



*„I never expected all these cats.“*  
(Tim Berners-Lee)

REQUEST FOR PROPOSAL

**RELAUNCH AND MAINTENANCE OF WWW.W3C.ORG**

- 1. REBRIEFING**
- 2. OUR APPROACH**
- 3. OUR WORKING PRINCIPLES**
- 4. PROJECT MANAGEMENT**
- 5. COMPANY PROFILE AND WORK EXPERIENCE**

# HOW WE UNDERSTAND THE MAIN TASKS

## Website Relaunch

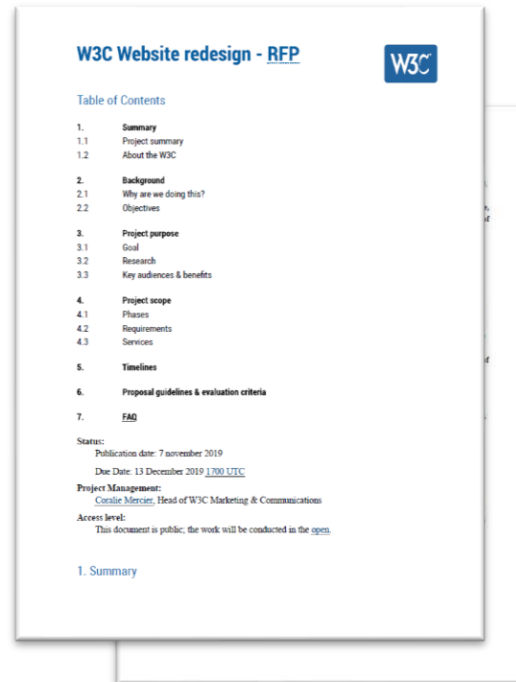
You need a new website and want to start with the corporate section

## New digital branding

You want to better communicate who W3C is and what it stands for

## User centred approach

You want to reach your main target groups with relevant information and encourage engagement



The image shows a document titled "W3C Website redesign - RFP" with the W3C logo. It contains a "Table of Contents" with the following sections:

- 1. Summary
  - 1.1 Project summary
  - 1.2 About the W3C
- 2. Background
  - 2.1 Why are we doing this?
  - 2.2 Objectives
- 3. Project purpose
  - 3.1 Goal
  - 3.2 Research
  - 3.3 Key audiences & benefits
- 4. Project scope
  - 4.1 Phases
  - 4.2 Requirements
  - 4.3 Services
- 5. Timelines
- 6. Proposal guidelines & evaluation criteria
- 7. FAQ

Metadata and project information:

Status: Publication date: 7 november 2019  
Due Date: 13 December 2019 17:00 UTC  
Project Management: Coralie Mercier, Head of W3C Marketing & Communications  
Access level: This document is public; the work will be conducted in the open.

1. Summary

## Improved accessibility

All information and tools should be accessible to all users

## Collaboration

You need a solution which can maintain the involvement of multiple stakeholders

## Clean code

W3C should be a role model for websites from a technical point of view.

# WE SEE SOME IMPORTANT ASPECTS FOR THE NEW WEBSITE

## New look and feel

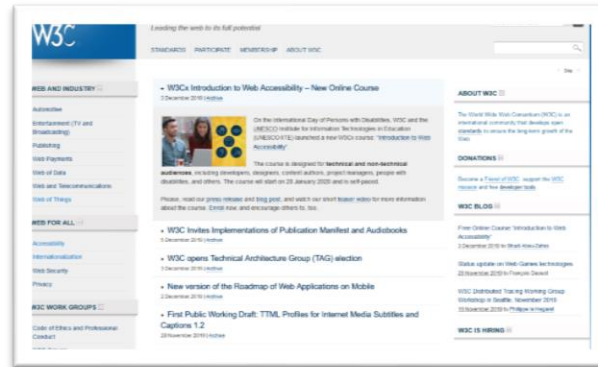
We have been requested to design a modern and cohesive frontend according to your brand, using digital best practices

