

Content Management System for special requirements

An online-platform with benefit for the customers.

Initial situation

The Buffalo American Motorcycles GmbH which is Upper Austria's official Harley-Davidson representative, wanted a web site, which should meet special requirements. On the one hand, flexible and individual but also appropriate for the appearance of the Harley-Davidson brand. The aim was to create a website with an individual design, which emphasizes from the broad mass. Furthermore, the management via CMS system should be realized. With CMS, the customer is able to modify content by himself. In addition, a webshop with connection to the existing enterprise resource planning of the customer was required.

Implementation

The customer chose the license-free CMS-system Joomla. Therefore the visual appearance was specified and Gumpinger Software implemented the design. Furthermore, a community-area for costumers was created and a webshop-module prepared. Also a automatically connection to the enterprise resource planning was prepared.

Result

A company website was created, which attract the interest of the customers, whether through webshop or being possible to be a part of the community, or through the modern design. Elements like a second hand market, photo albums and events invite to participate. Therefore, the platform serves as an interactive interface between customer and supplier.

This website is available under three internet addresses, but the landing page is in each case different.

Auftraggeber

Company Buffalo American Motorcycles GmbH.

BUFFALO
HARLEY-DAVIDSON & BUELL LINZ

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www.buell-linz.at, www.harley-davidson-linz.at

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