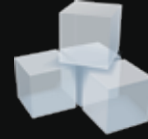




congstar



AOE media
the TYPO3 company

CASE STUDY: CONGSTAR TYPO3 RELAUNCH

New web architecture with seamless e-shop link-up

True to its motto – “you want it, you get it” – congstar “got their” new TYPO3-based web architecture from AOE media. By implementing a free of charge license Content Management System, the young Telco-provider, a subsidiary of Deutsche Telekom AG, can now meet customer needs more flexibly and react faster to market changes.



With TYPO3 we have been able to significantly reduce our costs. The new system means that our staff can now carry out flexible marketing campaigns, editing and uploading content themselves, without recourse to expensive agency services.

Daniela Jassner,
Website Manager,
congstar GmbH

Challenge

The most important requirement of this project was the seamless connection to congstar’s current shop system. Since all congstar products are universally combinable with one another, the shop plays a key role: products must be easy to find by anyone searching the product catalog. That was possible with the previous solution and is of course a priority for the new one. At the same time, however, Marketing & Sales staff needed to be able to edit and publish new texts and layouts themselves within very tight deadlines.

Using your postcode to find and display the nearest charge-point it

Thanks to the charge-point finder’s connection to Google Maps, congstar customers can quickly and easily find their nearest recharging partner for their prepaid service. Geo-data, delivered by Google Maps, are called up in advance and buffered on the TYPO3 server. The search question itself no longer has to go directly via Google, but is generated from the server’s cache.





congstar

Solution

For congstar's new web architecture a combination of TYPO3 and the existing online shop was conceived. Contrary to what one might expect, it is not the shop system that is integrated into the TYPO3 CMS, but the reverse: TYPO3 mutates to a component of the all inclusive product and client data managing shop system. Wisely it was immediately decided to load all the content heavy material and the complete, optimized, splash pages directly from the TYPO3 CMS, instead of from the shop system, as was previously the case. To this end various new extensions were programmed, a templating concept implemented



and about a hundred web-pages migrated into the CMS as TYPO3 was adapted to the new requirements. Thanks to the new, very flexible templating concept, congstar staff can now react quickly and independently to market developments with their own edited content and layout. Simultaneously a special module was developed to enable congstar editors to link to shop pages or the shopping trolley directly from the TYPO3 Backend. And the parallel development and implementation of a high-performance caching and hosting concept, including server cluster and load balancer, means that the congstar shop can now receive visitors in double-digit millions per month without any problem.

Result

www.congstar.de clearly demonstrates the flexibility of the TYPO3 Enterprise CMS: it can be seamlessly integrated into existing software environments, is fully scalable and can be tailored to match the required resources.

CONGSTAR:

**TRENDY,
AMBITIOUS,
INNOVATIVE.**

About congstar:

congstar, a subsidiary of Deutsche Telekom AG founded in July 2007, offers its clients inexpensive broadband Internet access, Internet telephony and cell-phone services throughout Germany.



AOE media is the world market leader for TYPO3 Enterprise Web CMS solutions. With several hundred client references, including Bertelsmann, Cisco Systems, congstar/Telekom and VMware and more than 200 custom-developed TYPO3 extensions to its credit, AOE media boasts an impressive list of completed projects. For further information: www.aoemedia.com.

AOE media GmbH
Borsigstr. 3
65205 Wiesbaden
Germany

Tel.: +49 (0) 6122 70 70 7-0
Fax: +49 (0) 6122 70 70 7-199
Web: www.aoemedia.com
E-mail: postbox@aoemedia.com