

CASE STUDY

**Non-Profit Organization Implements
a New Website to Raise Awareness
Around Enviromental and Humanitarian
Causes Using Sitecore**

softserve



Client Background

Our client is an independent non-profit organization carrying out conservation and humanitarian projects worldwide. The foundation leverages its parent company's global reach to restore the balance between people and nature with ecological initiatives to improve the quality of the world's oceans. The organization heavily focuses on bringing humanitarian help to disaster-struck populations and supporting vulnerable communities through education and medical projects.

Business Challenge

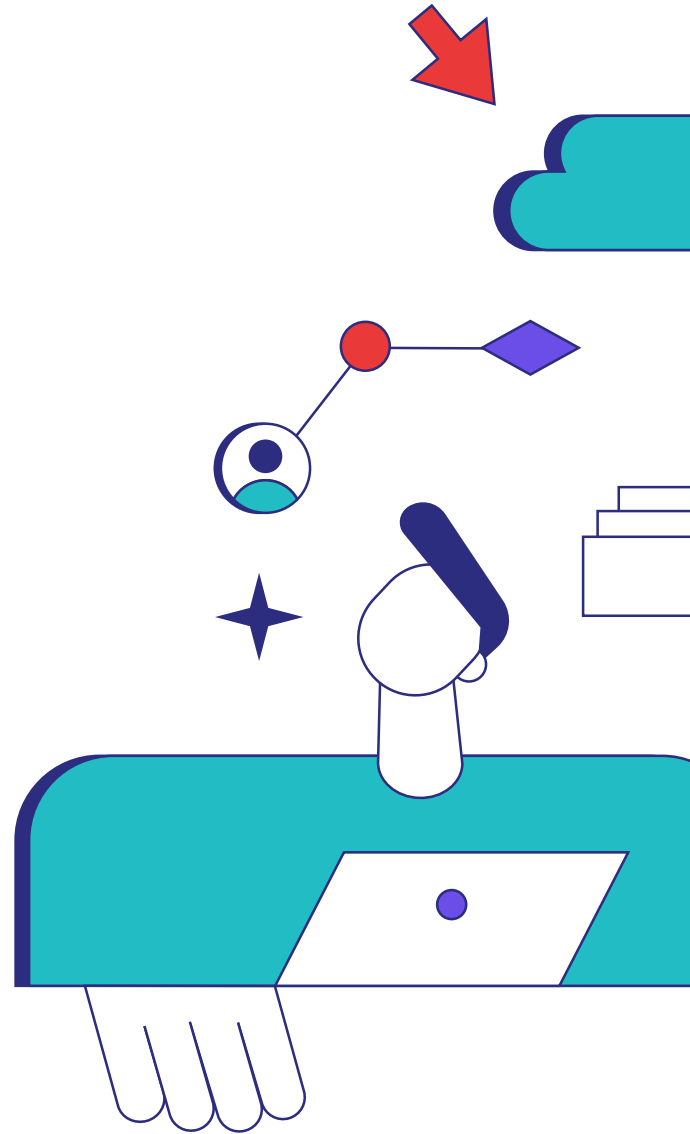
In order to attract attention to its mission, educate the public about its projects and raise awareness on how to support them, our client needed to establish a strong online presence through the implementation of a brand new website using a reliable, omni-channel content management platform that would accommodate any future evolving needs, scaling opportunities, and additional digital marketing features.

Project Description

To meet these business objectives, Soft-Serve's Digital Experience Platforms team ensured a successful and smooth implementation of the client's new website, including both front- and back-end features. The solution was based on Sitecore – a leading digital experience platform that combines powerful content management features as well as digital marketing capabilities such as personalization, cross-channel marketing automation, and experience optimization.

The implementation of Sitecore allowed our client to take advantage of the platform's powerful features to:

- Create, publish, and modify new content through an easy-to-use WYSIWYG editor interface
- Manage and distribute content across channels thanks to the 'headless' implementation approach that separates the content from its presentation layer
- Create multiple versions of the content and translate it into various languages
- Collect analytics data to assess the content's performance in terms of user engagement



Value Delivered

SoftServe's Digital Experience Platforms team delivered a reliable, fully functional website with future scaling potential for a consistent, omnichannel experience. Sitecore Experience Platform enabled our client to easily create, better manage and distribute content, analyze performance, and gather external donations to support their causes.

After the implementation and integration phase, SoftServe provided guidance and support to the client's in-house team to ensure the adoption of the platform and understanding of its full content management and marketing capabilities.



ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

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NORTH AMERICAN HQ

201 W 5th Street, Suite 1550
Austin, TX 75703
USA +1 866 687 3588 (USA)
+1 647 948 7638 (Canada)

EUROPEAN HQ

14 New Street
London EC2M 4HE
United Kingdom
Level 39, One Canada Square

Canary Wharf, London E14 5AB
United Kingdom
+44 (0) 800 302 9436

info@softserveinc.com
www.softserveinc.com

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