edicos

coders.center
Enterprise Technology Partner

sitecore
compelling web experiences

CUSTOMER

Edicos's customer is a Japanese sports equipment manufacturer. Their running shoes are well known among runners and one of the most recognizable products of the brand.

The customer runs its websites around the world on a variety of content management systems but has gradually moved its entire content management suite onto a Sitecore platform. His U.S. website features a well-designed solution in Sitecore, enabling marketers to not only efficiently manage the multilingual content but also build an amazing customer experience with the website, brand, and its e-Commerce activities.

In 2015, the customer's German subsidiary, which maintains a pool of websites for the entire European region, decided to replace its legacy Drupal-based content management system with a Sitecore implementation and further leverage Sitecore's unique marketing capabilities. The Drupal legacy system had been delivering an inferior user experience, significantly constraining marketers and impairing marketing activities. It was difficult to use, rigid, and prone to errors during interaction and maintenance. All larger modifications to the websites required bespoke development and customisation. Since the website presents the customer's entire product catalogue, the system had to be enhanced with PIM product import capabilities through CSV les, which, in practice, has been prone to errors, especially related to translation of content.

CHALLENGE

- a speedy migration process of the existing front-end layout onto Sitecore's platform (within 60 days of development and testing)
- improvements in user experience with the system
- providing an easy-to-use and flexible CMS backend, enabling marketers to author the

content and build new pages in WYSWIG mode as they please without involving IT
- developing a new product importer, which has to be effective, easy to use (usable directly from the web browser), and resistant to user errors

SOLUTION

Coders Center used a front-end code scraped from Drupal, with only minor adjustments to restructure its organisation, enabling better atomization required by component-based design of Sitecore CMS. Doing this saved the project extensive activities in the front-end development area, enabling developers to

focus on upgrading to Sitecore and other functionalities.

Thanks to new modular organisation of front-end code, developers were able to split the entire legacy website into a set of components, which were then used to reproduce the original website layout and can be easily reused in the future to build up new pages or enhance existing ones.

The Coders Center's team has developed a new product importer, enabling users to conveniently upload new product data through the web browser. New data payload has been based on Excel templates, which delivers a better and easier-to-use structure, constrained the data template, making it easy to use, yet resistant to formatting errors, and resolved issues with multilingual handling (character coding).

Thanks to usage of dynamic placeholders, marketers now have the full power to not only place and reuse components on authored pages but also dynamically create and/or

enhance page layout to deliver a unique design, which is well aligned with the desired outcome.

The new CMS solution has delivered a significantly improved and smooth user experience, with native WYSWIG capabilities, allowing marketers to work on a website and at the same time see the effects of their modifications. The new CMS interface has been praised for consistency, simplicity of use, and administration. Any further bespoke development activities are much easier to do since they can be narrowed to well-designed atomic components that can be efficiently developed, tested, and delivered.

SITECORE

As the only company in Poland, we achieved the goals set by Sitecore and attained the title of Gold Implementation Partner.

Sitecore XP is one of the leading online marketing platforms, featuring several unique advanced features, which is its major competitive advantage. Sitecore XP has a specialised built-in Big Data analysis system called xDB, which is capable of analysing visitors' behaviour in real time, delivering advanced personalisation capabilities and driving the client's activities toward achieving the organisation's business goals. Thanks to Big Data analysis, Sitecore XP is able to build a holistic visitor profile, which is invaluable for an online marketer to further expand his knowledge about the company's customers and also the competition who browse the company's website.

CODERS CENTER

Coders Center is a company created by passionate engineers and IT practitioners. It benefits from over 10 years of experience in the Enterprise Technologies market. The company's technical background lies in Enterprise Content Management Systems from a range of vendors. Coders Center delivers advanced ECM, e-Commerce, and enterprise search solutions tailored to customer requirements.

As an Enterprise Technology partner, Coders Center serves organisations looking to expand their own development capabilities as well as helping them select the correct technological direction in their projects.

Coders Center operates in the following areas of ECM, e-Commerce, and Enterprise Search:

- Technical Expertise and Consultancy
- Project Development
- Support and Maintenance
- Hosting and Managed Services

Coders Center cooperates with several digital and marketing agencies and software integrators worldwide. The company delivers technical consultancy to its customers, providing them with access to certified specialists in Sitecore, EPiSERVER, Sitefinity, and SharePoint technologies. In addition to .NET-based solutions, Coders Center has developed expertise with Magnolia CMS, Adobe AEM, and SAP Hybris to support customers looking for the best possible enterprise solutions.

The company has three delivery offices in Poland, employing enterprise applications and infrastructure specialists in .Net- and Java-based ECM, e-Commerce, and Enterprise Search systems. The team currently has 40 associates.

Coders Center focuses on delivering quality solutions following closely the latest usability and design trends in web applications and mature QA processes. The company delivers solutions tested according to ISTQB practices, using the best suited scenarios at every level of testing. Most projects are conducted in agile methodologies, where customers can easily track the progress of work and introduce new ideas.

The company has experience in dispersed teams project delivery, where teams of Coders Center and the customer are in constant contact on a daily basis, thanks to a range of collaboration tools, such as Atlassian Jira, Citrix Go2Meeting, and Skype. The company has already proven this model's effectiveness in many projects in Europe and the U.S.

Coders Center continuously focuses on developing its employees' skills. Mature management processes within the organisation allow for continuous monitoring of the need for competency development in future projects. The company devotes nearly 30% of its annual profit to developing know-how and building expertise in key systems and technologies.

OUR CUSTOMERS

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