

CaseStudy

Pimcore integrated as a central hub for products and content



Avira

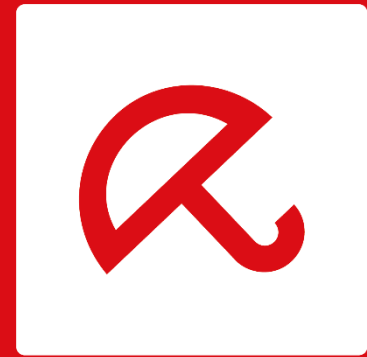
Goes with

pimcore



Company

- Promise: "Protecting people in the connected world"
- Founded in 1986
- Consumer, Business and OEMs
- 100 million users in more than 190 countries
- 500 employees of 30 nationalities

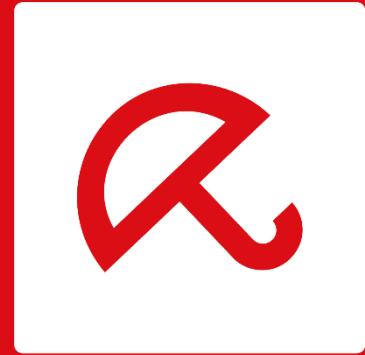


Avira



Needs

- Reduce time to market for content updates by implementing a friendly editor environment with workflows.
- One place where editors can manage content, configure product attributes and define product promotions
- Personalized B2C& B2B communication, according to users' privacy settings.



Avira

Our role in the project

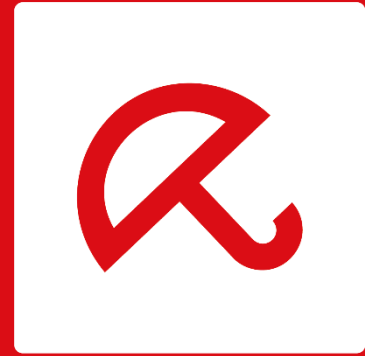
- Consulting during the evaluation phase for the future system.
- Kicked out some high end enterprise CMS Systems
- Analysis and conception of the system architecture together with Avira infrastructure team.
- Implementation and consulting.
- Trainings for international team of editors and developers.



