ISPO.COM - HOW THUNDER DRIVES CONTENT MARKETING
CHALLENGE IN A NUTSHELL:

Migrate a high traffic news portal from a Java based enterprise CMS to new platform.

Apply new brand strategy.

Don’t break traffic and business.

You have 6 months.
ABOUT US
ISPO: OUR SOLUTIONS ACCELERATE SUCCESS IN THE SPORTS INDUSTRY.
THE DIGITALE – A 100% AFFILIATE OF DEUTSCHE TELEKOM

Speed
Expertise
Passion
Result Driven
Brand

Security
Technical Excellence
Trust
Scalability
Compliance
OUR CLIENTS

Allianz
BR
DAIMLER
ebay
ISPO
Messe München
Schöffel
T
ZEISS
UNDPAUL

Hannover & Munich
Integral part of Drupal community
15 employees / 90+ years of Drupal

Specialising on Thunder
Customer Value
Quality
Challenge
- Transformation of ISPO as a „square meter seller“ to a leading digital publisher

Measures
- Development of product-, content-, IT- and sales concepts and their execution
- Staffing a dedicated editorial team
- Implementation of a CMS solution and continuous development of the platform

Results
- Up to 530T Visits and 2 Mio. PVs (Feb 2017)
- Increase of SEO visibility of 200% in one year

Launch: December 2015
OVERVIEW

STARTING POINT
- New brand strategy needs new CI and new platform strategy
- Old system coremedia to be migrated to new one

PROJECT
- 3 phases in 6 months: evaluation, concept & development and run
- Build platform “as is” and create new design and new brand features

RESULTS
- New platform owned by ISPO successfully launched
- Part of the thunder community drives new features
PHASE 1: EVALUATION
TARGETS

The right CMS

The right IT partner

The right hosting partner

Scope: MVP and beyond
OVERVIEW: ROADMAP

Longlist

- 15 systems on list (ko system)
- Evaluation of 9 CMS
  - Vendor interviews (structured questionnaire)
  - Evaluate industry reports (Forrester, Gartner e.g.)
- Estimate costs run
- Peer review and SWOT analysis per system with information provided

Shortlist

- Choose 2 systems for Shortlist
- Evaluate “As is“ (TCO)
### EVALUATION MATRIX

- **1,080 questions**
- **792 individual assessments**
- **88 criteria per CMS**
## RESULTS*

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* This list is customized to client’s need; can be very different for different approaches!
PHASE 2: CONCEPT & DEVELOPMENT
PROCESS: AGILE FROM A TO Z

Concept
- Pen & Paper
- User stories
- Business Values

Design
- Scrum
- Sketch
- Invision
- Zeplin

Code
- Scrum
- Thunder
- Component Driven

Migrate Content
- Agile editorial sprints
- Cloud based systems
Focus on content creation and editor experience

Huge headstart with out-of-the-box:
  - content elements
  - asset management
  - curated extensions
  - much more

Great community

Committed Thunder Core Team

Regular updates with new features

Maintained update procedure

Modular and adaptable
DEVELOPMENT

- **Extensions**: Events, Awards, Custom Teasers, Snippets, Ads, Datalayer/Tracking
- **Automated Migration** from Coremedia to Thunder: Articles, Images, Galleries, Channels, Topics, Custom Teasers, Authors, Award Winners, Jury, Social Media Posts
- **Component driven**: encapsulated reusable frontend components
- **Multi-client** capability
- **Automated Testing** and **Continuous Int.**
- **Scrum** – fast responses, dedicated team
PHASE 3: RUN
News and insights for sports experts.

Sports market Brazil: Investment opportunities in South America
Launch on Thunder
SEO

Launch on Thunder

SISTRIX visibility index: Smartphone


Sichtbarkeitsindex
ispo.com

Launch on Thunder
THUNDER: WE WANT YOU TO JOIN A STRONG COMMUNITY
THANKS FOR LISTENING.
LET’S START SOMETHING GREAT TODAY.
WIR FREUEN UNS AUF SIE!

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