## New information architecture

We must develop a stringent website hierarchy and structure

## New navigation concept

We have been requested to provide users with simple and intuitive ways to navigate



## Responsive design

Prioritize a mobile first 'base' to ensure the best possible user experience on all devices

## Relevant content

New content should be designed in different formats in order to make all information more relevant for users

# IN ADDITION, WE HAVE DISCOVERED A FEW MORE TASKS

## Accessibility

The website must meet at least WCAG 2.1 AAA standards. The code should be semantically rich and machine-readable

## Basis for evolution

Everything should be incrementally implementable for further expansion stages, extensions and sub-websites

## Future-proof

Visual design, code, CMS and everything else should ideally be usable for many years. Therefore you prefer standardized pattern and technology

## Collaborative editing

You have the challenge to maintain the website with about 50 editors and stakeholders. Alongside easy use, the CMS must provide roles and processes to handle your preferred method of collaboration

## Integration of existing tools

We need to provide a solution which can integrate existing interfaces (API)

## Content strategy

Provide guidelines produce content

## SEO

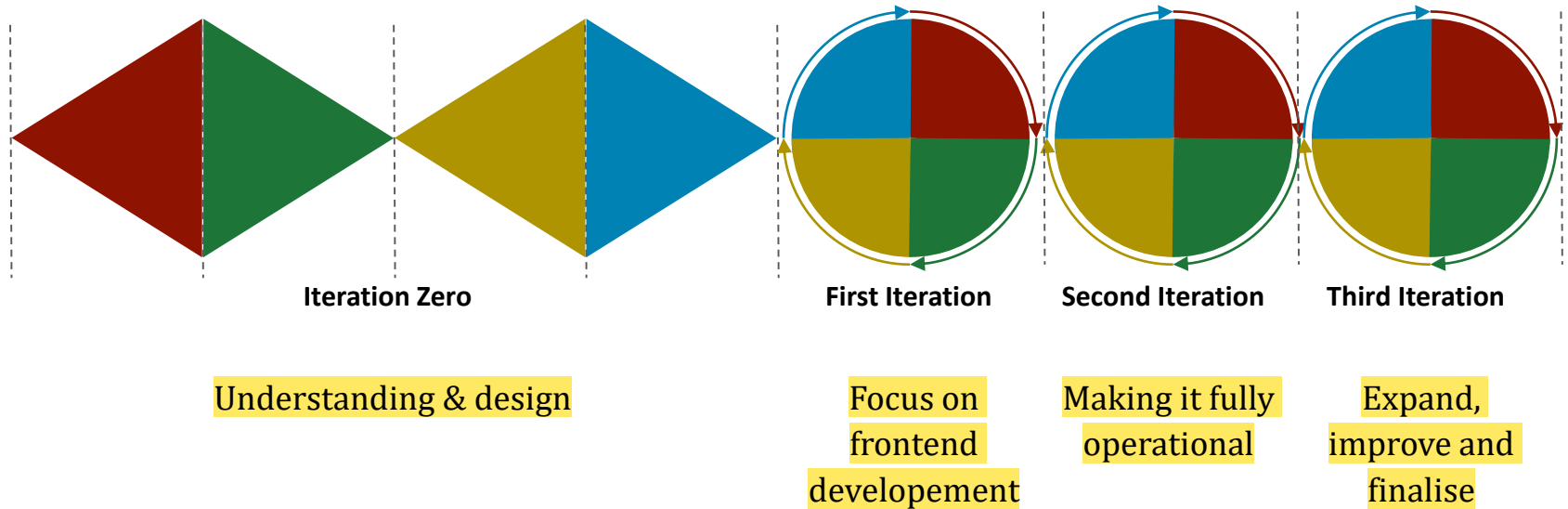
Naturally, the pages should perform as best as possible on Google and other search engines.



