



CASE STUDY **ELECTROLUX**

Managing CMS customization for 11 markets

Swedish home appliance company Electrolux came to Niteco for customization, maintenance and support for its Episerver CMS websites.

— THE CHALLENGE

With a vision to continue growing market share across South East Asia and China, Electrolux's Episerver sites needed country-specific customization and UI/UX enhancements that appeal to consumers from rapidly emerging middle classes. In addition, Electrolux required an agency that could provide round-the-clock robust maintenance and updates.

— THE SOLUTION

Niteco deployed a team to work on the project, including a project manager, developers for front-end and back-end, testers as well as designers. With responsibility for 11 sites, Niteco's Episerver experts worked with a single code base, fixed bugs and errors and improved the overall architecture upon which the developers carried out updates and customizations. In addition, the team carried out content updates and improved the UI/UX design in a bid to improve the look and feel of the sites.

— THE TOOLS

Episerver CMS & Commerce
Git and Octopus
Akamai CDNk

— THE RESULT

The projects were simultaneously completed on time and within budget. The single code base greatly facilitates maintenance and support and makes dealing with the back-end in general much easier. The new design also dramatically improved the user experience.

As a result, Electrolux continues to expand its partnership with Niteco. Yuliana Sadeli, Electrolux's Digital Program Manager, said, "Niteco is a trusted partner of Episerver, with evident technical expertise in Episerver and web technologies in general, which is not an easy feat to find in the APAC region. With the team based in Hanoi, projects are cost-efficient but still delivered to the highest quality. The team has a great working attitude as well as a long-term partnership mentality – a reason why we're happy to invite Niteco to join our project pitches and explore new opportunities to work together."