



Getting Up to Speed



XILINX | WEB SITE / AEM DEVELOPMENT

BACKGROUND

Xilinx is a global leader in programmable technologies and devices. With 20,000 customers and multi-billion dollar revenues, the company has a demanding audience. Company leadership sought improvements to their web presence for increasing authoring speed, search optimization, and available features. Atypical Digital was tasked with an overhaul of the site to improve stability and performance.

CHALLENGE

Among the several challenges present, Xilinx implemented their website in AEM but they needed to flow data from GSA (search engine) into their pages, while making it look like regular content. Also, the website was very slow both for authoring and for the site visitor, and certain pages had very long load times.

From an operational standpoint, the site was running CQ 5.5 but Adobe dropped the support, which forced Xilinx to upgrade to AEM6.

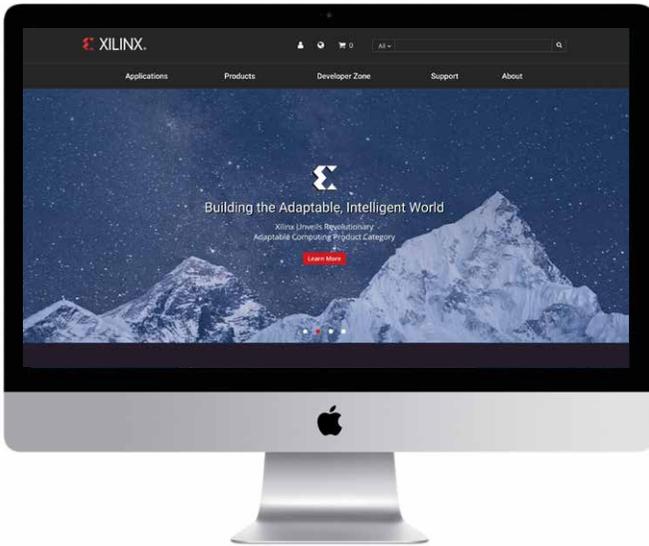
Another challenge present was Xilinx's front-end implementation, which was built on Bootstrap 2, but was no longer maintained. This resulted in an outdated design, but the Atypical Digital team could not shut down development and stop releases while the Bootstrap upgrade and redesign was in progress.

SERVICES PROVIDED

SITE ARCHITECTURE

SITE DEVELOPMENT

CQ5 (5.5), AEM6,
BOOTSTRAP 2



SOLUTION

For the challenges laid out above, the Atypical Digital team needed to come up with a handful of solutions, which started with customized architecture to meet and exceed Xilinx's requirements.

In mapping out this customized solution, Atypical Digital accomplished the following project milestones:

- Worked with Xilinx and ATT to pinpoint hardware issues and map out fixes.
- Identified mapping problems and implemented correct ways to improve the mapping rules.
- Located code problems and fixed them.
- Discovered problems with the dispatcher configuration and fixed the configurations.

RESULTS

Xilinx's website loads faster—70+% faster for some pages—has more features, and is more responsive. A production server's upgrade to AEM6 will help Xilinx take advantage of the new features.

After the performance upgrades, Atypical Digital remained on the job to help Xilinx with website rebranding, which included reviews of mockups, prototypes, and code updates.

This start-to-finish capability illustrates how invested Atypical Digital was to Xilinx's expectations. Xilinx's leadership knew that a total overhaul of the site was needed, and Atypical Digital delivered from the mapping phase of architecture to the finishing aesthetic touches of rebranding.