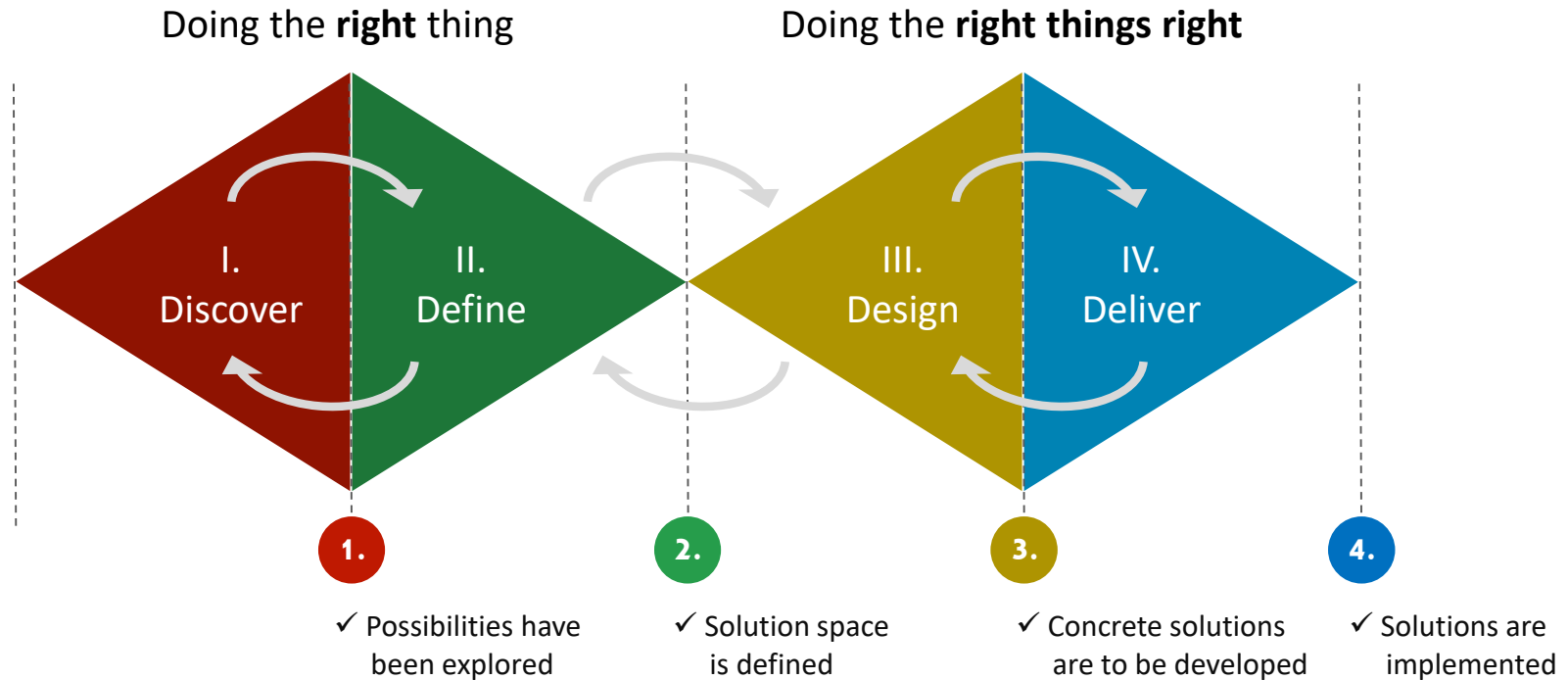
NEXUM

# OUR APPROACH

# HOW WE BUILD EXACTLY THE WEBSITE YOU NEED

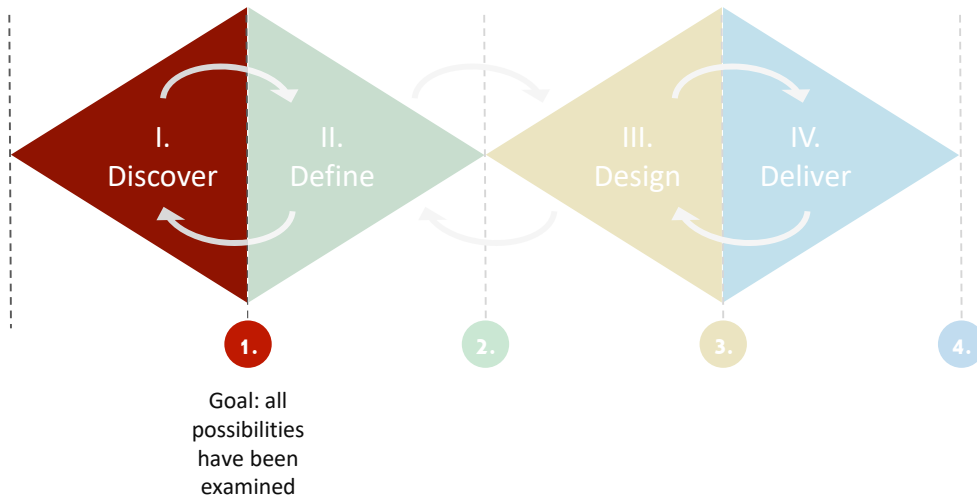


# ITERATION ZERO - THE DOUBLE DIAMOND SHOWS US THE WAY





# 1. IN THE FIRST PHASE WE ARE CURIOUS



We collect as much information as we can get and conduct an analysis.

- Information from kick-off and requirements workshop
- Information you provide us
- Web controlling and other data
- WCAG requirements

# WE DEVELOP A SOLID BASIS FOR LATER DECISIONS

## Your target groups

### Personas

During the first workshop we will define personas (if not already defined).

### Use cases

We explore the most important reasons why users visit your website and how they want to use your website.

## Your brand

### Communication goals

Together, we formulate the core brand statement of W3C, which stands above all else.

### Storytelling

We write the story that is to be told and comprehensively explain it so it is tangible for all those involved in the project.

### Tonality and pictorial concept

We determine the use of images and image styles.

# WE DEVELOP A SOLID BASIS FOR LATER DECISIONS

## Website content and structure

### **Content Map**

We collect all content in order to get an overview of existing assets before clustering content.

### **Content Review**

We will have a close look at the existing website, document the structure and evaluate the contents qualitatively.

### **New content ideas and requirements**

Additionally, we will listen to your ideas and make use of your contributions for website content.

## Your organisation

### **Stakeholder Map**

We understand who is charge for what, especially for what content.

### **Editorial Map**

We need to know who will be editing what.

### **Success Criteria**

We define KPIs that are relevant to your organization to evaluate the project's success.

# WE DEVELOP A SOLID BASIS FOR LATER DECISIONS

## Your technology

### System Architecture

We will analyse all involved systems and APIs.

### Technology Overview

We will list all your technology stacks.

### People

We do not forget to ask the people who have to work with us and who must maintain the systems afterwards.

## WCAG requirements

We need to understand your priorities regarding accessibility in detail.

## Last but not least:

## Your pains, gains and ideas

We will ask many things and listen to your answers.

# STAKEHOLDERS' NEEDS AND HOW TO MANAGE THEM

We feel that stakeholder management is one of the key success factors of your project. Here's how we handle this:

## **Clarify responsibilities**

We recommend dividing the website into domains according to technical and organizational aspects, which can be individually planned and implemented. (In software development, a domain describes a delimitable problem area.)

## **Responsibility matrix (CAIRO)**

Who is responsible, who decides, who must be informed? In addition to the stakeholder map, it is important to map an overview of responsibilities in a CAIRO matrix.

