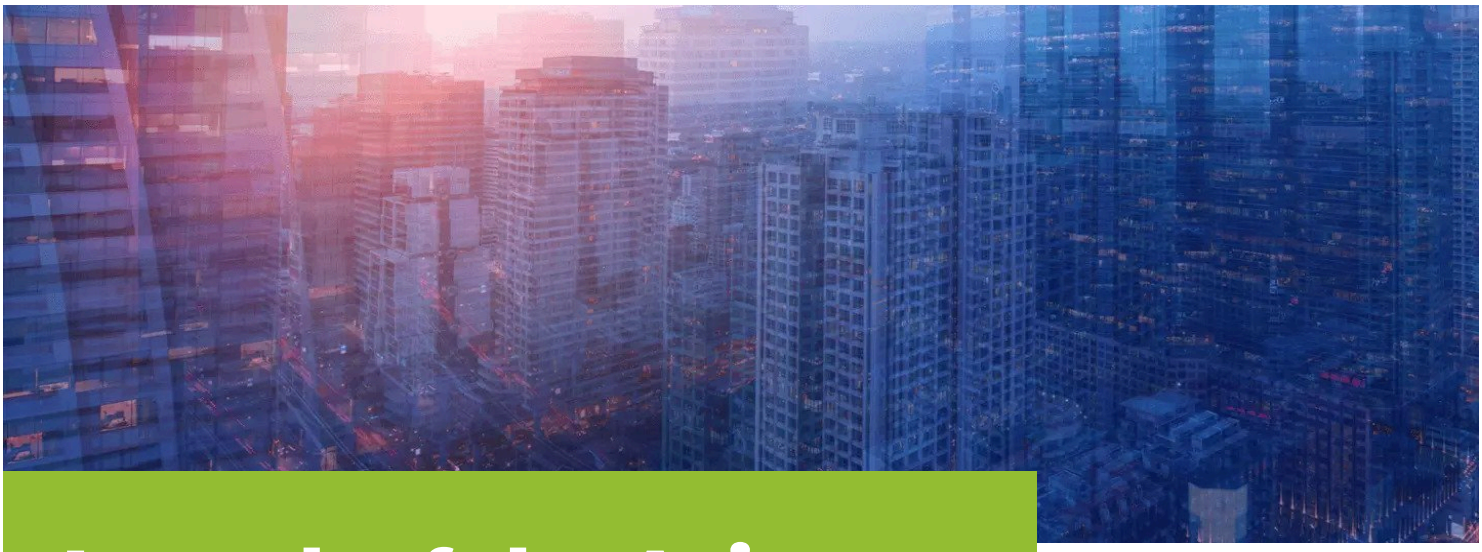

Launch of the Avira OEM website with Pimcore 5

Client:
Avira Operations GmbH & Co. KG

Date:
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Categories:
Services ,
Solutions

Tags:
#Agile
#Content & Experience
#Experience
#Kundenbeziehung
#Customer service

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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