Case Study

# Enterprise Content Management Software Modernization

For a leading dynamic content management system provider in Japan

## PROJECT OVERVIEW

With more than 10,000 users across the globe, the client provides enterprise web content management frameworks to organizations with needs across content creation, storage & publication on various web-enabled channels. They were in pursuit of a development partner to help seamlessly transform their legacy ECM system for a modern digital workplace.

| ⭐ Capability | 🏢 Industry | 🌐 Country |
|---|---|---|
| Digital Experience | IT | Japan |

## KEY FEATURES

Rishabh helped with ECM software modernization to support the addition of the most beneficial features of Digital Asset Management (DAM), Product Information Management (PIM) & headless CMS. This enables the end customers (typically marketing teams for web development and content marketing) seamlessly create and manage text and media content on their website.

▷ **Social Sharing & File Storage**

Easily sort through large media files & instantly share content from your preferred digital channels to LinkedIn, Instagram, Facebook, Twitter & more.

▷ **Multiple Product Information Catalog**

Create your product catalogs and tell a consistent story across channels where you can acquire, manage & share any type of information.
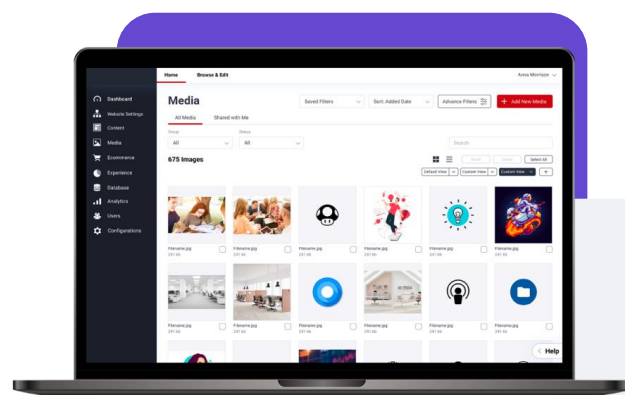
▷ **Text and Image Watermarking**

Configure & define a digital watermark across texts and images to protect assets and ensure brand consistency across channels.

▷ **Advanced Download Options**

Crop, zoom and adjust the image quality of images & set them according to the required height and width before downloading them.



## CHALLENGES

▷ Traditional and Outdated UI/UX

▷ Limited device support with a non-responsive app website

▷ No integration with ERP and CRM

▷ Limited third-party system support & lack of plug-ins

▷ Lack of social media integration

▷ No multi-site functionality support

# SOLUTION

Team Rishabh assisted with content management system modernization with;
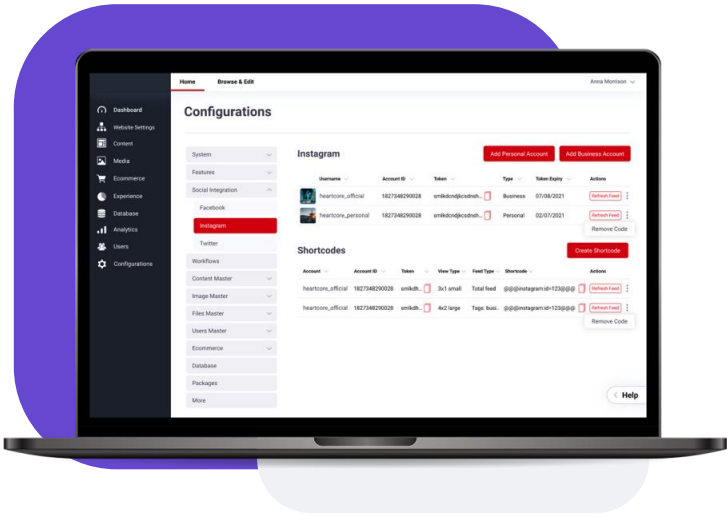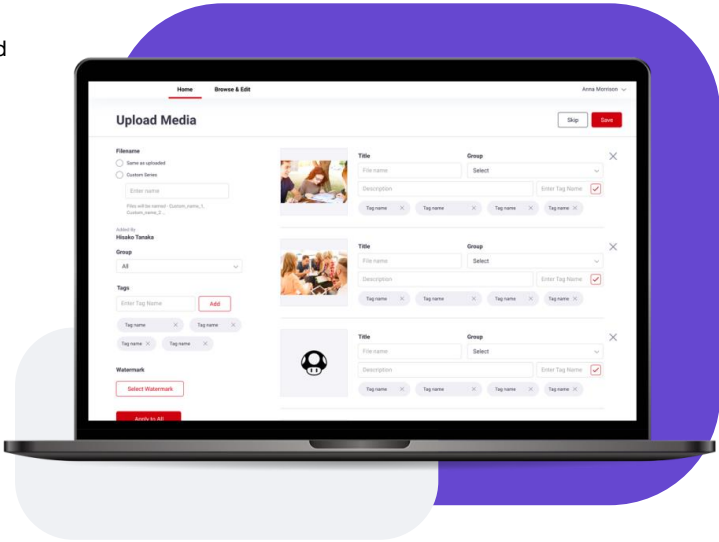
- Enhancing the DAM and PIM over the current functionality within the application to improve customer experience

