



PROJECT DELIVERY REFERENCES
SIMPLY SHARE MODIFICATIONS
with Adobe Experience Manager

Implementation date: December 2020 to Q4 / 2021



ŠKODA

MAIN FUNCTIONS OF THE PROJECT:

- ✓ The project allows the sharing of best practices and campaign details among dealers across countries. Information can be sorted and filtered for easy retrieval and filtering of results.
- ✓ Simply Share as a whole represents the knowledge base for a number of areas and types of content that is among the dealers ŠKODA AUTO shared across a network of importers and local company dealers.
- ✓ Thanks to its scope, the content is divided into three parts: Best practices, Human touch, Škoda Business Excellence. The scope of topics is not only business but also, for example, goes to the HR area for individual countries. The content is sorted and can be filtered by thematic units, but also by tags, or the content can be filtered in detail. It is possible to establish even own topics or create a discussion for a new topic.
- ✓ Users can add comments to the content, e.g. add own experience on the topic, etc., including the option to add attachments or to like contents by Simply Share users.
- ✓ It includes integration with another ŠKODA AUTO portal to obtain the identity of users within the carmaker (LDAP).



Integration and development



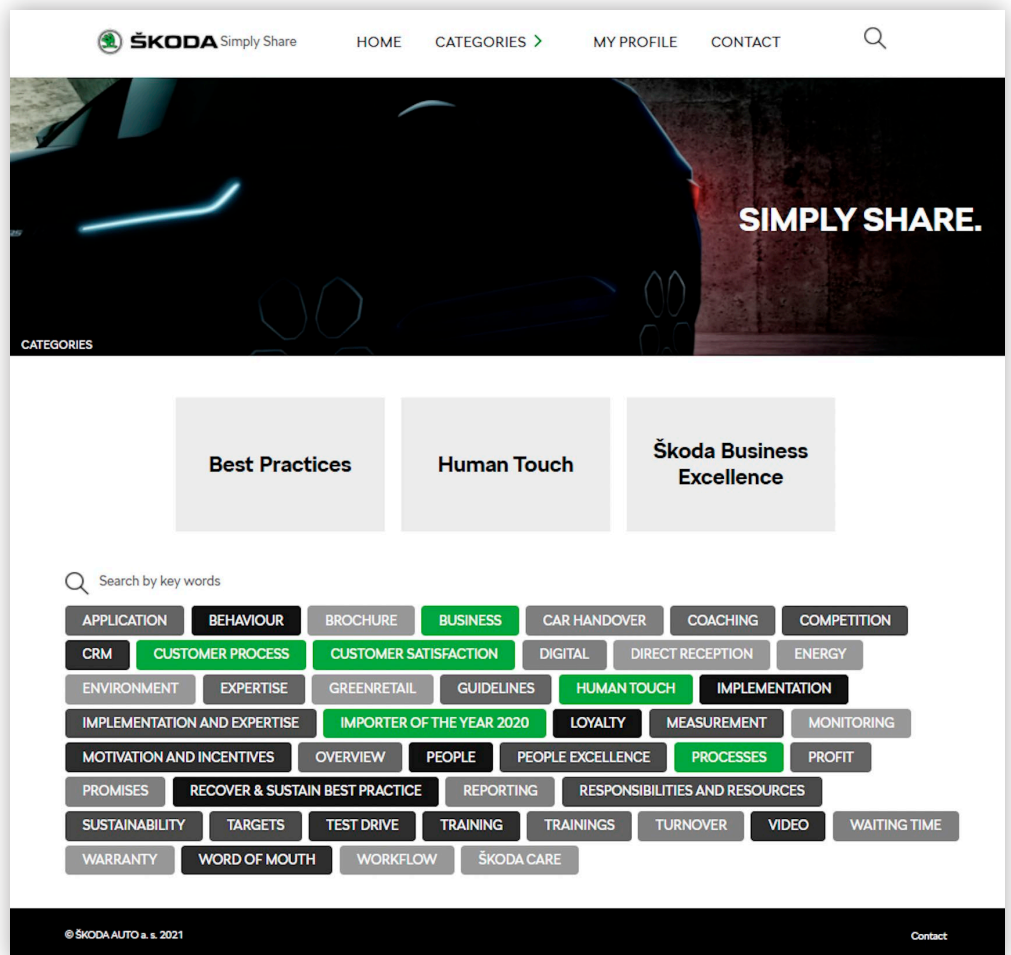
Business Intelligence



Safety

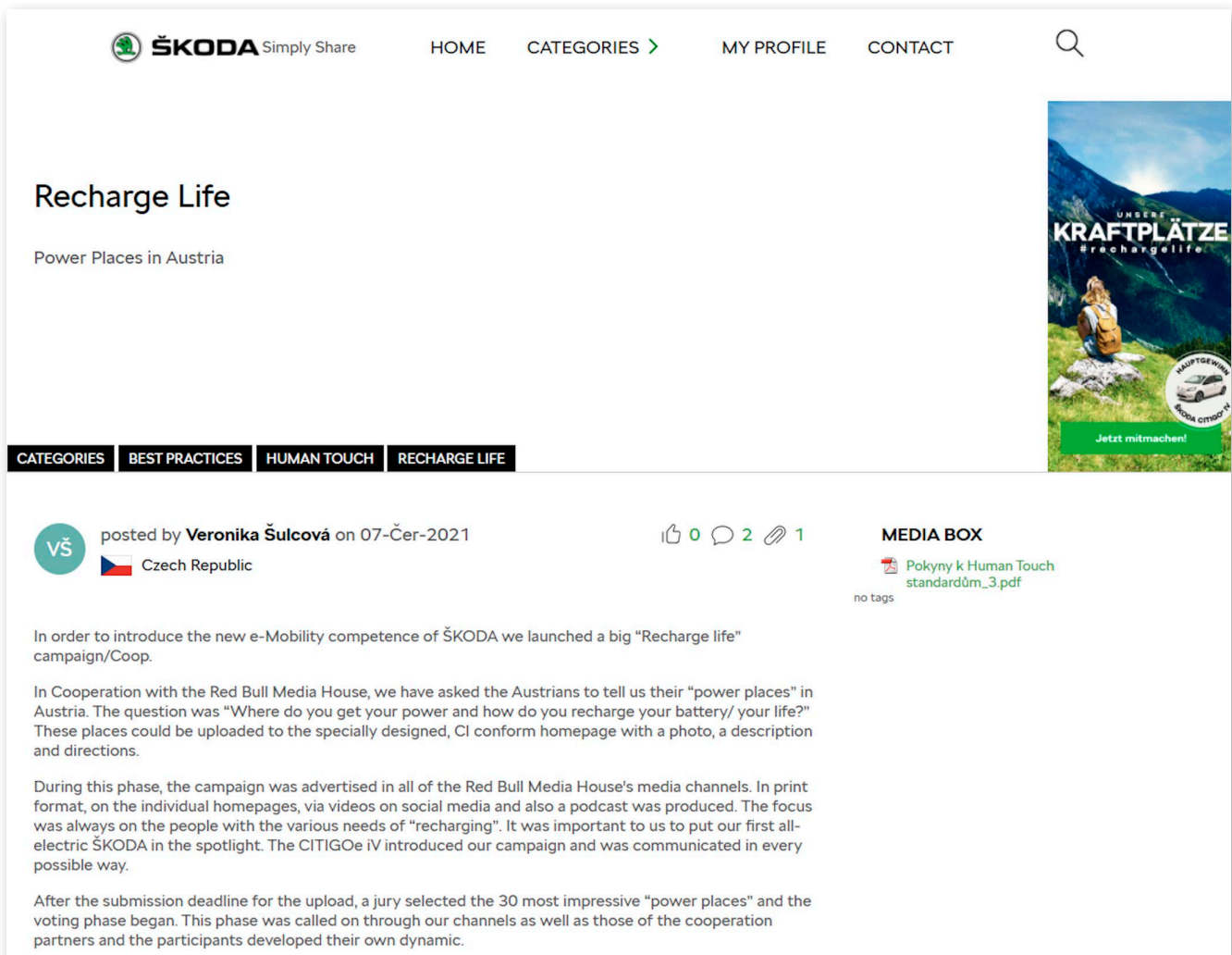


Management and support



PROJECT CHARACTERISTICS:

- ✓ Simply Share is based on the very advanced and world-wide successful business solution from Adobe – Adobe Experience Manager (AEM), framework / platform CMS and the part of the graphical interface that it is designed for content manager (contributors, authors, approvers, etc.). Individual posts are approved through a process workflow within AEM.
- ✓ The large scope of this project is also a tailor-made set of templates, which is used to display the content to users from the ŠKODA sales network in the role of users / readers.
- ✓ From the readers' point of view, the main user story is: "As an employee of any sales network organization, thanks to Simply Share ŠKODA AUTO I am informed about the real sales best practices, sales promotion and other necessary information so that I would be able to choose and apply best practices in my organization."