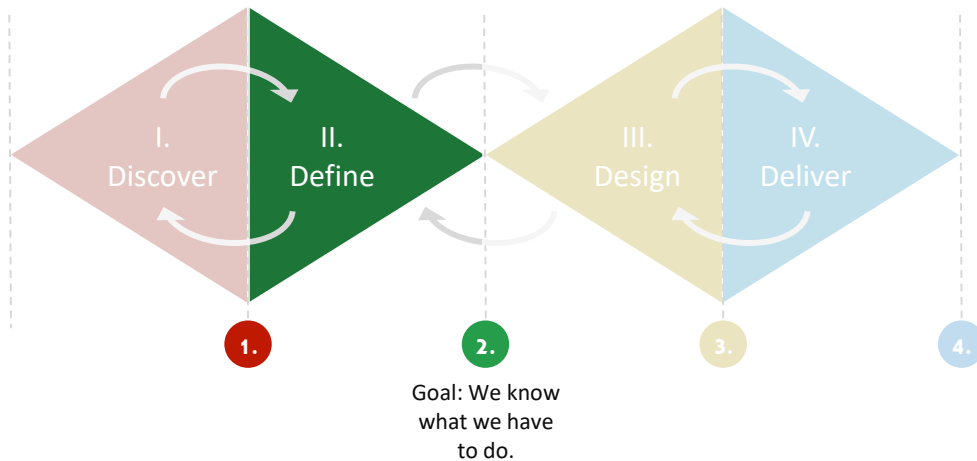
## **Communication and Collaboration**

We work transparently and collaboratively throughout the entire project.

## **Involving decision makers**

We attach great importance to providing tangible results that can be presented to stakeholders at any time.

## 2. IN THE SECOND PHASE WE DEFINE THE RIGHT THINGS TO DO



From all gathered information we will set the focus on the most important aspects:

- Information architecture
- Content design
- Web construction kit

# THE THINGS TO DEFINE

## Structure & domains

### Sitemap

The sitemap structures the content of your new website. It is not only the basis for navigation- and content design but also for content production.

### Domain map

A domain map gives an overview of all parts of the project from a technical and organizational point of view. It forms an important planning basis.

## Basics for content design

Content will be the basis for the design process and visual design. Therefore we need:

- A representative **use case** as an example for the design process
- Representative **example content**

# THE THINGS TO DEFINE

## SEO Strategy

Keywords are the basis for marketing websites. We develop a keyword set (at least for the corporate area of your website) and make it available to the editors for later text work.

## Prioritized Tasks

Last but not least, the result of this phase is a complete and prioritized task overview.

- ✓ Concept and design tasks
- ✓ Organizational tasks
- ✓ Technical tasks
- ✓ Content and editorial tasks

We usually create this overview in our ticket system, JIRA.



# WEBSITE CONSTRUCTION KIT

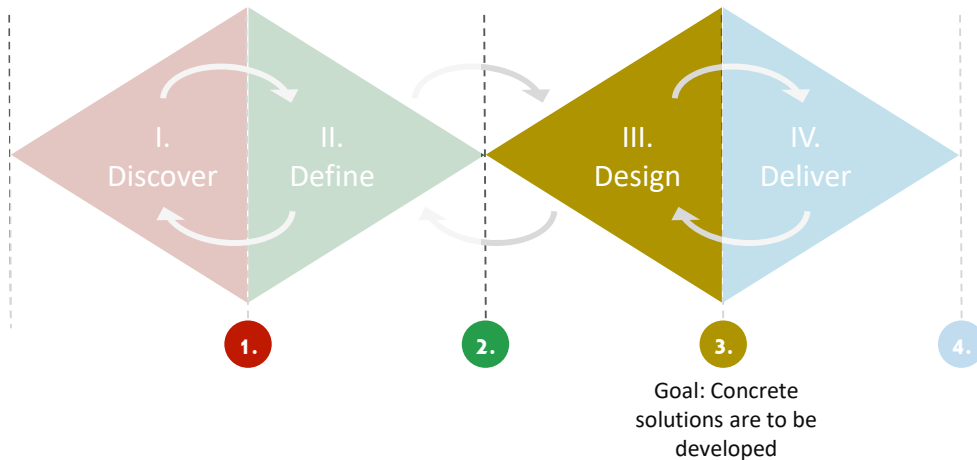
We believe that W3C needs a **modular** website system with which the editors can flexibly build webpages.

That's why we think **modularly** from the very beginning and define early on the **modules** that will likely be needed.

Our goal is to provide a functioning CMS as quickly as possible so that we can build and evaluate the first pages as early as possible. In the first step, we concentrate on a few important modules and add further modules step by step.

