

Customer centric & CI compliant web architecture "Blids" for DI SW

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Task

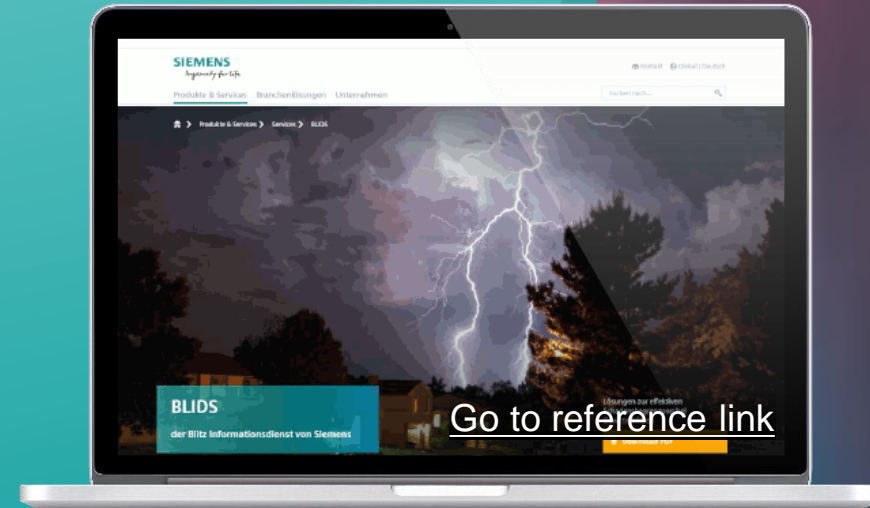
Migration of the webpage to a new Content Management System (AEM)

- Webpage includes a web application with real time data about the occurrence of lightnings
- Move content from the old WCMS³ server to the new Siemens used AEM Content Management System
- Optimization of the existing "Blids" application in line with the new Siemens Newton style guide

GMS service

Webpage architecture in AEM including content creation

- Content consulting based on the needs of the target group
- Template-Funneling of content within the CMS (AEM)
- Re-design of the application
- Creation of video content for the header slider
- Implementation of a reference section incl. content creation



> The result

A customer centric webpage CI compliant in the look & feel of siemens.com

An engaging customer experience with real time "Blids" information

Interactive application in line with the Siemens Corporate Identity (CI)

Optimized storytelling for an improved customer journey