

CASE STUDY

KEGON AG

CORPORATE WEBSITE RELAUNCH WITH XING EVENTS API FOR THE SAFE FIRST MOVER



CONCEPTION WORKSHOP

01

Successful development of the customer's goals together with all involved stakeholders.

CORPORATE WEBSEITE

02

Responsive design, UX optimization and administration of the international content by editors all around the world.

XING EVENTS API

03

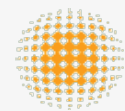
Development of the custom extension for native bidirectional communication with the events API.

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

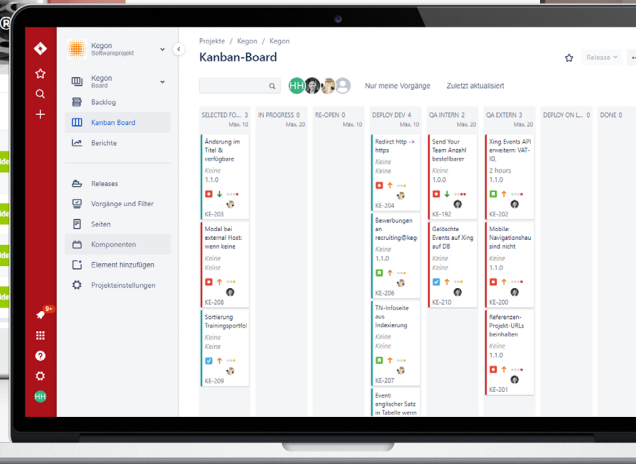
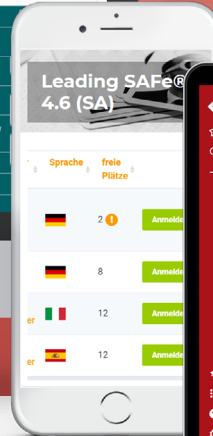
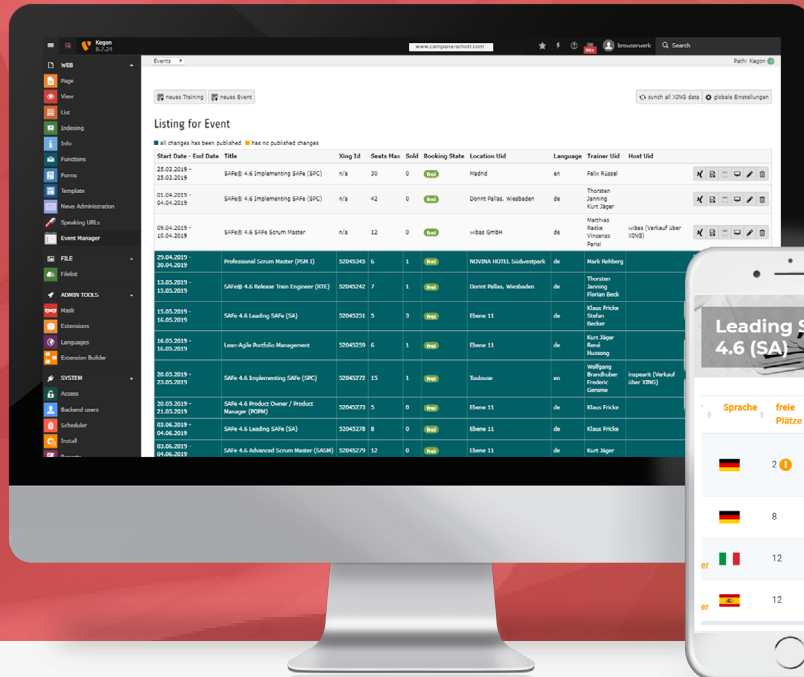
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Used Technologies



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.

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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