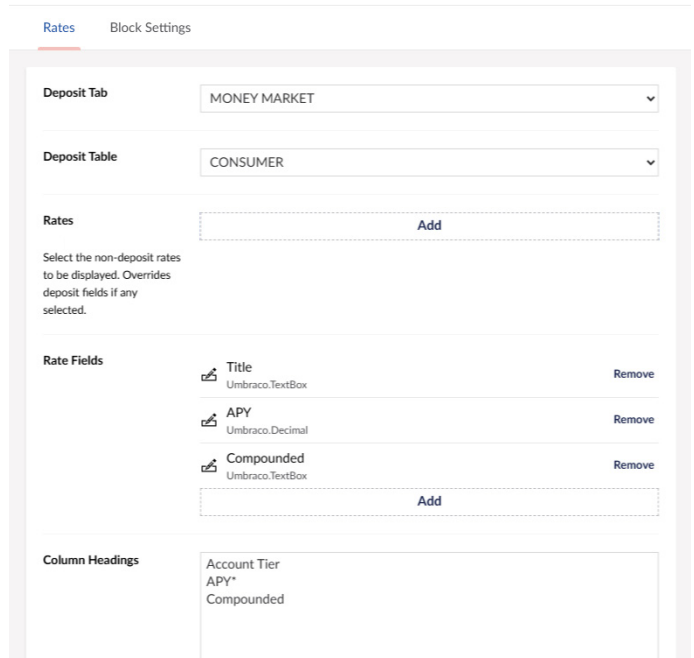
The new architecture also establishes a stronger technical foundation for future enhancements, allowing Apple Federal Credit Union to continue expanding its digital capabilities without the limitations imposed by its previous platform.

## Conclusion

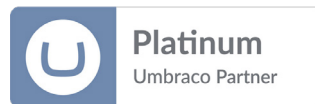
The redevelopment of Apple Federal Credit Union's website successfully balanced technical modernization with business continuity. By replacing a custom .NET application with a flexible Umbraco platform, Wakefly delivered a solution that improves operational efficiency, enhances content management, and preserves the advanced functionality required by a leading financial institution.

With a modern CMS, custom integrations, automated rate management, and a scalable architecture, Apple Federal Credit Union is well positioned to support future digital initiatives while providing members with a reliable and engaging online experience.

## Rates -



# Wakefly



Wakefly is one of the most experienced Umbraco Solution Partners. We have been a dedicated Umbraco partner for many years, leveraging its powerful platform to create highly technical and marketing-focused websites. Our vast portfolio of successful projects has helped us earn Umbraco's highest recognition as a trusted and skilled partner.

Whether you're looking for a brand-new website or need assistance with updates to your existing Umbraco site, we can seamlessly integrate with your team to help you achieve your objectives. Wakefly's entire project team has extensive experience with Umbraco, including certified developers and Umbraco-marketing specialists, so you can trust us with your site.

Wakefly creates digital experiences that matter. We develop unified, online marketing strategies designed to help you connect with more prospects and customers. Our methodical, data-driven approach ensures that we engineer the perfect digital solution tailored to your needs.