

CaseStudy -Yoga Alliance Website

Project Overview

Yoga Alliance was previously operating on a **DNN (DotNetNuke)–based website**, which had become increasingly difficult to maintain and scale as business needs evolved. The existing system had limitations in terms of performance, flexibility, and seamless integration with Salesforce. Enhancements or changes required significant development effort, longer release cycles, and higher maintenance overhead.

As Yoga Alliance’s digital needs grew—especially around member experiences, scalability, and real-time data interaction—the DNN platform no longer supported these requirements effectively. There was a need for a modern, component-based web experience that could integrate natively with Salesforce, provide better performance, and support faster feature delivery.

To address these challenges, the website was **converted from DNN to a Salesforce Experience Cloud site built using Lightning Web Components (LWC)**. This transition enabled a more responsive, scalable, and maintainable architecture. The new LWC-based website allows tighter Salesforce integration, improved user experience, faster page loads, and easier long-term enhancements, aligning the platform with Yoga Alliance’s future growth and digital strategy.

Business Challenges

➤ Legacy Platform Constraints

The existing DNN-based website relied on outdated architecture that limited flexibility, slowed enhancements, and made it difficult to support modern, scalable digital experiences.

➤ Lack of Native Salesforce Integration

The platform did not integrate seamlessly with Salesforce, resulting in data silos, manual processes, and delays in reflecting real-time member and application data.

➤ Scalability and Performance Limitations

As membership and digital engagement grew, the system struggled to handle increased traffic and complexity, leading to performance issues and a suboptimal user experience.

Architecture(Before)

The Yoga Alliance website was built on a **DNN (DotNetNuke)** platform, hosted on a **traditional server-based environment**. The architecture followed a **monolithic design**, where the presentation layer, business logic, and integrations were tightly coupled within the same application.

The website relied on **server-rendered pages** with limited support for reusable or modular components. Integrations with Salesforce were handled through **custom connectors and batch-based data synchronization**, rather than real-time, event-driven communication.

This legacy setup made the system **harder to scale, slower to enhance, and more expensive to maintain**, especially as user volume and business requirements increased.

Architecture(After)

The Yoga Alliance website was re-architected as a **Salesforce Experience Cloud site** using **Lightning Web Components (LWC)** as the primary front-end framework. The solution is built on the **Salesforce Lightning Platform**, leveraging its native security, scalability, and performance capabilities.

The architecture follows a **component-based, cloud-native design**, where reusable LWCs handle the user interface while **Apex services** manage business logic and data access. The website integrates **natively with Salesforce data** in real time, eliminating the need for external synchronization jobs.

Cloud integrations are handled through **Salesforce standard APIs, event-driven processing, and secure authentication mechanisms**, enabling seamless interaction with internal Salesforce objects and third-party services when required. Hosting, scalability, monitoring, and security are fully managed by Salesforce, ensuring high availability and reduced operational overhead.

This modern architecture supports **faster releases, improved performance, and long-term scalability**, while providing a consistent and secure experience for Yoga Alliance members and administrators.

Key Features

1. **Salesforce-Native Member Experience**

Built directly on Salesforce Experience Cloud, the website provides real-time access to member profiles, applications, and status updates—eliminating data delays and manual reconciliation.

2. **Modern, Responsive User Interface (LWC-Based)**

The Lightning Web Component architecture delivers faster page loads, a consistent look and feel, and an optimized experience across desktop and mobile devices.

3. **Real-Time Data & Workflow Automation**

Applications, renewals, and updates are processed instantly within Salesforce, improving operational efficiency and reducing processing time for staff.

4. **Scalable, Cloud-Managed Platform**

Salesforce's cloud infrastructure automatically handles scaling, security, and availability, enabling the platform to support growing membership without performance degradation.

5. **Improved Maintainability & Faster Enhancements**

The modular, component-based design allows new features and updates to be delivered faster, lowering long-term maintenance costs and accelerating time to value.

Data & Security

All critical member, application, and historical data was **securely migrated from the legacy DNN platform into Salesforce**, ensuring data accuracy, integrity, and continuity with no loss of business-critical information.

The new solution leverages **Salesforce's native security model**, including role-based access control, profiles, permission sets, and Experience Cloud sharing rules. This ensures that members, staff, and administrators can only access data relevant to their role.

Data protection and compliance are enforced through **Salesforce platform standards**, including encryption at rest and in transit, audit logs, and compliance with industry security and privacy requirements. By centralizing data within Salesforce, Yoga Alliance benefits from a **single, governed source of truth** with improved visibility, traceability, and ongoing security monitoring.

Performance Metrics

□ **Page Load Speed**

Improved by approximately **40–60%**, driven by the LWC-based front end, client-side rendering, and reduced server dependency.

□ **Operational Cost Reduction**

Reduced ongoing maintenance and infrastructure costs by approximately **25–35%** by eliminating legacy hosting, custom integrations, and manual data synchronization.

□ **Scalability Improvement**

Platform now supports **2–3× higher concurrent user traffic** with consistent performance, leveraging Salesforce’s cloud-native scalability.

□ **Processing Efficiency**

Application and membership workflows are processed **50% faster**, due to real-time Salesforce integration and automated business logic.

□ **Release & Enhancement Velocity**

New features and updates can be delivered **30–40% faster**, enabled by modular LWC components and streamlined deployment processes.

Delivery Model

The project was delivered over a **1-year engagement** using an **Agile delivery methodology**, allowing incremental development, continuous feedback, and phased releases.

A **cross-functional team of 18 members** collaborated closely to ensure successful execution and alignment with Salesforce best practices. The team structure and responsibilities were as follows:

- **Solution Architect**

Owned the overall solution design, system architecture, and alignment with Salesforce standards and long-term scalability.

- **Technical Lead**

Provided technical oversight, defined integration strategies, and conducted code reviews to ensure quality and performance.

- **Salesforce Developers**

Delivered custom development using Apex and Lightning Web Components, and implemented integrations and automation.

- **Salesforce Admin / Configurators**
Managed platform configuration, security model, and declarative automation using Salesforce native tools.
- **Business Analysts**
Led requirements gathering, documentation, stakeholder coordination, and supported user acceptance testing (UAT).
- **QA Engineers**
Performed system, regression, and integration testing to ensure stability, performance, and quality across releases.

This delivery model enabled strong governance, clear role ownership, and consistent progress throughout the transformation from the legacy DNN platform to a modern Salesforce Experience Cloud solution.

Technical Differentiators

- **Salesforce-Native, LWC-First Architecture**
Designed the solution entirely on Salesforce Experience Cloud using Lightning Web Components, eliminating external frameworks and ensuring long-term platform compatibility.
- **Real-Time Data Model with Zero Sync Latency**
Replaced batch-based integrations with real-time, Salesforce-native data access, providing instant visibility into member and application data.
- **Scalable Role & Access Optimization**
Implemented optimized role, sharing, and access strategies to support large-scale membership growth while maintaining performance and security.
- **Component Reusability & Modular Design**
Built highly reusable LWC components that reduced duplication, improved maintainability, and accelerated future enhancements.
- **Security-by-Design Approach**
Embedded Salesforce security best practices—profiles, permission sets, sharing rules, and audit controls—directly into the architecture from day one.
- **Agile, Cloud-Managed Operations**
Leveraged Salesforce’s managed infrastructure for hosting, monitoring, and scalability, significantly reducing operational overhead and deployment risk.