Web Content Management

Customer Requirement

A Leading Auto sales company were looking for an IT Vendor who can design a website in both Arabic and English languages to display a wide range of Cars, LCVs, MPVs and SUVs from Toyota and Lexus brands along with their related information. The website consists of a huge multimedia collection and addition of content of newly arrived models should be done with ease.

Solution Provided

We strongly believed that an environment which allows faster access of content as well as adding the new content can provide solution to this problem.We proposed Lotus Web Content Management based solution to meet this requirement.

- Jquery was used in places where a series of Vehicles forms an Image Slider.

- Flash was used to display the exterior of a vehicle and its color can be changed by clicking on the respective swatch.

- Google API was used in "locations" where a map to an Al-Futtaim motors outlet is needed.

- The Gallery of all the vehicles is displayed on a DOJO Light Box.

- We took the advantage of Localization and Internationalization of Lotus Web Content Management in switching languages.

Organization
Leading Auto Sales Company in Middle East

Industry Sector
Automobiles

Scope
Web Content Management based solution for the sales website

Environment
IBM WebSphere Portal Server 7.0, Lotus Web Content Management, Jquery, Flash, Google API, DB2 9.x

Development Tools
Rapid application development (RAD)

Engagement Model
Onsite-Offshore model

Benefits to the Client

➲ Adding new models to the existing range is very easy.

➲ Content Managers life has become easy where a huge collection of multimedia can be uploaded easily.

➲ A facility to approve newly added content is offered.

For More Information

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