



## Case Study – Hamburg Süd

FirstSpirit™ makes it easy for Hamburg Süd to share content across Internet, intranet, mobile, and e-commerce channels

“In order to have a more competitive online presence for the long-term, we chose FirstSpirit as our content integration platform because, as one centralized editorial tool, it covers our entire Internet and intranet content needs and can be upgraded later on, if necessary.”

Jork Feeken, Project and Group Manager for Intranet/Internet at Hamburg Süd



### Project highlights

- A central CMS for the company's global websites and intranet sites
- Easy to add reusable content and e-commerce services
- Multichannel management, even for mobile channels
- Almost 40 percent drop in hardware operating costs and 50 percent drop in software maintenance costs
- Uniform development environment and standardized editorial processes generate significant cost savings
- Editors don't have to focus on IT and maintenance issues



## The challenge: Competitive approach to Internet, intranet, and e-commerce activities

The Hamburg Süd Group is a global transport and logistics organization that is part of the Oetker Group. With a loading capacity of about 3.5 million TEU (standard 20 ft container), it ranks among the world's 15 largest shipping container companies and is also one of the leading transporters on North-South trade routes, with an emphasis on South America. Having real-time information available about services, prices, routes, and new products gives the company a competitive advantage.

To stay ahead of the competition, the company realized it needed a Web strategy that could address current and future Internet, intranet, mobile and e-commerce needs. Having a single CMS platform would reduce the time that editors would need to spend updating the website. In the past there had been two different editorial systems and development environments to update Internet and intranet content, which was a time-consuming and inefficient process that resulted in high operating costs, extra maintenance, and additional time needed from the editorial team.

## The solution: A centralized CMS for all sales channels

FirstSpirit's best-of-breed integration solution was the most impressive technology available among all the systems considered in the selection process. It combines all of Hamburg Süd's Internet and intranet activities into one content integration platform which makes it easy to integrate third-party solutions. One example of this is an e-commerce option that enables the editors to provide customers with information such as Track & Trace, line schedules, shipping documents or booking services.

## Reusable content for the mobile channel

More than 200 content editors within the company author and publish global online content for more than 400,000 monthly website visitors as well as for the company's 3,500 intranet users. FirstSpirit is a powerful, user-friendly tool that enables website editors to easily manage the company's six localized websites in up to five different languages, as well as the mobile and global intranet channels. Standardized editorial processes for the Internet and intranet ensure that published content is consistent across all platforms. Designed to be



# FirstSpirit™

extremely easy to use, FirstSpirit allows editors to create and update content centrally and then distribute it to the regional editorial teams where it is then integrated into their localized websites. Furthermore, from a common data pool, editors can easily select content already created in the CMS and have the flexibility to reuse it across all channels. Data maintained centrally can also be exported to the mobile channel.

## Considerable hardware and software cost savings

By simplifying the editorial process and reusing content across multiple platforms, Hamburg Süd has greatly reduced its operating costs and has lowered the time it takes editors to make changes or updates to the website. By consolidating its Internet and intranet pages onto one uniform platform, hardware operating costs have dropped 40 percent and software costs have been reduced by roughly 50 percent.

## Uniform brand and corporate communication

Using one central content integration platform has ensured that Hamburg Süd has a consistent look and feel throughout all of its global websites and across of its channels.

The six global sites are:

- Hamburg Süd ([www.hamburgsud.com](http://www.hamburgsud.com)) and ([www.hamburgsud-line.com](http://www.hamburgsud-line.com))
- Rudolf A. Oetker KG ([www.rao-shipping.com](http://www.rao-shipping.com))
- Furness Withy Chartering ([www.furnesswithy.co.uk](http://www.furnesswithy.co.uk))
- Alianca ([www.alianca.com.br](http://www.alianca.com.br))
- Hamburg Süd freight ship travel company ([www.hamburgsued-frachtschiffreisen.de](http://www.hamburgsued-frachtschiffreisen.de))



## Forward-looking investment

The FirstSpirit AppCenter allows new features to be easily integrated in order to fulfill additional marketing and IT demands. Hamburg Süd is already planning to expand its e-commerce services as well as its communication methods with selected internal and external user groups, for example, via newsletters, or setting up feedback options directly on the websites.



## Hamburg Süd

Since its founding in 1871, Hamburg Süd has evolved from a conventional shipping company into a global transport logistics organization. It offers its customers the complete logistics transport chain, starting from planning and ending with door-to-door transport. This involves not only providing special container equipment, but also international services that guarantee seamless transport on the road, by rail, or on the water.



“By consolidating our global websites and our intranet onto the FirstSpirit platform, we were able to reduce our hardware operating overheads by about 40 percent and our software maintenance costs by about 50 percent.”

Jork Feeken, Project and Group Manager for Intranet/Internet at Hamburg Süd

## 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.



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