The basis for a valid evaluation is to work with real content right from the start.

### 3. LET'S START TO DESIGN IN PHASE THREE



It is important for us to give an early impression of how the website will look, work and function in the future.

- **Content Design**
- **Design Directions**
- **Navigation Design**
- **System Architecture**

# WE WILL BE REALISTIC AND SHOW HOW IT REALLY WILL BE

## Content design

**Text is visual design and visual design is text**

We assume that a text-based design with strong typography is the right approach for you.

That's why we'll be focusing on the presentation of representative examples with real content.

1 von 4

**Wachstum durch Wandel. Innovation leben und nutzbar machen.**

Cassini hat eine besondere Beratungs- und Innovationskultur. Letztlich muss jeder Ansatz zur digitalen Weiterentwicklung immer Mehrwerte für unsere Klienten bringen. Als Berater des digitalen Wandels beurteilen wir Innovationen deswegen ganzheitlich. Denn wir wissen aus Erfahrung: Wer früh auf eine Innovation setzt, zahlt auch mal drauf. **Wer aber zu lange wartet, verliert den Anschluss an den Wettbewerb.**

**Wir sehen Innovationsfähigkeit als einen notwendigen Baustein jeder Firmen-DNA.** In aller Konsequenz. Wir unterscheiden Innovation dabei nach drei Bereichen und drei Zielen.

**Innovation im Businessmodell:** Innovationen sind ein Mittel, um neue Geschäftsfelder zu entdecken, zu entwickeln und zu besetzen.

**Innovation für Können:** Innovationen treffen auf unsere offene Wissenskultur. Wir mögen Neues! Wenn es sich für Klienten und Projekte jeweils rentiert.

**Innovation für die Organisation:** Cassini operiert in einem herausfordernden Wettbewerbsumfeld. Als mittelständisches Unternehmen müssen wir uns auch

[www.cassini.de](http://www.cassini.de)

# STARTING WITH THE CONTENT WE DESIGN: NAVIGATION

We always use our defined use cases to represent entire click journey with real content.

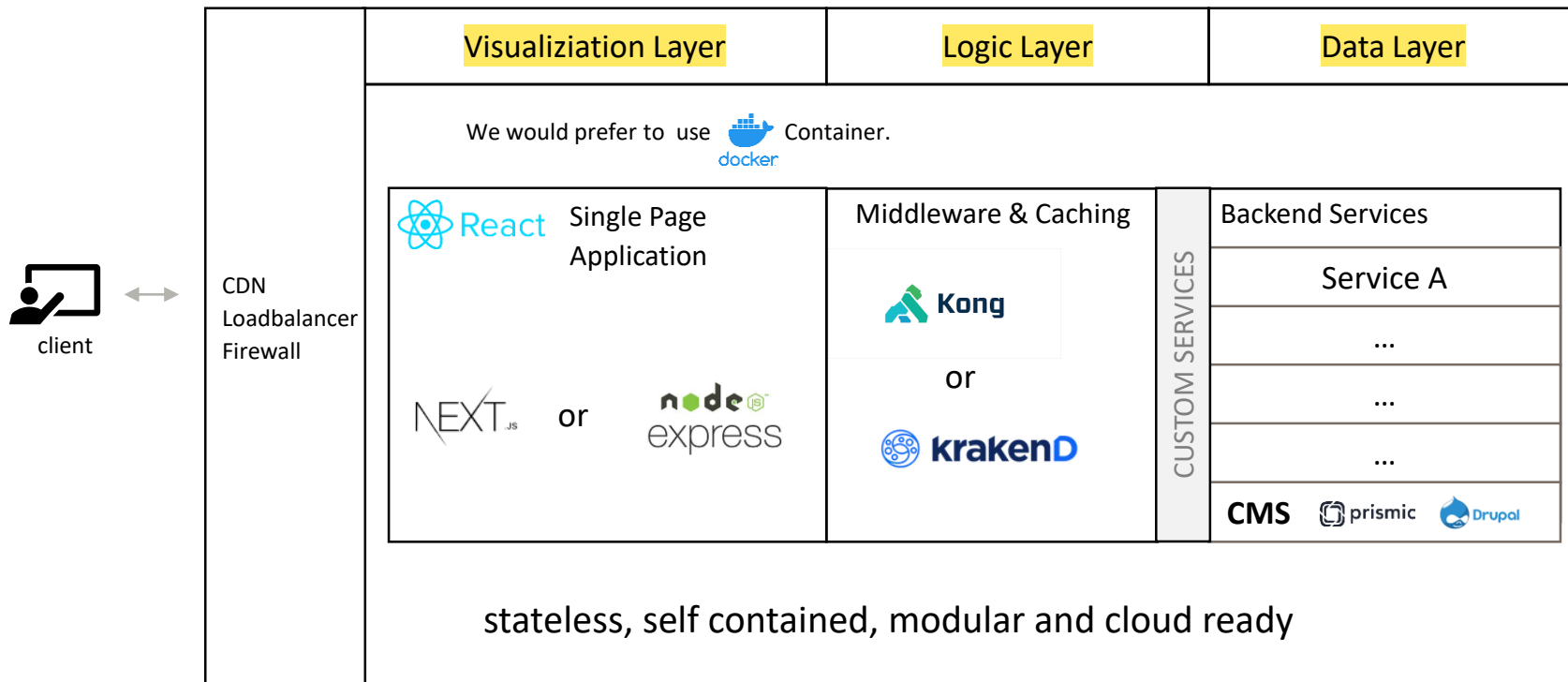
**Example: "A programmer needs details of a standard and searches for them on your website".**

