

## CASE STUDY

# CAMPANA & SCHOTT

## AGILE TYPO3 DEVELOPMENT WITH B2B MARKETING STRATEGY



## PROJECT-ADOPTION

01

Migration of the existing TYPO3 CMS in the newly created development environment with corresponding workflows.

## ONLINE MARKETING

02

As a certified Google Partner agency, we support the customer in every aspect in online marketing matters.

## AGILE PROCESSES

03

Fast results through agile project management and short release cycles for new features and campaigns.

## Initial Situation

The working world is constantly changing since many years. Industry 4.0, social collaboration and agile project management are just some of these topics. The multilingual TYPO3 enterprise CMS serves as marketing instrument and as B2B lead generation tool. Browserwerk was tasked to further develop the website as an important sales channel, under consideration of agile project management methods, to ensure smooth implementation of projects and to take PPC and SEO measures.

## Challenge

The migration of existing processes of a project, which was previously looked after by two different service providers, had to be mastered. Browserwerk introduced itself as a full service TYPO3 service provider to the complex task. The goal was to expand the website demonstrably as a high-performance marketing channel and to serve as first and only contact person.



Campana & Schott is an international management and technology consultant.

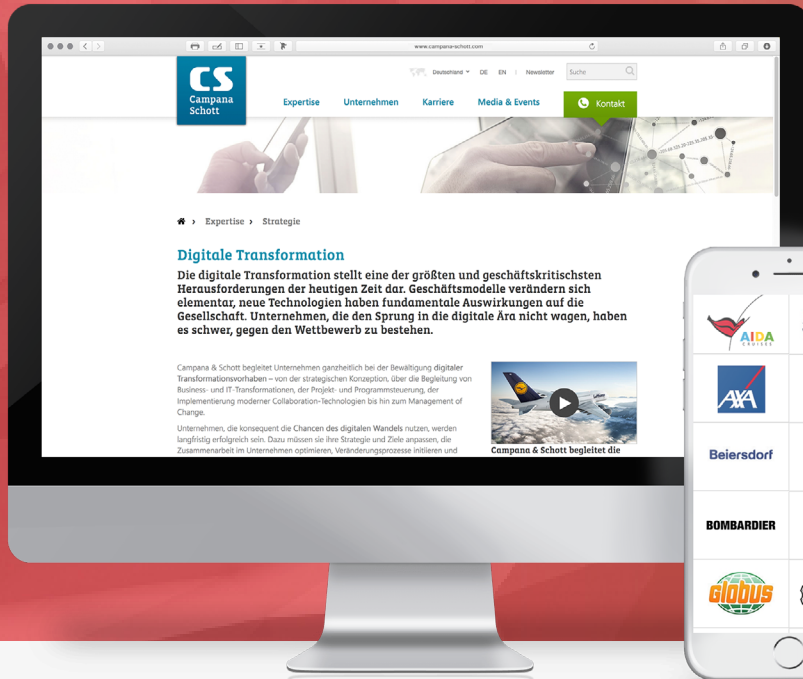
Since more than 25 years the company is helping customers holistically and passionately - from strategic consulting, project management, implementation of all relevant technologies and strengthening the core of their customers businesses.

Locations || Europe, USA, Canada  
Best-Practice-Projects || > 1.000 Stück  
Employees || 280

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# Used Technologies



## Solution

Through individual workshops, appropriate resources and communication at eye level, we could accomplish these tasks. All disciplines, from the technical extension, to the runnability, to transparent B2B marketing campaigns, were planned communicated and operationally implemented by Browserwerk. A new web server infrastructure, including fallback solution, was provided and setup by Browserwerk. The illustration of the continuous integration process was based on Docker boxes in conjunction with Git, Jenkins, custom scripts and appropriate workflow

With extensive OnPage & OffPage SEO measures, the homepage of Campana & Schott was permanently optimized for all known search engines. The achievements are measurable thanks to the use of leading marketing tools. Organic growth has been proven since the beginning of the collaboration. National and international SEA are analyzed and continuously improved. By jointly defining concrete conversion goals and transparent tracking methods the results will be measured and corresponding findings documented.

## Conclusion

Based on the initial workshop, Browserwerk was able to provide an optimal adaptation of all systems and ensure all desired processes as full service TYPO3 service provider. An essential part of the success is the close cooperation between customer and agency using agile project management processes. A constant exchange on the customized Kanban board allows efficient communication with short decision paths.

## About Browserwerk

Browserwerk develops individual enterprise open source projects. Conception, consultation and implementation of tailor-made online and intranet solutions are part of the agency's core business. Short project times and fast release cycles play a decisive role here. The agency supports medium-sized and globally operating companies throughout Europe in the digitization of business processes. Agile working methods and proven methods play a key role here. By sharing issues from different angles, customers become long-term partners.

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