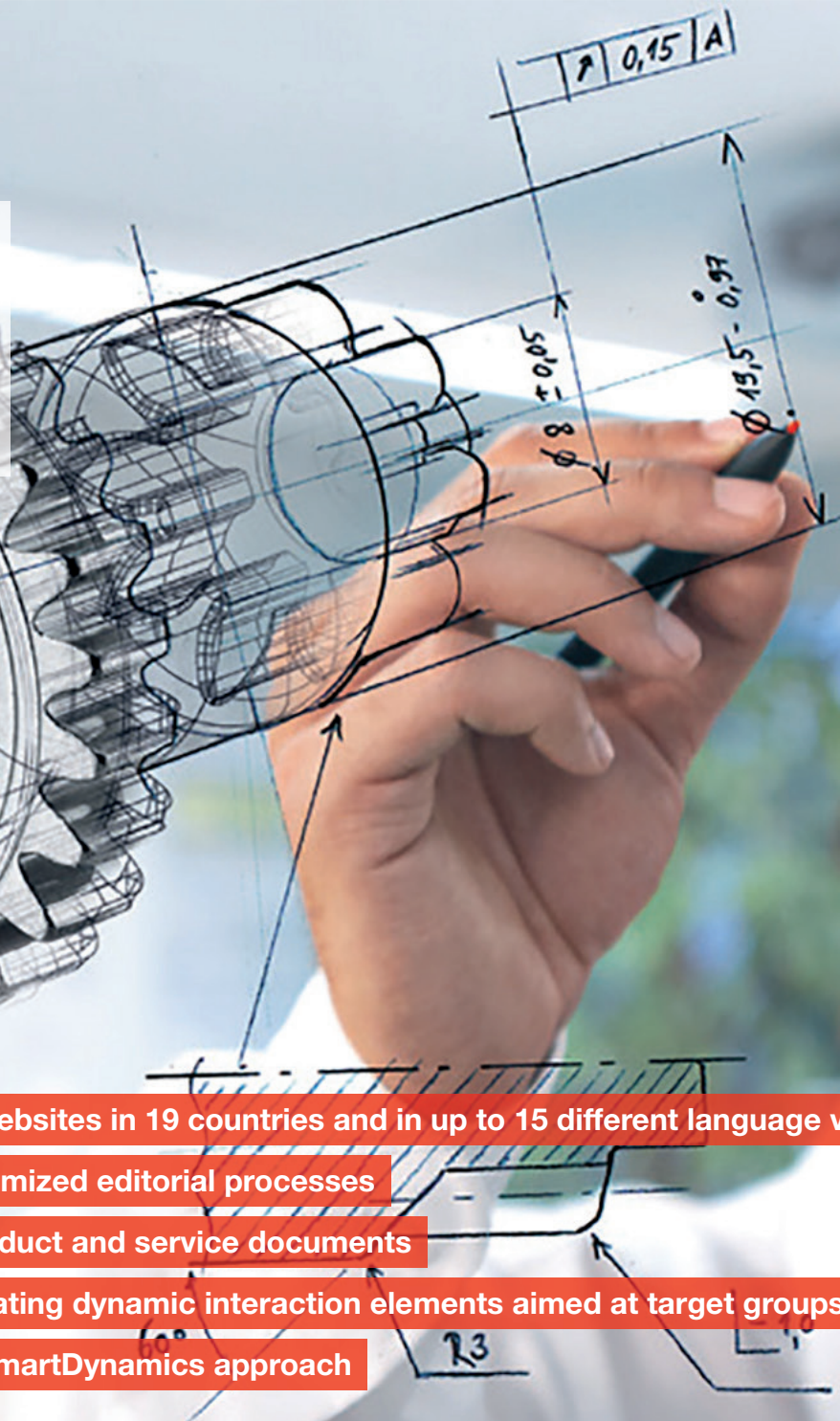


 e-Spirit

Case Study SFS Group

Internet



**SFS**

Centralized content platform for 30 websites in 19 countries and in up to 15 different language versions

Time and money savings through optimized editorial processes

Download center with up to 5,000 product and service documents

Dialogue with customers by incorporating dynamic interaction elements aimed at target groups

High performance through efficient SmartDynamics approach

“FirstSpirit has helped us accelerate the time-to-market for our Web projects and products as well as offer our customers and partners outstanding online services, thus assuring our success.”

Thomas Biedermann, director of WebDevelopment, SFS services AG

**Wanted:**

A future-proof content platform that stores all of the SFS Group’s international websites on one centralized system while also standardizing and modernizing the company’s corporate Web presence.

**Found:**

In FirstSpirit, SFS has selected a future-proof solution that offers not only comprehensive out-of-the-box functionalities, such as for multilingual websites, but also the option to easily integrate best-of-breed third-party systems like SAP NetWeaver Portal. Also, regional offices can now be more involved in the editorial process because FirstSpirit’s more intuitive interface makes it easy for editors to make changes to content based on local market needs, saving time and money.

**SFS now benefits from:**

- Optimal user navigation and website content targeted to a variety of user groups
- Download center with up to 5,000 product and service documents provides additional support for employees, partners and customers
- Attractive and up-to-date content by involving the regional offices in the editorial process
- Efficient reuse of content for all channels created on a central platform
- Time and cost savings through optimized editorial processes
- High performance and availability through SmartDynamics approach
- True multiuser work environment through comprehensive control of rights and roles of users
- Meets compliance requirements thanks to historization and versioning

## CENTRALIZED CONTENT PLATFORM



TRUE MULTIUSER WORK ENVIRONMENT THROUGH COMPREHENSIVE CONTROL OF RIGHTS AND ROLES OF USERS

EFFICIENT REUSE OF CENTRALLY CREATED CONTENT



UP TO **5,000** DOCUMENTS IN THE DOWNLOAD CENTER



TIME AND MONEY SAVINGS THROUGH OPTIMIZED EDITORIAL PROCESSES



**30** WEBSITES FOR **19** COUNTRIES IN **15** DIFFERENT LANGUAGES

### About e-Spirit

e-Spirit is the manufacturer of the FirstSpirit™ content management system which seamlessly integrates all IT solutions and Web Apps needed for a successful online strategy. FirstSpirit meets the highest demands when it comes to usability, performance, and return on investment.

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