



Case Study: ESET

Global Web Platform with E-Commerce-Integration



Content Management

Central management and flexible creation of local pages using workspaces, country/language configuration and CTA configurator.



E-Commerce Integration

Creating and updating product pages based on central product data, local sales data and downloads via numerous APIs.



Localization

Roll-Outs of new country- and partner pages with just a few clicks in the user interface, incl. automatic URL- and data mapping, tracking, SEO, etc.

ESET asked AOE to develop a platform for managing global content and product data, in order to efficiently handle information and provide sales partners with the appropriate data. The main points of focus were E-Commerce, SEO, user engagement and conversion optimization.

The Challenge

The goal was to implement a central content management system with 50 country- and 20 language versions as well as to harmonize content with local E-Commerce data. For this purpose, all content and product data had to be synchronized with the various E-Commerce systems of the sales partners via API and merged into the frontend. New partner pages needed to be easy to create, all pages required a consistent corporate design, without forgoing the option of flexible local adjustments.

The Solution

For the central administration of content, countries and languages, AOE created a multitree setup based on TYPO3 with numerous features. The decentralized E-Commerce handling combines the product data from TYPO3 via API with the various E-Commerce systems of dozens of regional and local offices.



The German precision together with AOE's sophisticated agile methodology unleashed a hidden TYPO3 potential for ESET. With our high demands on geographical scalability and local configurability, AOE developed a robust and stable system with plug-in capabilities for a number of E-Commerce Systems worldwide."

Martin Ostrochovsky

Global Website Manager
ESET



About ESET

ESET is a global security software company with more than 100 million users worldwide in over 200 countries. ESET has set itself the task of enabling customers to use digital technology without worries through the use of the company's security solutions. The award-winning detection technology is a pioneer in the anti-virus industry.

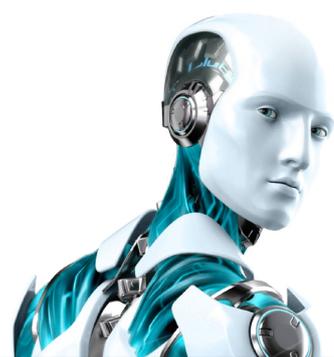
Link

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Deployed Technologies



An overview of the most important custom-built features:

- **E-Commerce Handling:** Import of sales data from E-Commerce systems, product data administration in the CMS, synchronization of data via API
- **Product Configurator:** Import and mapping of product versions, promotions and prices from various E-Commerce systems
- **Download Module:** Automatic generation of appropriate download- and document links, from more than 6,000 product versions via device detection
- **Multistore- & Language Setup:** Administration of 50 countries and 20 languages with flexible configuration- and fallback options
- **CTA Configurator:** Definition of labeling, colors, order, behavior and link target of buttons within corporate design guidelines

In addition, the solution can be scaled with cloud hosting, auto-scaling to several frontend instances, load distribution via CDN and A/B deployment with maximum security, so that additional servers can be brought online automatically during traffic peaks.

The Result

The global multistore web platform developed by AOE enables ESET to centrally manage website content, while providing local adaptability in a consistent corporate design. Integration of the sales partners' E-Commerce systems is carried out via API, so that additional E-Commerce systems can be easily implemented in the future. In addition to powerful administrative tools and the flexibility and scalability of the solution, ESET impresses with an extremely short time-to-market of new partners and campaigns, which results in enormous savings in time and costs.



AOE is a leading global technology service provider and consultancy, supporting large enterprises in their digital strategy and execution of digital transformation. Utilizing Open Source technology stacks exclusively, our agile and long-term partnerships with our clients result in innovative digital products and projects such as Omnichannel E-Commerce Solutions, Mobile Apps and Web Portals. With its headquarters in San Francisco and Frankfurt and a total of more than 250 employees in 5 countries, AOE has handled hundreds of implementations for major global corporations, such as Sony, Fraport, Commerzbank, Deutsche Telekom, Bosch, Cisco Systems, Thomas Cook, QVC and Panasonic.