- Implementing a headless CMS architecture approach to support multi-site and multichannel support

### ▷ Digital Asset Management

Organize, collaborate & distribute visual media from within one central library to easily manage any type of digital file across an organization. Root Cause Determination Tool (RCDT)

### ▷ Product Information Management

Manage large amounts of product information & efficiently distribute it across channels to provide users with easy access to a company's product information.

### ▷ Multiple Restful API

The application has a clear separation of layers, and reusable components have an easily scalable backend in a decoupled way with GUI & can function even in case of service errors.

### ▷ Multi-Site Management

Easily manage websites, microsites, landing pages & single-page applications with content management authority given to users.

# TECHNOLOGIES & TOOLS

HTML5  ☕ Java  JSP  MySQL  amazon S3  PostgreSQL  ORACLE DATABASE  Apache Tomcat

# BENEFITS

## 54%
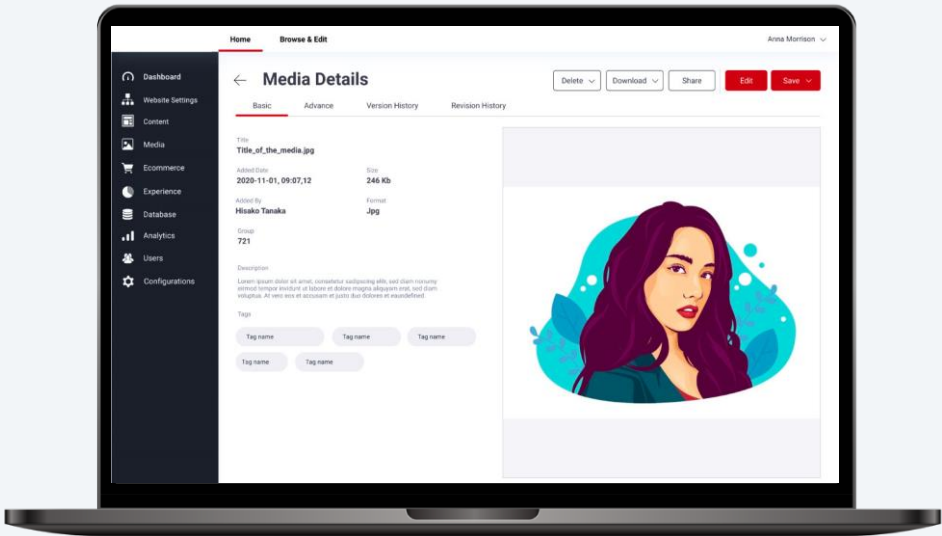improvement in application performance

## 40%
improved accessibility

## 25%
increase in customer retention

# PROJECT SNAPSHOTS

## ABOUT RISHABH SOFTWARE

We are a global provider of enterprise-grade web, mobile, cloud, and analytics solutions. As a CMMI Level 3, ISO 9001 and 27001 certified software development company, we have two decades of service excellence delivering 1000+ successful projects globally, including the USA, UK, Europe, Middle East, and Australia.

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