

Improving Connection



ST MICRO | WEB SITE REBUILD / AEM UPGRADE

BACKGROUND

STMicroelectronics, one of the world's largest producers of semiconductors, was looking for a way to better integrate its website for ease-of-use and bolstered security. This multi-national company, which aims to better connect people through the powers of its semiconductors, turned to Atypical Digital for a custom-built solution enabling improved product page navigation, increased security and total website integration.

SERVICES PROVIDED

WEBSITE REBUILD
LARGE CATALOG
SEARCH
AEM UPGRADE

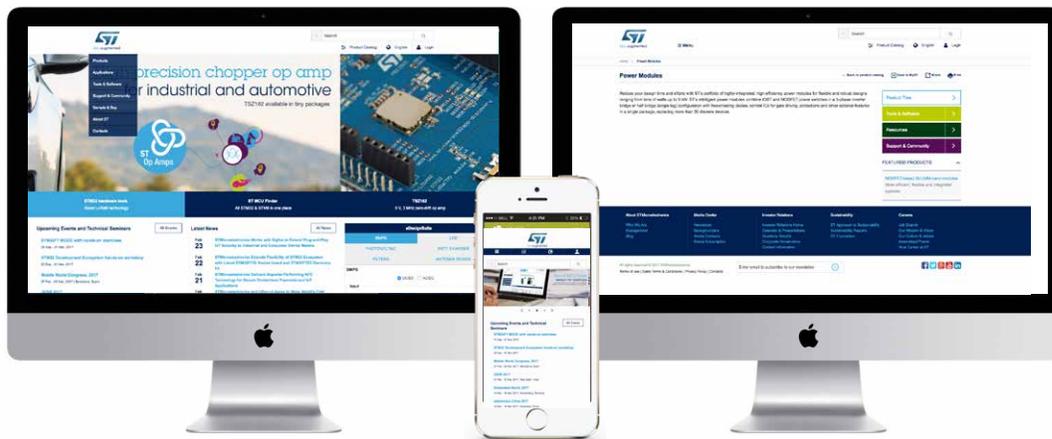
CHALLENGE

Security concerns, navigability issues and integration were all weighed when Atypical Digital set out to custom build a solution for STMicroelectronics. The STMicroelectronics website is built around featuring their large catalog of semiconductor and chip products. A system had to be created to monitor product pages, relay up-to-the-second pricing information, generate dynamic features on product pages, such as tables, and export and index search data.

Additional needs included community and collaboration features to enable ST customers and partners, binary file distribution solutions that live external to the primary site platform, and lead generation features applied to high demand resources.

SOLUTION

Atypical Digital decided to implement a solution that would integrate with SOAP and REST-ful Web Services provided by STMicroelectronics. Website integration tasks included using Apache Axis and Apache HttpClient running inside AEM and using XMLBeans to parse the data provided by the web service. This solution served to dynamically generate pages based on the product tree provided by ST, which included multi-parent linkages and multiple languages and aggregated data from multiple Web Services, as well as content created in AEM and associated to the product to create the individual product pages.



Atypical Digital also created a custom console for associating content and resources to a product page to be displayed on the particular page. Further, ST was advised to leverage Apache SOLR for search and worked with a third party team to provide and index the data required to enable the website and faceted search via a REST-ful Web Service.

Atypical Digital continues to provide work against features that enable community participation and collaboration; which includes, integration with Jive API and Github API to reference community content and 3rd party source code to products. A content moderation system was also created to allow ST partners to create and release content within the ST site which features their unique product innovations.

In an effort to curb the overhead which can adversely effect the ST site performance, large binary assets such as highly accessed documentation and software packages are hosted externally from the site's primary platform. API services were developed to maintain the relationship and authorability of content related to and the management of these binary files.

In an effort to collect additional user information, features were applied to allow gating of high demand resources available on the ST site. These features will require the user completes a form prior to accessing those resources and the data collected is syndicated to Adobe Campaign so it can be properly leveraged across the ST organization for marketing opportunities.

RESULTS

Atypical Digital provided deep Adobe Marketing Cloud solutions and external system support for the following:

- A custom tagging console to enable STMicroelectronics to easily associate content and documentation to their products. This lowers the cost for ST to maintain their large catalog of technical documentation and product related content and allows for a multitude of ways of exposing this content to their audience of electrical and computer engineers.
- A personalization engine for ST to expose different content to their audience based on the organization, department and region a user belongs.
- From a security standpoint, a direct connection was not possible, so Atypical Digital created an importer as a Felix web console that could be set to run on a schedule as well as kicked off manually at any time.
- STMicroelectronics's website has benefitted from improved product pages, easier navigability and increased security. This global leader in semiconductors is set to lead in its sectors thanks to the competitive advantage it has realized from a next-generation website created in tandem with, and overseen by, Atypical Digital.