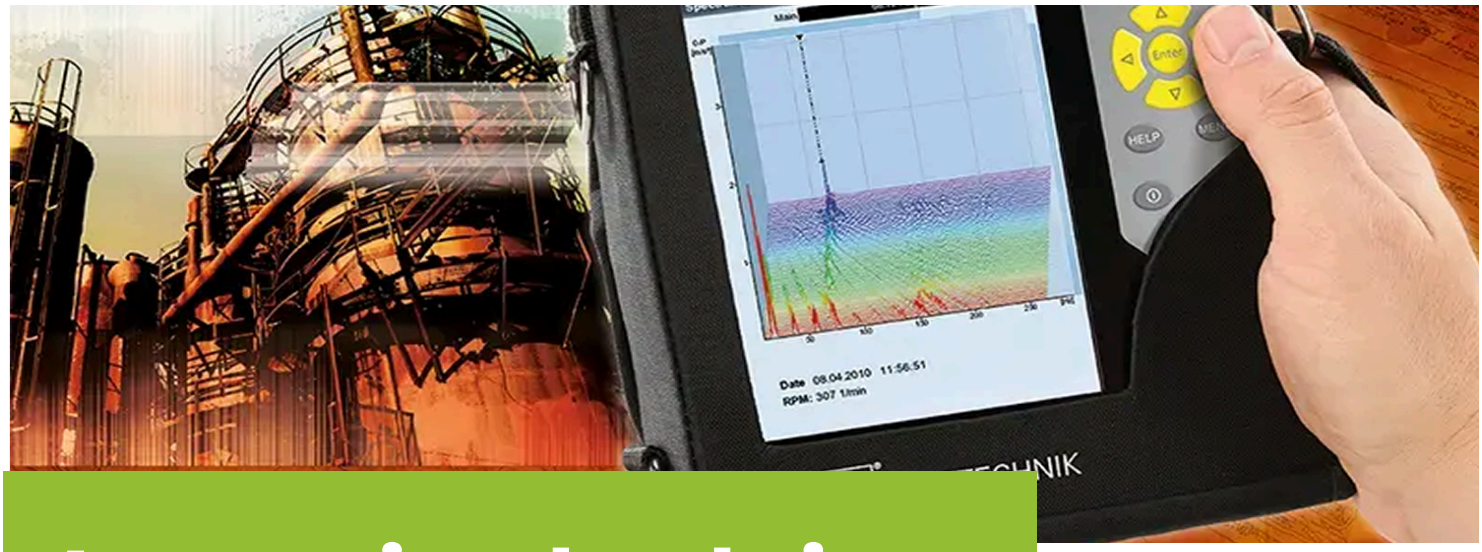


International website relaunch of the maintenance technology specialist PRÜFTECHNIK

Client:
PRÜFTECHNIK Dieter Busch GmbH

Date:
March 18, 2019

Categories:
Solutions , Topics , Services

Tags:
#Salesforce
#Search
#Industrie
#Elasticsearch
#FirstSpirit

New design, more consistent customer approach and a new FirstSpirit content management system for PRÜFTECHNIK Dieter Busch GmbH.

Challenge

The number of mobile users has doubled in a short time. The current website was not optimized for mobile devices and TYPO3 was used in an older version that was no longer maintained by the community. This proved to be an additional security risk. The maintenance of the 17 country websites and the many languages required was very time consuming. The current website is to be streamlined and the user guidance improved so that contact can be initiated with just a few clicks. The primary goal was to optimize the navigation, page structures and call-to-actions (CTAs).

Solution

A new, **user-centered, and mobile-optimized layout** was designed and developed. A strong focus was placed on CTAs. In addition, a client-capable concept based on the **FirstSpirit Content Management System** was developed and then implemented. This enabled content and templates to be reused multiple times across the various country websites. New websites could be made available more quickly with the construction kit. In addition, the option of creating special landing pages for product pages, e.g. www.vibscanner2.com, was created within this framework. Through integration into the B2B marketing automation solution "Pardot" from Salesforce, leads can be processed efficiently.

Benefits for PRÜFTECHNIK

- Modern, target group oriented web presence
- Optimization for mobile devices
- Improved lead generation
- Multiple use of content
- FirstSpirit as a very good starting point for future developments
- CMS construction kit for the rollout of 22 different websites and several landing pages in 12 languages
- Integration of Salesforce "Pardot
- Implementing the search with Elasticsearch
- Implementation and operation of the solution from one source

About PRÜFTECHNIK

PRÜFTECHNIK is a global provider of maintenance technology with a broad product, service and training program tailored to the needs of maintenance professionals in the fields of shaft alignment, vibration analysis, condition monitoring and non-destructive testing. Many manufacturing companies worldwide rely on our solutions for reliable and condition-based maintenance of rotating machinery.

www.pruftechnik.com

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Nico Rehmann
Dipl.- Wirtschaftsinformatiker (DH)
Partner | CEO

Telefon: +49 89 9545706 10
email: info@asioso.com
www.asioso.com

asioso GmbH Wilhelmine-Reichard-Str. 26 80935 München Deutschland