ŠKODA Simply Share HOME CATEGORIES > MY PROFILE CONTACT 🔍

Recharge Life

Power Places in Austria

CATEGORIES | BEST PRACTICES | HUMAN TOUCH | RECHARGE LIFE

posted by **Veronika Šulcová** on 07-Čer-2021 🇨🇪 Czech Republic 👍 0 💬 2 📎 1

MEDIA BOX
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In order to introduce the new e-Mobility competence of ŠKODA we launched a big "Recharge life" campaign/Coop.

In Cooperation with the Red Bull Media House, we have asked the Austrians to tell us their "power places" in Austria. The question was "Where do you get your power and how do you recharge your battery/ your life?" These places could be uploaded to the specially designed, CI conform homepage with a photo, a description and directions.

During this phase, the campaign was advertised in all of the Red Bull Media House's media channels. In print format, on the individual homepages, via videos on social media and also a podcast was produced. The focus was always on the people with the various needs of "recharging". It was important to us to put our first all-electric ŠKODA in the spotlight. The CITIGOE iV introduced our campaign and was communicated in every possible way.

After the submission deadline for the upload, a jury selected the 30 most impressive "power places" and the voting phase began. This phase was called on through our channels as well as those of the cooperation partners and the participants developed their own dynamic.

Simply Share is implemented as a standard Adobe Experience Manager application (AEM), based on AEM CMS functions.



THERE WERE IMPLEMENTED THREE MAIN AREAS IN THE PROJECT:

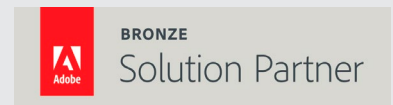
- ✓ The primary need and goal was to expand the tree structure of categories.
- ✓ The second goal was to completely redesign the application in accordance with the current UX / UI guidelines of ŠKODA AUTO.
- ✓ Last but not least, the addition of "discussion forum" functionality with Simply Share users and among them.



GET TO KNOW ADOBE EXPERIENCE MANAGER:

- ✓ Adobe Experience Manager (AEM) is a comprehensive content management solution for creating websites, mobile applications, and forms. And it makes easier to manage marketing content and assets.
- ✓ Create lifetime value - Deliver lifelong digital experiences to your clients that build brand loyalty and increase demand.
- ✓ Be consistent across communication channels – deliver great content on websites and mobile devices, to stores and to lighthouses.
- ✓ Gain timely and personal experience – deliver and manage experiences that are sensitive, relevant and social. Place the client in the middle.

GEM SYSTEM IS A BRONZE PARTNER OF THE COMPANY ADOBE IN THE WORLD PARTNERSHIP PROGRAM / PARTNER PROGRAM ADOBE SOLUTION:



- ✓ This is another step that strengthens GEM System's excellent long-term cooperation with our company's major clients, such as ŠKODA AUTO.
- ✓ The Adobe Solution Partner Program helps to lead the transformation of global digital marketing.
- ✓ As a partner, we have unique training available. At the same time, we actively cooperate with Adobe and provide

feedback based on experience from the practical use of its tools.

- ✓ Thanks to the innovation of Adobe solutions, our own competence and know-how, we can help GEM System clients to develop their business even more by providing world-class solutions, among other things, in the form of support and development of global digital marketing solutions based on Adobe solutions.

BUSINESS BENEFITS FOR THE CLIENT PROJECT GOALS:

The aim of the project was to take over the internally managed project Simply Share and implement into it several completely new functional units (extension of the application menu with the possibility of tagging, addition of forums to some parts of the website, redesign of the entire application, addition of anti-virus control for newly uploaded files to the application and more).

MAIN TECHNOLOGY: *Adobe Experience Manager, Java Spring, React.JS, Team Foundation Server (TFS)*

USED TOOLS: *Atlassian JIRA, Atlassian Confluence*
Project methodology: Scrum

CLIENT SATISFACTION WITH GEM SYSTEM GUARANTEED:

The client showed satisfaction with the quality of project management, as well as with the delivery of solutions and the result deployed in the production environment of the carmaker. At the same time, the client is satisfied with the observance of all strict quality rules for the management and implementation of IT projects according to the guidelines of ŠKODA AUTO.