After we have considered possible navigation paths on the basis of the sitemap, we work out the contents of the individual pages. At the same time we sketch the first navigations in a mockup tool. We gradually bring all the results together and build an interactive click dummy that brings the new website to life.

As soon as the click feels good, we refine the drafts and create the final visual design.

During the process you have access to all artifacts at all times and can help shape them.

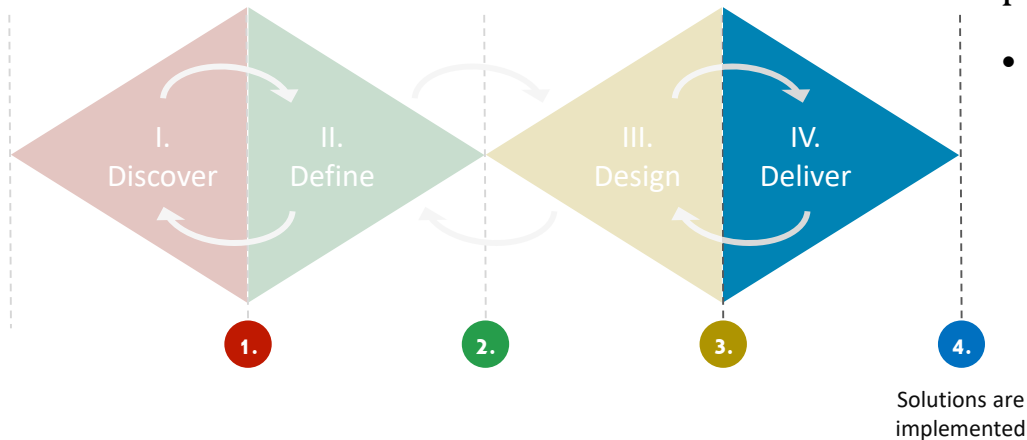
# OUR APPROACH TO SYSTEM ARCHITECTURE FOR W3C.ORG



# OUR SYSTEM ARCHITECTURE – WHAT’S IN IT FOR W3C?

- **Future proof:** Highly modular and state of the art
- **Highly integrative:** Fully API driven – ready for future system integrations
- **High page speed for the user:** Better User Experience
- **Easy and dependable:** Continuous deployment using docker containers
- **Cost efficiency** through use of open source solutions (such as drupal 8) or lowest cost commercial CMS (such as the new player prismic)
- **Cloud ready:** The React-App can be in the cloud or on premises - just like your CMS of choice.
- **Reduced dependency** on a particular CMS

# LAST STEP OF ITERATION ZERO: MAKE IT WORK



It is our goal to create functioning increments that can be tested as early as possible.

