

Client:

**CANCOM**

As a leading digital business provider, CANCOM accompanies organizations into the digital future delivering tailor-made IT end to end from a single source.

**GREYD.**

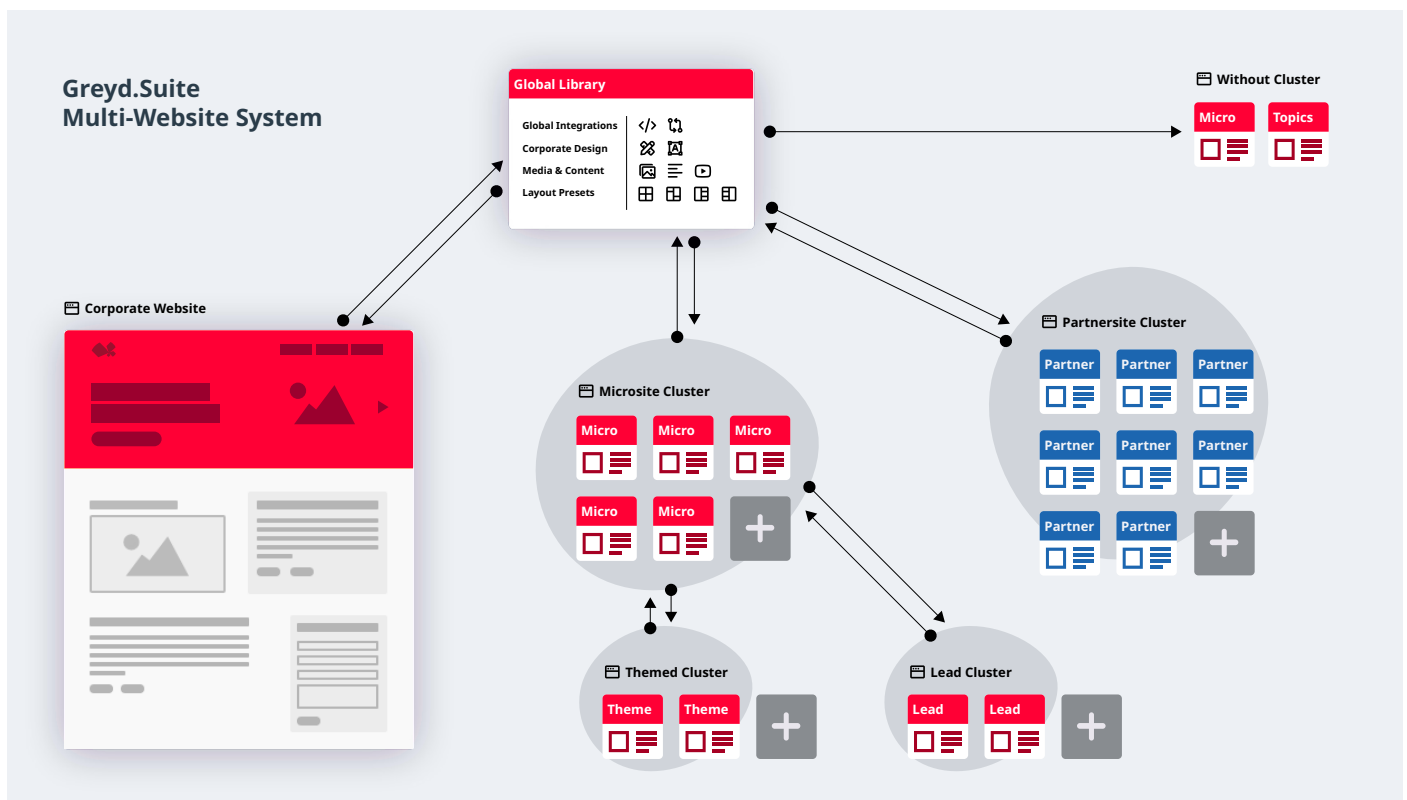
# Scalable Website System with Global Library & Content Automation

## Achievements:

- 150 connected websites
- Development of a global library with patterns for sections forms, etc.
- Cluster-based synchronization of these patterns to all websites
- Automated review and approval process for design & content changes
- Fully automated site navigation
- Automated display of partners, references, news, etc. on several sub pages
- Globally synchronized forms that still allow for local individual marketing actions
- Central and visual feedback process directly on the website frontend

## The Results:

- **20% less** maintenance
- Up to **10x faster** website creation
- **60% fewer** coordination
- Content maintenance **without technical expertise**
- Design consistency on all sites
- Maximum **flexibility** for the marketing team
- **Accessible** & fast websites



# Software and Features used

## Greyd.Suite

As an all-in-one solution natively integrated into the WordPress core, Greyd.Suite enabled the CANCOM Group to create an **extensive library of dynamic templates** within just a few weeks.

This library was then connected to all CANCOM websites using Greyd.Suite, so that the centrally stored templates can be used on all websites with different content. The marketing team can make adjustments or additions independently. However, an **automated review and approval process** ensures that changes are only pushed to other sites after approval by the responsible designer.

After that, the new corporate website was built. With the previously created templates, this could be realized within a very short time and directly in the marketing team.

The complex page **navigation has been automated** using a query loop, which means that no manual adjustments are necessary when adding or deleting pages.

On ca. 120 subpages, **partners, references, news**, etc. are displayed dynamically. The respective sections have also been **fully automated** with query loops and global post type taxonomies. With that, the content only has to be assigned to the desired pages via checkboxes, which greatly **simplifies content maintenance** and eliminates tasks.

Despite its size and the numerous complex queries, the website has excellent **page speed** values and fulfills all technical requirements for **accessibility**.

Forms are also synchronized globally via the library. Nevertheless, **individual marketing actions** per website are possible **in Salesforce** and the source of a form entry is automatically transmitted to the CRM via hidden fields.

Overall, the **creation of new sites** is now **up to 10 times faster** and the manual maintenance effort is reduced by 20 percent. Thereby, goals can be achieved faster and at lower cost.

## Atarim

The numerous internal and external stakeholders involved in the development and maintenance of the 150 CANCOM websites meant that feedback and change requests were often processed decentrally via various channels. This resulted in misunderstandings, long coordination processes and duplication. By using Atarim, this **coordination** takes place **centrally and directly on the visual website interface**. This has **reduced the overall coordination effort** by more than half. Websites can be completed and adapted much faster.

### Features:

- Extended Block & Site Editor
- Global Content
- Dynamic Templates
- Greyd.Forms
- Greyd.Hub

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