

Avira further expands its single source publishing strategy

Client:
Avira Operations GmbH & Co. KG

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Categories:
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Tags:
#Content Delivery
#Digitale Transformation
#Experience
#IT
#Case Study

After the successful launch of the OEM website for Avira Operations GmbH & Co KG, the company is further expanding its single source publishing strategy.

The challenge

One of the customer's strategic goals was to implement a standardized and flexible solution for managing all types of content. The new solution was to serve as a flexible, scalable and central hub for the administration of content and products as well as from external sources, in order to reduce data silos, among other things. In addition, the previous content management system was to be replaced, as its usability and workflows did not meet the requirements of the customer's decentrally organized editorial department. In the past, it was very difficult to publish campaign pages with product information and purchase options quickly and easily, especially when planning and creating them.

That's why an editor-friendly system was needed that could be used to manage content from various international locations. Another goal was to provide a centralized platform for managing personalized B2C and B2B communications for the company's customers, which could also manage product marketing content from other systems.

The solution

After extensive consultation, the **Pimcore system environment** already used by OEMs was used as the basis for a campaign page builder and the relaunch of the corporate website. The products are synchronized from a separate product catalog and can be enriched in Pimcore with marketing information for the corresponding touchpoints.

Furthermore, editors can create their own product promotions for their campaign pages, which in turn are synchronized with the existing eCommerce system. One of the key factors for the client was, among others, the future performance of the website. The entire project was based on the **Amazon Elastic Container Service and AWS Elastic File System (EFS)** and was built up modularly with the help of individual **Docker containers**.

This serves, among other things, a dynamic load distribution and additional reliability. A content delivery network was implemented for the high-performance delivery of content.

Benefits for Avira

- Efficient and fast time-to-market for editors, marketing managers and product managers

- Central content hub where editors can manage their content, configure product attributes and define product promotions
- Possibilities of personalised B2C and B2B communication for the company's broad target group

About the company

With around 100 million customers and 500 employees, Avira is a leading global provider of self-developed security solutions for professional and private use. With more than 25 years of experience, the company is one of the pioneers in this field.

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