

## Press release

Praktiker will rely on pirobase® CMS in winter as well

### **Imperia AG assembles mobile portals, iPhone apps and the winter portal for Praktiker**

Cologne, 02 December 2010 - Praktiker is extending its cooperation with Imperia AG. Thus the technical platform for the new content management features and functions of this home improvement chain in Saarland is being constructed using pirobase® CMS. Apart from the autumn and winter portal, this also includes the data supply to an iPhone application and a mobile portal as well as the expansion of the major customer area.

In harmony with the seasons, the new Praktiker winter portal replaces the autumn portal. The content of the entire portal is generated via pirobase® CMS. The seasonal catalogues it contains have had their various sections bookmarked so that a visitor can go straight to the right page. In addition, special pirobase® CMS modules are used to advertise campaigns and teasers.

IP targeting can be used to allocate a home improvement store on the Praktiker website and to display market-specific product offers. Visitors are automatically personalised when visiting the website, resulting in a display of their closest home improvement store. This will include the address, opening times, a teaser, information about current special offers and market-specific products and catalogues, as well as the weather at the location of the chosen store. For this purpose, the wetter.com weather map was integrated via an XML interface. The link to Google Maps shows other home improvement stores and offers a city and post code search.

The market data and offers are also transferred to a special iPhone application via a JSON interface for GPS-supported market allocation. Another innovation is the mobile portal. It is used to send guides, catalogues, current advertising and campaign teasers to mobile terminals via XML interfaces. The customer card can now also be applied for online by using the log-in function for major customers and can then be directly printed (including the barcode) and used. This is also used as a self-service area. Customers can directly edit their data here and view special offers that can only be found in this area. pirobase® CMS is also used for redeeming vouchers. A template for requesting and displaying the voucher code is provided via the web service interface.



'By using pirobase® CMS we are relying on a scalable, reliable and user-friendly enterprise content management system that is flexible enough to adapt to our requirements and that grows along with our company. Because of the many innovative features, we are able to make our website suitable for mobile use in addition to creating online portals with high-level content. In this way, we can address our customers directly and immediately in various ways, thus significantly increasing customer loyalty,' explains Rebekka M. Kröger, Marketing Manager at Praktiker Deutschland GmbH.

**The mobile portal and the autumn portal may be found under the following links:**  
[m.praktiker.de](http://m.praktiker.de) und [www.praktiker.de/herbst](http://www.praktiker.de/herbst)

### **About Imperia**

Imperia AG is one of the leading providers of enterprise content management (ECM) solutions. Apart from a large consulting team of ECM experts, the two product brands imperia and pirobase® CMS are among the company's core products. Imperia's customers include groups such as METRO, RWE, Praktiker and Panasonic, media companies such as sueddeutsche.de GmbH, ProSiebenSat1, Brainpool and Bayerischer Rundfunk, medium-sized companies such as Stiebel Eltron, Tank & Rast and Siegenia Aubi, numerous public institutions and many other companies from the widest variety of sectors. Imperia AG is a 100% subsidiary of PIRONET NDH AG.

### **Media contact**

Imperia AG  
Annette Dieckmann  
Leyboldstrasse 10  
50354 Hürth  
Tel.: +49.2233.807-544  
Fax: +49.2233.807-100  
e-Mail: [annette.dieckmann@imperia-ag.de](mailto:annette.dieckmann@imperia-ag.de)