

CASE STUDY

## KEGON AG CORPORATE WEBSITE RELAUNCH WITH

XING EVENTS API FOR THE SAFE FIRST MOVER





## Initial Situation

As a professional online marketing tool, the existing WordPress CMS quickly reached its limits. Multilingual and multidomain content could not be managed by the editors. The booking route for seminars and workshops did not scale and no longer met the requirements of an internationally active and fast-growing company.

### Challenge

Lean, Scrum, Agile rock's you: Modern project management methods offer new opportunities in times of increasingly complex IT projects. "KEGON is different" - Far from classic consultants, to modern and agile ways of working and thinking. This corresponded in many intersections with the hands-on mentality and workflow of Browserwerk. The design workshop should be conducted with all stakeholders and a strategy should be developed that suits the customer. The goal was to use agile methods to develop a minimum viable product (MVP) that scales and meets all requirements in the long term.

# KEGON

KEGON is first mover in the use of the Scaled Agile Framework (SAFe®) in the German-speaking market and has carried out both the first Agile Release Train and the first SAFe® transformation, the first certified SPC, SPCT, RTE and since 2018 also the first German SAFe® fellow. Since 2013, we have been the first German partner of Scaled Agile and successfully accompany our customers in their SAFe® transformation. This makes KEGON the first address in Europe for coaching and consulting for agile transitions in the SAFe® context.

Founding || 2002 Trainers || ≈60 Headquarters || Wiesbaden

KEGON AG Biebricher Allee 119 65187 Wiesbaden Germany

www.kegon.de

### Used Technologies

) WEB	-	Events *											Path: Kegon	•
Page View		P neues Training	R neves livers								O synch all XXXG	data Ö	globale Einstellunge	
List														
Indexing		Listing for E	vent											
Info		all changes has be	en published 📕 has no published changes											
		Start Date - End D	late Title	Xing Id	Seats Max	Sold	Booking State	Location Uid	Language	Trainer Uid	Host Uid			
Forms		25.03.2019 - 25.03.2019	SAFe(\$ 4.6 Implementing SAFe (SPC)	n/a	20	0	663	Madrid	en	Felix Rüssel		* 1	3 / 8	
Template News Administratio	•	01.04.2019 - 04.04.2019	SAFe® 4.6 Implementing SAFe (SPC)	n/a	42	0	678)	Dorint Pallas, Wiesbaden	de	Thorsten Janning Kurt Jäger		* 1	a = <b>₽ /</b> a	1
Speaking URLs Event Manager		09.04.2019 - 10.04.2019	SAFe® 4.4 SAFe Scrum Master	n/a	12	0	60	wbas GmbH	de	Matthias Racke Vincenzo Parisi	vibas (Verkauf über XING)	* 1		
	-	29.04.2019 - 30.04.2019	Professional Scrum Master (PSH I)	52045345	6	1	660	NOVINA HOTEL Südwestpark	60	Mark Rehberg		1		•
Filelist ADMIN TOOLS		13.05.2019 - 15.05.2019	SAFe@ 4.6 Release Train Engineer (RTE)	52045242			-	Dorint Pallas, Wiesbaden		Thorsten Janning Florian Beck			•	
Mask Extensions		15.05.2019 - 16.05.2019	SAFe 4.6 Leading SAFe (SA)	52045251			-	Ebene 11		Klaus Fricke Stefan Becker		1	Leadi	na s
Languages Extension Builder		16.05.2019 - 16.05.2019	Lean-Agile Portfolio Management	52045259			-	Ebene 11		Kurt Jäger René Hussong			4.6 (S	A) -
SVSTEM		20.05.2019 - 23.05.2019	SAVe 4.6 Implementing SAVe (SPC)	52045272			-	Toulouse		Wolfgang Brandhuber Frederic Gerome	inspearit (Verkauf über 3396)	1		-
		20.05.2019 - 21.05.2019	SAFe 4.6 Product Owner / Product Manager (POPM)	52045273	5		<b></b>	Ebene 11	de:	Klaus Fricke			Sprache	freie
Scheduler Install		03.06.2019 - 04.06.2019	SAFe 4.6 Leading SAFe (SA)	52045278			<b>63</b>	Ebene 11	de .	Klaus Fricke				Plätze
Discar Beceda		03.06.2019 - 04.06.2019	SNFe 4.6 Advanced Scrum Master (SASM)	52045279	12	0	<b>m</b>	Ebene 11	60	Kurt Jäger			_	
													-	2 🕛
													-	8



Kanban-Board

a 🖽 🏟 🧖 🔍

Kegon

сĸ

Backlog

docker

#### Solution

Motivation and passion for agility are and were the basis of constructive cooperation with the "KEGONesen". Due to the extensive requirements regarding internationalization, prospects for further growth and marketability of the corporate website, Browserwerk evaluated TYPO3 as an open source enterprise content management system.

Thus, the implementation of a modern and for the editor comprehensible multilingual website for information and trainer representation, as well as the development of a scalable custom extension, which communicates for a better user experience with the native XING Events API without iframe. The provided events and website content can equally be managed individually and clearly in the backend of the system. The shared Jira board and Slack messenger helped to ensure smooth communication and quick results throughout the development phase.

#### Conclusion

The MVP developed by Browserwerk lays the foundations for further growth of KEGON AG and further cooperation after the website relaunch. The content management system meets all the requirements of a modern online marketing tool: from corporate representation to the digital transformation of business processes.

#### 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.

- දිරිරි Browserwerk GmbH Borsigstraße 3 65205 Wiesbaden Germany
- www.browserwerk.de
- ☑ info@browserwerk.de
- +49 611 34 11 95 72



TYPO3 Content Management | WordPress | E-Commerce & Onlineshops | Search Engine Optimization (SEO) | Search Engine Advertising (SEA) | Web Design and Web Development | Landingpage-Creation & Optimization| Website Management