

knauf.de

Knauf Relies on Superior Quality — on the World Wide Web Too



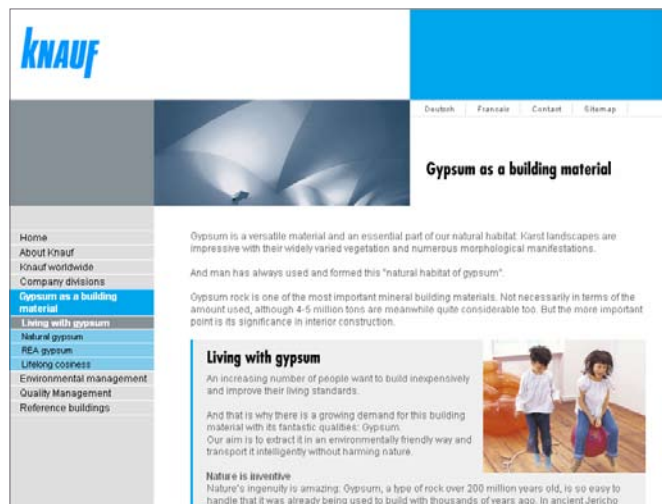
Project highlights

- automation of editing processes using workflow components
- time-sensitive publication of previously created content
- creation of any number of channels and formats desired based on a database
- optimized search engine placement by generating static pages
- content reuse while maintaining consistency with corporate design
- security of investment through open architecture and unlimited extensibility

The project: a new website

In relaunching the sites www.knauf.de and www.knauf-bauprodukte.de, the implementation of a modern Content Management System (CMS) was planned to support the creation, maintenance, and administration of websites.

With a view to the future, the new CMS should also be suitable for use as a strategic instrument for use in managing the large number of Knauf company pages. Here the requirements for software were as numerous and complex as they are for a complex construction project.

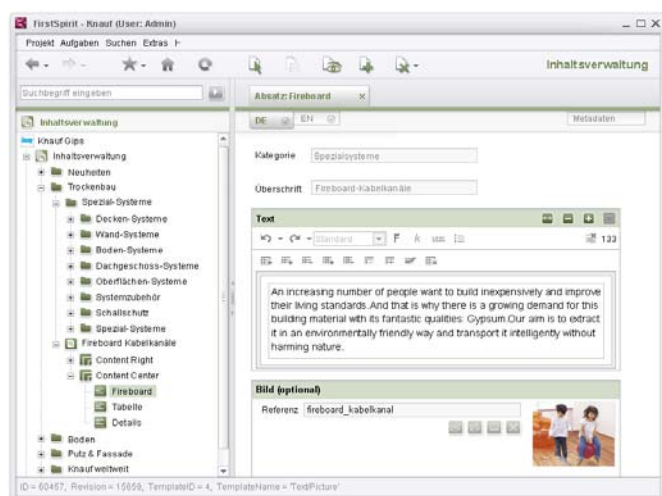


“We’re also proud of the significantly shorter delivery times and the superior response times, as the content is pre-generated in FirstSpirit™. Only the dynamically generated parts of a page are processed at run time, e.g. search queries.”

Mario Vicedom, Knauf

Why FirstSpirit™?

The Knauf company’s various areas of IT expertise are all combined under the purview of the internal IT service provider, Knauf IS. The specialists at Knauf IS have been tasked not only with selecting a suitable CMS, but also with the implementation and internal administration of the software. In evaluating FirstSpirit™ as a new CMS, Knauf benefited from the visit to the IT subsidiary of Würth.



In personal discussion Knauf IS established that FirstSpirit was a reliable and flexible tool that would accelerate and simplify work processes. Upon completion of a three-month evaluation phase, the decision was made. In its pitch, FirstSpirit was able to prevail over four other CM systems.

FirstSpirit™

A separation that's easy on the budget

Among Knauﬀ's many requirements, the separation of structure, content, and layout is at the very top of the list. Separately managing content and layout templates allows for reuse of content while ensuring a thoroughly consistent corporate design. Editing modifications are made easily and quickly on all relevant pages with just the press of a button – a clear advantage for cost-, resource-, and time management. In addition, FirstSpirit™'s open architecture and integration capability offers Knauﬀ other advantages for cost-eficiency: with the integration of Java and XML-based content management, existing IT infrastructures can still be used – this concerns for example. the use of existing web servers or the seamless embedding in the SAP portal. An additional plus is the superior integration with databases, which enables quick migration of old and new content.

From Chinese to Cyrillic

For a company with international operations, genuine multilingual support is especially important – from Chinese to Cyrillic. FirstSpirit™ is Unicode-based. This allows projects to be created in any language

of your choice. Here pages, paragraphs, and media (e.g. banners or graphic navigation structures) can be managed in multiple languages.

“We were impressed with the clear and well-designed structure. Because of the platform independence, the system integrates seamlessly with our IT environment. The modular extensibility of the system was also an important aspect that helps us to be extremely flexible – particularly for future projects.”

Matthias Will, Knauﬀ

Positive balance

The decision for FirstSpirit™ has been confirmed by the success of the project thus far. „By using the system, we were already able to realize savings potential right after relaunching our Internet site. The solution has virtually no limits to its extensibility and provides the security of investment that we were looking for“, says Matthias Will.

Knauﬀ worldwide

Albania Algeria Argentina
Armenia Austria Azerbaijan
Belarus Belgium Bosnia -
Herzegovina Brazil Bulgaria
Chile China Croatia Cyprus
Czech Republic Denmark
Egypt Estonia F.Y.R.O.
Macedonia Finland France
Georgia Germany Greece
Hungary Indonesia Ireland
Italy Jordan Kasachstan Ko-



sovo Latvia Lebanon Lithu-
ana Morocco Netherlands
Norway Poland Portugal Re-
public of Moldova Roumania
Russia Serbia and Monte-
negro Singapore Slovakia
Slovenia Spain Sweden Swit-
zerland Syria Taiwan Tunesia
Turkey Ukraine United Arab
Emirates United Kingdom
United States Uzbekistan

Knauf Gips KG

Construction materials and systems across the world

Whether you're strolling the halls of the Office of the Federal President in Berlin or admiring the architecture inside the German Embassy in Washington – high-quality products and systems from Knauf can be seen all around.

With 18,500 employees and 130 production locations in over 35 countries, Knauf is among the leading makers world-wide of construction materials and systems.

From its beginnings in the traditional plaster trade, Knauf has today evolved into a group of companies with operations in the fields of drywall construction and floor systems, plaster and facade systems, and insulation. There is also an extensive molded part- and injection molding business as well.

When you aim high, having a solid foundation is a must. That's why Knauf Gips KG pays close attention to quality, precision, and efficiency. The company is setting standards in the Internet field as well.



Mario Vicedom

New Media Consultant
vicedom.mario@knauf.de

Matthias Will

Project Manager and
Web Technology Consultant
will.matthias@knauf.de

About e-Spirit

Quality comes from inspiration

e-Spirit is the manufacturer of FirstSpirit™, the content management system for companies with high expectations of their solutions. e-Spirit is a reputable internationally-oriented product supplier with big-name customers in all sectors.

e-Spirit was founded in 1999 by former members of the Fraunhofer Institute for Software and System Technology (FhG ISST) in cooperation with the IT service provider adesso AG and stands for outstanding product development and introduction expertise.

e-Spirit

Barcelonaweg 14
44269 Dortmund
Germany

t +49 231 286 61 30
f +49 231 286 61 59
info@e-Spirit.com
www.e-Spirit.com