The solution

Single Source

Publishing with pimcore



Avira

Avira OEM

Special tenant for B2B segment of Avira

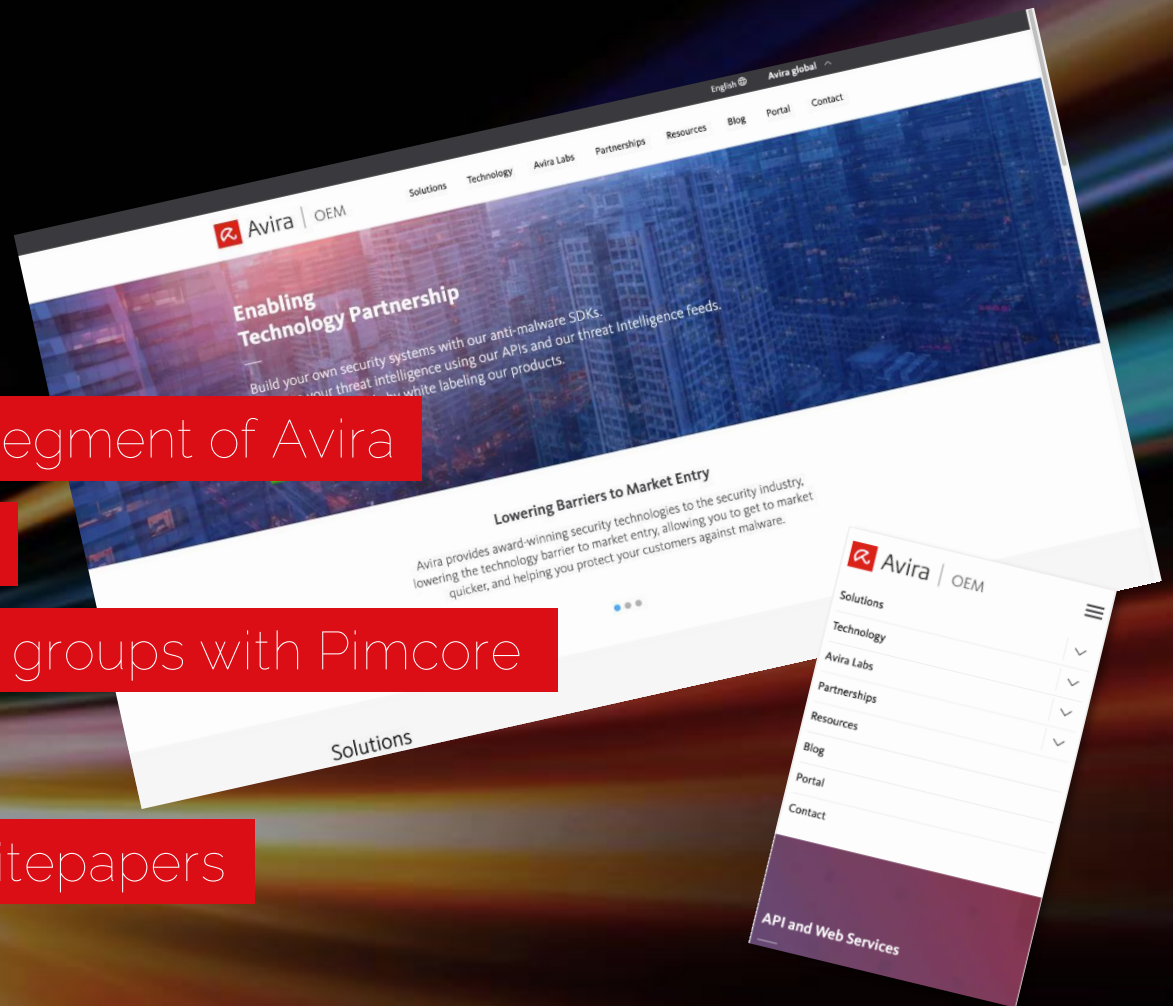
Editor friendly backend

Personalisation & target groups with Pimcore

