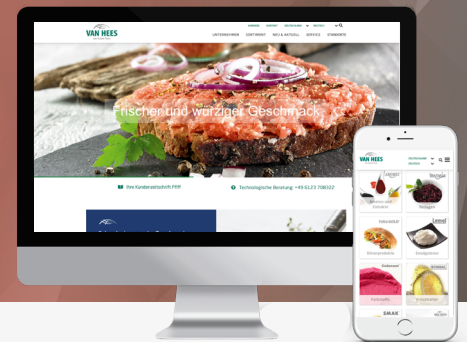


# CASE STUDY

# VAN HEES GMBH

## MULTI LANGUAGE AND MULTI TREE ENTERPRISE CMS BASED ON TYPO3



### CONTENT MANAGEMENT

# 01

Global Enterprise CMS: 8 languages, 59 locations for a global company operating in 80 countries.

### CUSTOM EXTENSION

# 02

Customer-specific in-house development for multilingual administration of the product range.

### SEARCH ENGINE OPTIMIZATION

# 03

Fast load times & optimized delivery of multilingual and dynamic XML sitemap for search engines.

## Initial Situation

The globally operating, medium-sized family business had a static website that no longer lived up to the demands of the editors and the sales department. The aim of the relaunch was the development of a modern and multilingual enterprise content management system, the contents should be manageable autonomously by locations and editors distributed world-wide.

## Challenge

The globally operating, medium-sized family business had a static website that no longer lived up to the demands of the editors and the sales department. The aim of the relaunch was the development of a modern and multilingual enterprise content management system, the contents should be manageable autonomously by locations and editors distributed world-wide.



VAN HEES can now look back on more than 70 years of successful company history. As early as the late 1940s company founder and namesake Kurt van Hees recognized the importance of food phosphates in meat processing.

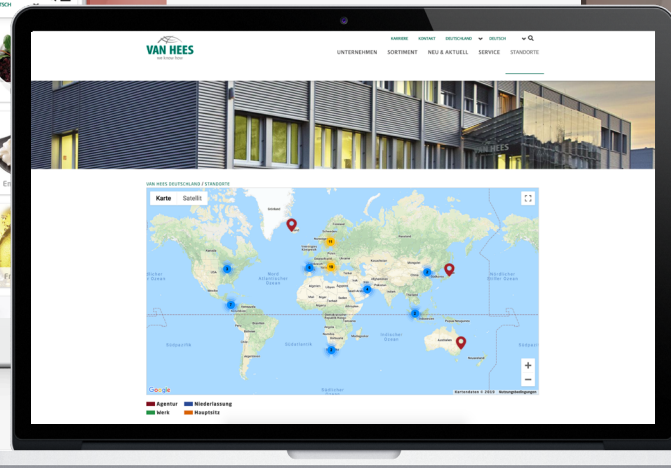
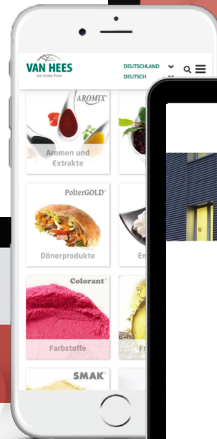
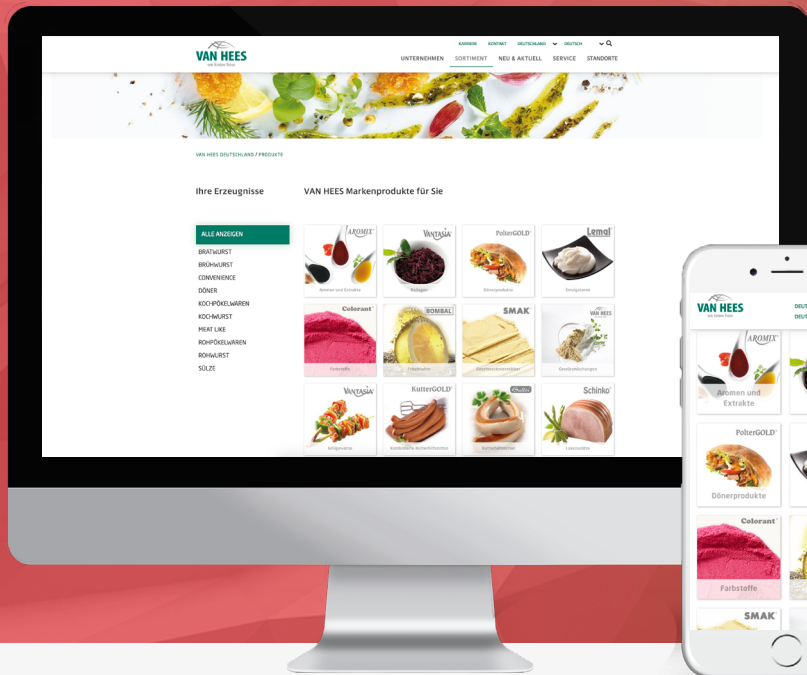
With innovative technologies and patented products he laid the foundation for the success and the continuous development of the company.

Locations || 59  
Employees || ≈ 400

VAN HEES GmbH  
Kurt-van-Hees-Str. 1  
65396 Walluf  
Germany

[www.van-hees.com](http://www.van-hees.com)

## Used Technologies



## Solution

With optimized and proven automated deployment technologies, the combination of Vagrant, Docker, and Jenkins has ensured the continuous development pipeline of new development features. Parallel work of the developer team and the editors on the part of the customer was thus ensured at all times. As part of the relaunch, Browserwerk also dedicated search engine optimization to dynamically generated sitemaps, meta-content customization and load-time optimization for all languages and countries.

The editorial system has been set up in such a way that editors at different locations and countries can easily edit the content they have released. Thanks to the multi-page tree integrated in TYPO3, the overview of the entire page tree is retained at all times. The focus was on the development of a custom extension for product management, which was adapted to the multilingual content and the complex language behavior of the CMS. Furthermore, a DSGVO-compliant career portal was programmed, which creates added value for the entire company for HR and e-recruiting.

## Conclusion

For the first time ever, all locations received full control over their content through the relaunch. Based on the previous workshop, all stakeholders and stakeholders were aware of the outcome from the very beginning. The editorial system developed by Browserwerk relieves the internal IT, and provides optimal support for marketing and HR in your daily challenges

## 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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