High performance and rapid optimisation for Panasonic Australia

Panasonic has been focused on product innovation and improving people's lives for over 100 years. In Australia, Panasonic is a market leader in consumer electronics and B2B solutions.

▬ THE CHALLENGE

Panasonic Australia was searching for a trusted partner to upgrade and manage a number of its locally-based websites – including an asset library, asset sizing wizard, training and blog sites - and manage its B2C customer EDM and database in the Australian market.

They needed a partner that understood a variety of platforms including Umbraco, Eloqua and WordPress as well as assistance in managing their infrastructure and security requirements.

They chose Niteco and infrastructure partner Verily Solutions to deliver a cohesive solution that would allow them to stabilise their digital ecosystem and plan strategic optimisation for the years to come.

▬ THE SOLUTION

Niteco's team upgraded Panasonic's main Australian customer registration website to the latest Umbraco version, as well as company blog sites to the latest version of WordPress with no business interruption.

niteco
Powering Your Ambition

✉ info@niteco.com
⌂ niteco.com - ©NITECO1806

Optimizely

Microsoft Gold Partner

In partnership with Verily Solutions, performance and security audits gave insights into a number of potential opportunities to improve the rankings for Panasonic in the highly competitive consumer electronics vertical including SEO.

Niteco also upgraded the integration between the Umbraco system with Oracle Eloqua to allow the Panasonic team to easily run EDM distribution with the data collected from the customer registration and campaign websites in Australia.

As a partner, Niteco reviewed the current sites from a security perspective and made suggestions and upgrades to provide a cohesive and cost-effective solution for Panasonic in Australia.

THE RESULT

Niteco was able to deliver significant performance improvements across all the Panasonic sites under its management, with scores on Google Page Speed Insights ranging from 97 to a staggering 99, with the page speed load below 1.1 seconds.

The upgraded platforms also ensured increased stability of the sites even under high load. In addition, Niteco's team enabled continuous version control, with all the improvements resulting in a stable base to allow for vastly increased optimisation velocity.

The 3 partners are continuing to drive ongoing Australian initiatives.