Integration live chat

Downloadcenter for whitepapers

Mobile friendly



Avira for B2C

Campaign- page builder for B2C

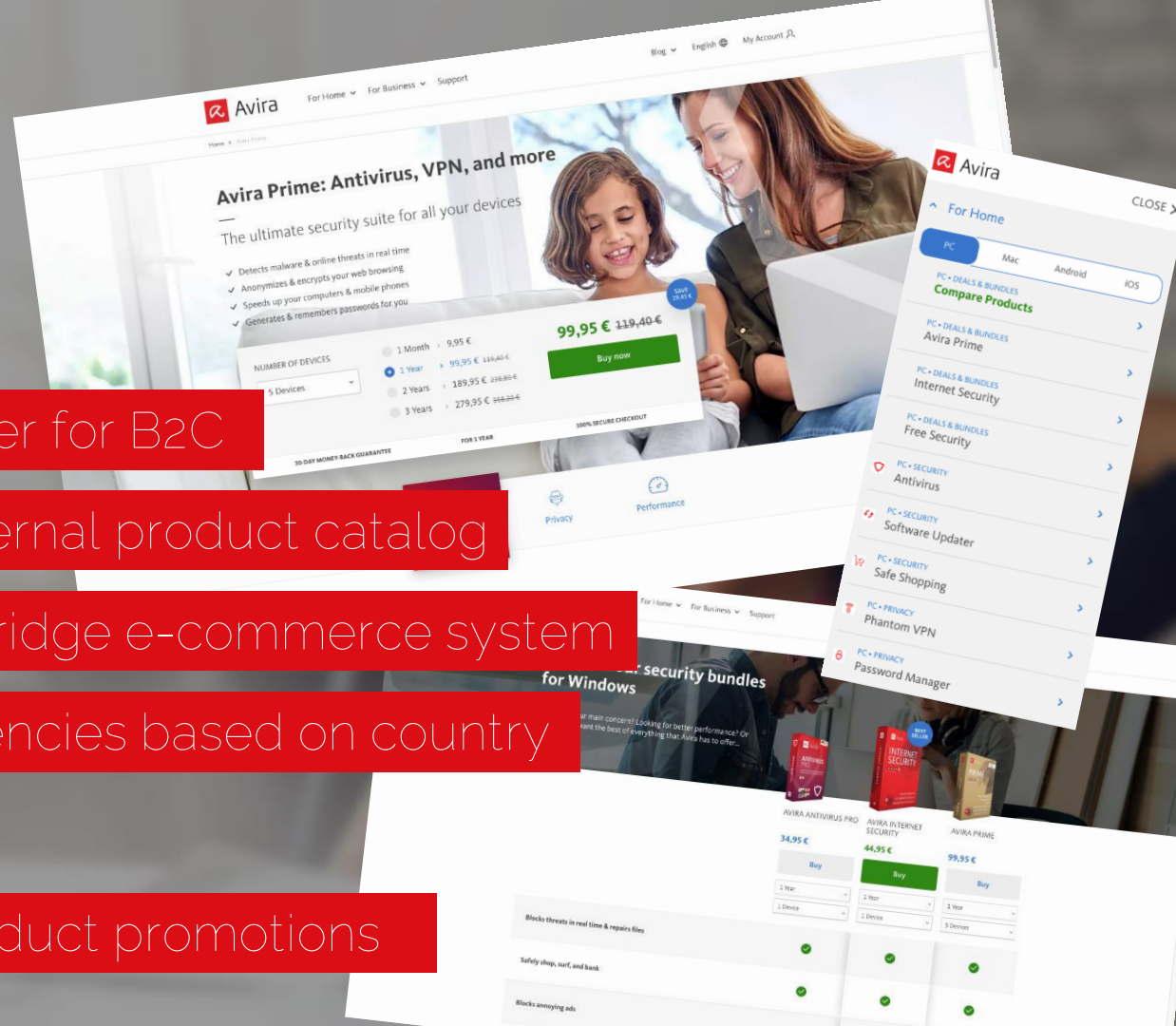
Synchronization to external product catalog

