



T-Mobile launches new platform for music and lifestyle.



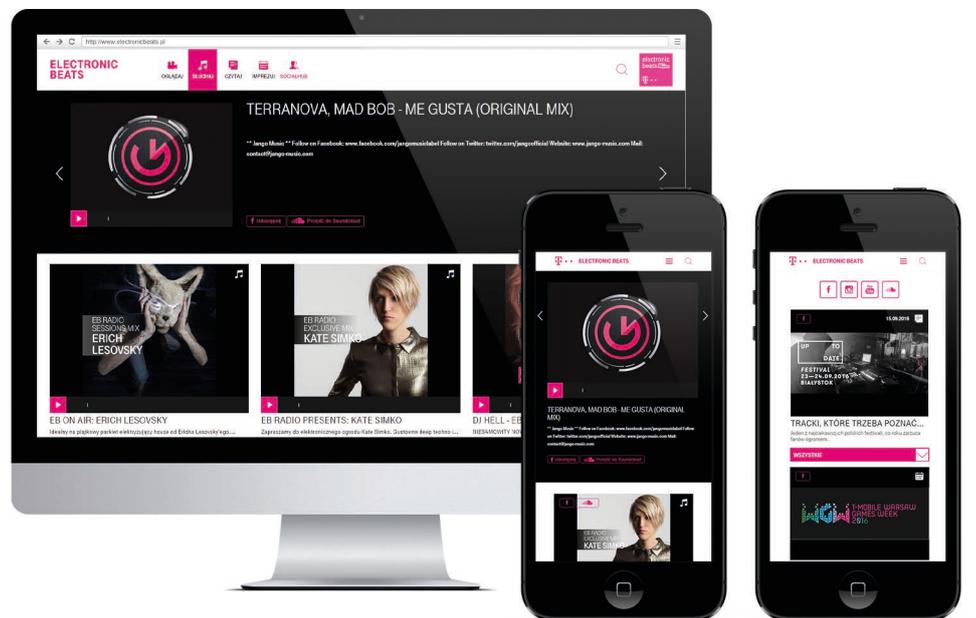
Client
T-Mobile Poland

Pimcore Partner
Divante
Poland
www.divante.pl

Pimcore Solutions
PIM CMS DAM
COMMERCE

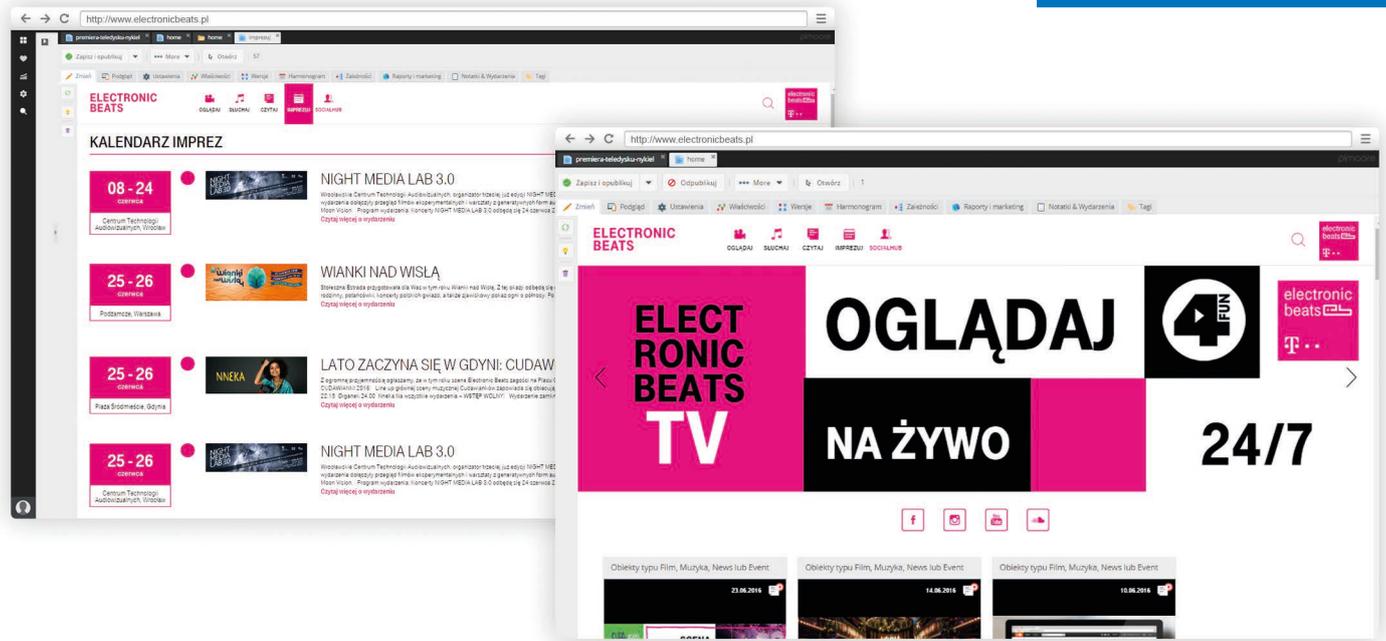
Website
www.electronicbeats.pl

T-Mobile, a household name in the telecommunications industry, is constantly trying to improve their digital experiences in order to keep up with the business demands their market requires. In Poland, T-Mobile's digital world is expanding rapidly and this growth is dependent upon having a user-friendly and efficient content management system to build their projects on. In cooperation with Divante, an eBusiness Software House from Poland, T-Mobile was able to run a new website – ElectronicBeats.pl.



Business Needs

ElectronicBeats is a service designed for enthusiasts of music and modern lifestyle. Among other users, one can watch the dedicated Electronic Beats TV and listen to specially selected music for that individual. The service also includes news about music and lifestyle as well as information about local events. T-Mobile in Germany was already operating a successful ElectronicBeats site, and in order to keep up with market demand, Poland needed a way to quickly recreate the site for their users.



There was significant pressure for this to be released quickly, as the market demand was strong and T-Mobile did not want their users to seek this service from another provider, especially a competitor. T-Mobile needed a reliable platform that was user-friendly and would allow them to quickly build this site to their liking.

Pimcore Solution

Through Divante, T-Mobile was advised to use Pimcore, an open source content management system (CMS), as an alternative to building a custom application from scratch. Pimcore's widget features allowed T-Mobile to quickly manage this project from their end with minimal work from programmers required. Any changes they make in the CMS became instantly live on the website which allowed them to implement changes very quickly.

With Pimcore's robust capabilities, T-Mobile was able to build a comprehensive website that is compatible to every front-end, including mobile devices, tablets, and full HD monitors (up to 1920px). It is also able to be integrated with other platforms including YouTube and SoundCloud, and SocialHub where news from social media could be displayed in a separate tab. Pimcore also allowed T-Mobile to build in the capability to live-stream videos on the homepage – which was one of their main requirements for this project.

Positive Business Outcomes

This solution allowed T-Mobile to significantly reduce their time to market and satisfy the needs of their users much faster leading to a more prosperous client base and ultimately increased revenue. Upon implementation, it was very easy to train T-Mobile's team to use Pimcore effectively and they were quickly able to use the product themselves. As the website is now completed, it is increasingly generating traffic on a daily basis. From April to August 2016, the website was visited by nearly 340 000 unique users. What's interesting is that mobile users generated almost half of the entire traffic.

„Launching the marketing platform had required a reliable landing page with place for promoting our own content and products. From the beginning we had a clear vision of the site - creation and functionality. We needed billboard page design, not much texts and a lot of pictures and movies to attract young users. We are very pleased with how Pimcore helped us achieve this. “

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