



# Launch of the Avira OEM website with Pimcore 5

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Avira Operations GmbH & Co.  
KG

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**Avira Operations GmbH & Co KG is a German security software company that offers anti-virus software, Internet security, data protection, identity and performance tools for computers, smartphones, servers and networks as software and cloud-based services.**

## The challenge

The goal of this project was to introduce a structured and process-oriented global editor workflow. This was realized with the introduction of the master data management system **Pimcore 5** and **Symfony**. Avira needed a new content management system to better meet the needs of its target group. A concept was to be created that would appeal equally to the international B2B clientele. The future platform was to be a flexible solution that offers **PIM** and **DAM** in addition to the actual CMS. In addition, the high-performance provision of content was one of the focal points of this project. Finally, a simple **migration** of the content from the old website to the new website was to be carried out. For editors, the focus was on the user-friendly operation of the CMS and the cooperation among each other.

## The Solution

The result is a significant improvement and optimization of the editorial processes (AmPnBsP) with integrated workflows. Pimcore plays a central role and will be used for other areas of the website in the future. asioso realized a very well-structured and clear data structure based on Pimcore 5 and Symfony. This serves as a starting point for effective digital customer communication.

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**Nico Rehmann**

Dipl. Wirtschaftsinformatiker (B.A.)  
Partner | CEO

Telefon: +49 89 9545706 10  
Email: [info@asioso.de](mailto:info@asioso.de)  
[www.asioso.de](http://www.asioso.de)

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