Connection to Cleverbridge e-commerce system

Dynamic product currencies based on country

Product comparison

Creating of special product promotions



Avira for **Corporate**

Corporate website from Avira as tenant

Mix of corporate content with buyable products

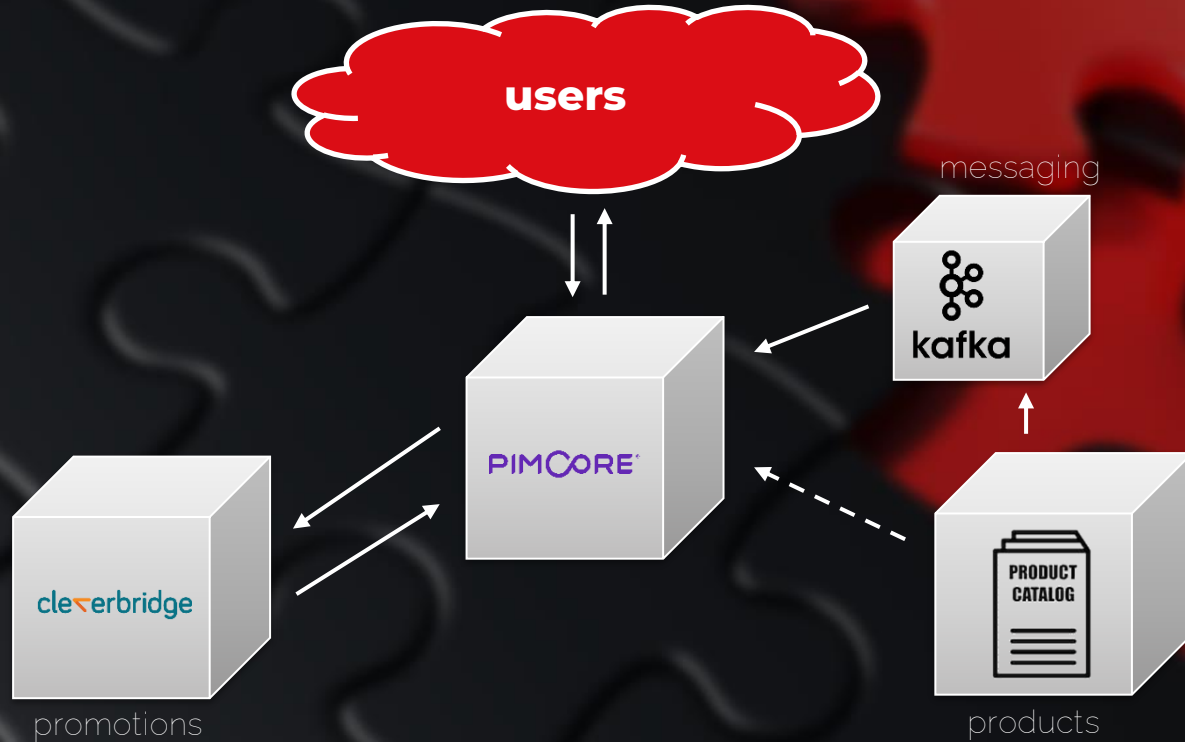
Multilanguage

High optimized editor- friendly input components

Redaction of the site is now decentralized all over the World

Different prices depending on location like country or country group

Communication with **External Systems**



What's about **Performance**



- High scalable load balancing environment
- Implementation of a content delivery network
- Image performance improvements via lossless image transformations and lazy loading
- Custom built caching system using Redis

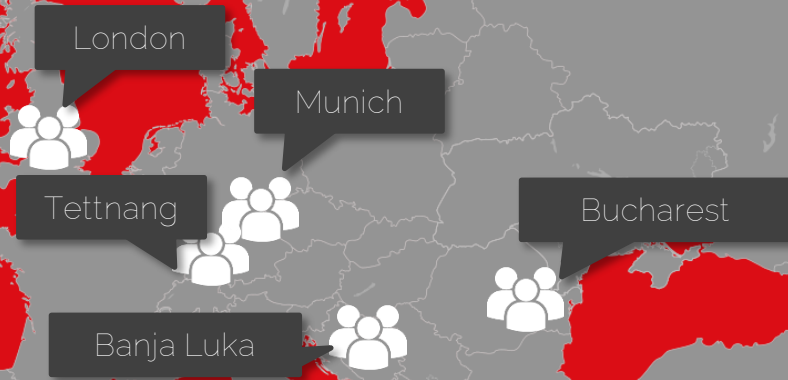
scalable high end **Architecture**

- Running Pimcore environment in Amazon Elastic Container Service (ECS)
- Many Docker containers for unique instances
- Maintenance container
- AWS Elastic File System (EFS) for the shared storage among cluster members
- AWS Aurora RDS Database Cluster for Database and AWS ElastiCache Redis cluster for caching
- Infrastructure autoscaling



Stakeholder

- Agile project realization in a multinational team with different locations
- Close cooperation with the main developers and stakeholders from various Avira offices
- Special trainings on different locations



Product Owner

Adrian Breaban



„We are happy with the decision we took to implement Pimcore as CMS for our website, as it enables non-technical end-users to easily create, maintain and publish digital content & assets via different marketing channels.“



Avira



we make
digital business

#simple

Thank you!!!