Case Study

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
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.
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
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

Users

Promotions

Products

Pimcore

Kafka
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

Locations:
- Bucharest
- Munich
- Tettnang
- London
- Banja Luka
“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.”
we make digital business #simple

Thank you!!!