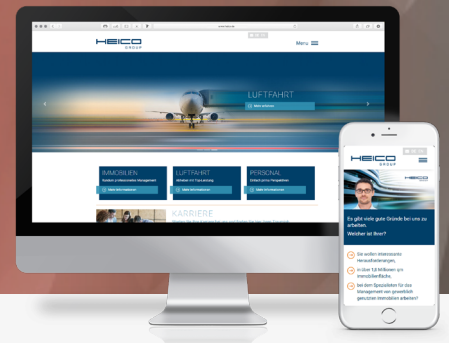


## CASE STUDY

# HEICO HOLDING GMBH

## WEB PRESENCE WITH NEWS AND JOB MODULE BASED ON TYPO3



### TYPO3 CMS 01

Relaunch of the website with the help of the TYPO3 CMS. Realization of customer-specific requirements through own extensions.

### JOB MODULE EXTENSION 02

Integration of a job module that can be maintained by the customer into the career portal of HEICO with the possibility to dock with APIs from XING and co.

### MULTIPLE LANGUAGES 03

Content can be selectively translated by the editor, with the ability to create any number of languages and fallbacks.

## Initial Situation

HEICO commissioned Browserwerk with the relaunch of the existing website. The previously used, outdated CMS Django CMS was to be replaced by a scalable and extensible enterprise content management system, which can be integrated into an automated deployment pipeline. This was possible u.a. through the solutions Docker and Jenkins. Likewise, the new website had to be implemented in responsive design in order to meet the current requirements in the field of search engine optimization.

## Challenge

Linking the multilingual location, news and job module with centralized data maintenance was assumed as one of the core functions of the TYPO3 CMS. Required were short reaction times for changes and the guarantee of a high reliability. It was also important to equip the backend for the in-house editors with optimal usability.

## HEICO GROUP

The HEICO Group is an owner-managed family business founded in 1966 and headquartered in Wiesbaden.

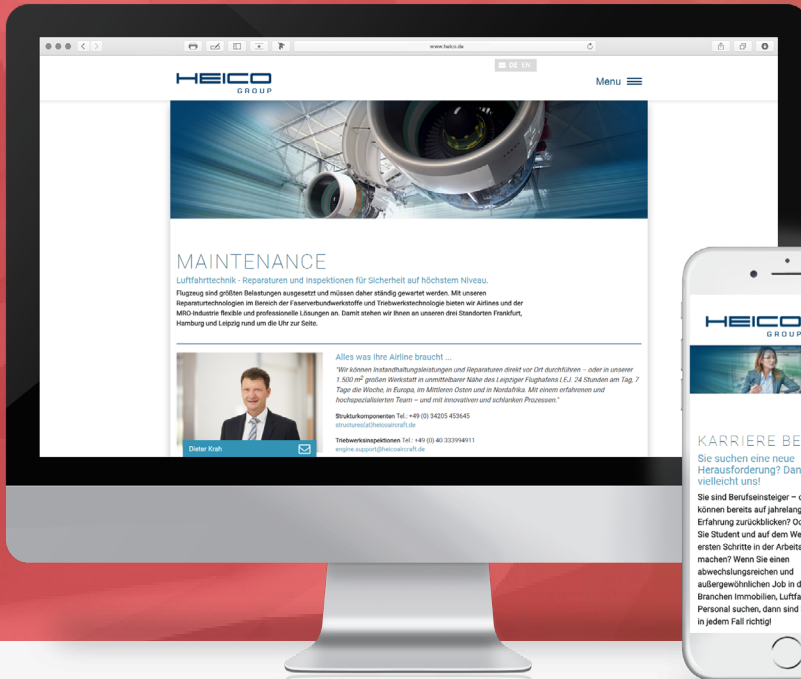
With 35 locations nationwide, HEICO offers services in the real estate, aviation and human resources sectors. HEICO employs 1,500 people and offers bundled and cross-sector services upon request.

Founding || 1966  
Locations || 35  
Employees || > 1.000

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## Used Technologies



## Solution

After considering all possible technologies, Browserwerk decided to use the content management system TYPO3. TYPO3 offers long-term support, 100% flexibility, adaptability and a strong community.

TYPO3 inherently provides a strong foundation for delivering flexible content, multilingualism, and best practices in SEO and on-page optimizations. Through close cooperation with the customer, these requirements could be precisely recorded and implemented.

With specially created content elements in conjunction with Gridelements, Browserwerk has managed to create a clear backend which equally takes the editor by the hand, but also allows enough creative freedom. A customized Kickstarter package for TYPO3 made it possible to quickly create a technically and creatively modern website. This allowed all project stakeholders to focus on programming and content maintenance on the core features of the new website.

## Conclusion

Through the use of development of individual extensions, Browserwerk was able to respond to customer requirements in a targeted manner and to provide an individual Enterprise CMS. Through close cooperation with the customer, sustainable solutions could be developed and a system could be provided which the editor can adapt to his wishes without further intervention by a developer in the shortest possible time.

## 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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