Case Study

Transforming Content Publishing Process for a Fastest Growing Consumer Brand

Centralized System Significantly Improved Customer Experience

Business Requirement

Multiple websites on proprietary technologies making it hard to manage the client's huge range of food products containing large inventory, product information, and related content

Dependency of their digital marketing team on external agencies to roll out new content and even make smaller changes in the existing content

Very expensive to create some vital functionalities and hassle of extensive upfront planning before launching a campaign

Poor user experience while updating or creating a new product hampering the productivity

Our Solution

Recommended Pimcore, an open source web content management solution that could fulfill both their CMS and PIM needs in a single solution
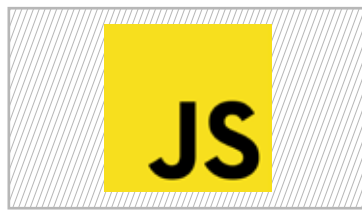
Multi-site CMS and PIM implementation for centralized management of all website content and products information

Enabled the digital marketing team to make content and product information changes on the fly

Built a consolidated system using centralized data and content at its core and created a powerful RESTful API integration with external ERP

Technologies/ Tools

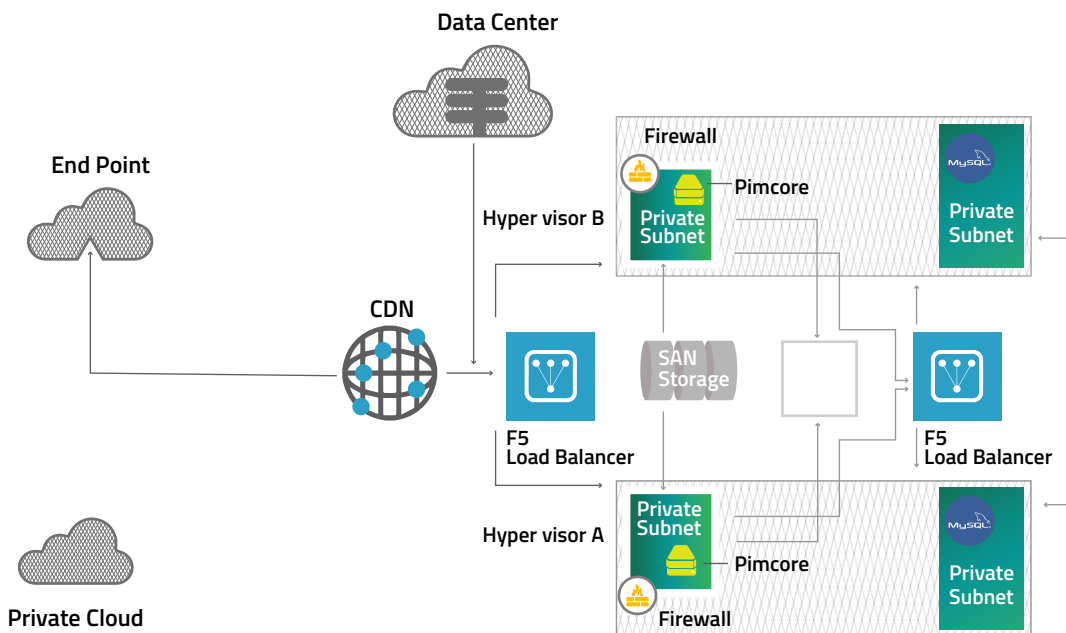| pimcore	JS	BURPSUITE PROFESSIONAL
Pimcore platform	Extention JS	Burp Suite

Business Impact

The implemented solution has transformed the way the clients was publishing and managing the content

The centralization on the Pimcore platform has made the multiple websites' manageability and maintenance almost effortless

Role based security and gives better control on workflow and approval process to create an excellent customer experience

The biggest impact observed was significantly reduced time-to-market and lowered overall cost

Data Center

End Point

Firewall

Hyper visor B

Private Subnet — Pimcore

MySQL Private Subnet

CDN

Private Cloud

SAN Storage

F5 Load Balancer

F5 Load Balancer

Hyper visor A

Private Subnet — Pimcore

MySQL Private Subnet

Firewall

About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

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