- **Functional prototype with real content**

# NOW THE WEBSITE CAN BE EXPERIENCED FOR THE FIRST TIME

## Design prototype

The result of iteration zero is a clickable prototype of static design. It makes it possible to experience a realistic use case with real content from the point of view of an end user. The click dummy makes the following aspects visible for team members and decision makers:

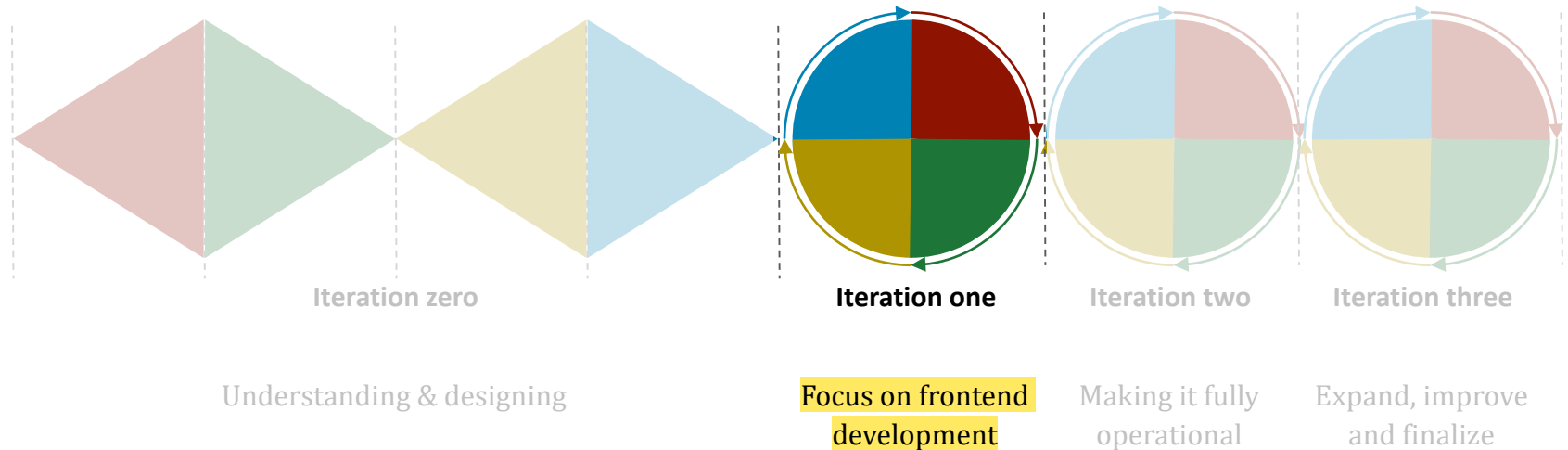
- ✓ Visual Design
- ✓ Navigation concept
- ✓ Content, including visuality and tonality
- ✓ Modules of the website building kit
- ✓ Visual aspects of accessibility

## Ready for testing

The mockup will be subjected first to expert reviews and then user tests.



# MOVING ON IN ITERATIONS



# DISCOVER, DEFINE, DESIGN AND DELIVER

At the end of iteration one a fully operational frontend with example pages should be ready:

- We take into account the knowledge gained from the mockup and make necessary changes in content and design.
- We then implement the familiar click path as a finished frontend.

**Ready to test the code!**

## Frontend technology

### Headless architecture

Modern website architecture consistently separates the frontend from the backend systems. One advantage is that we develop frontend code from the start, which can be used later.

### Testable code

The programming can be evaluated from the first written line of code. We use this advantage to optimize our development tools for accessibility at an early stage.

# WE LOOK FORWARD TO DELIVERING THE BEST QUALITY FOR EVERYONE.

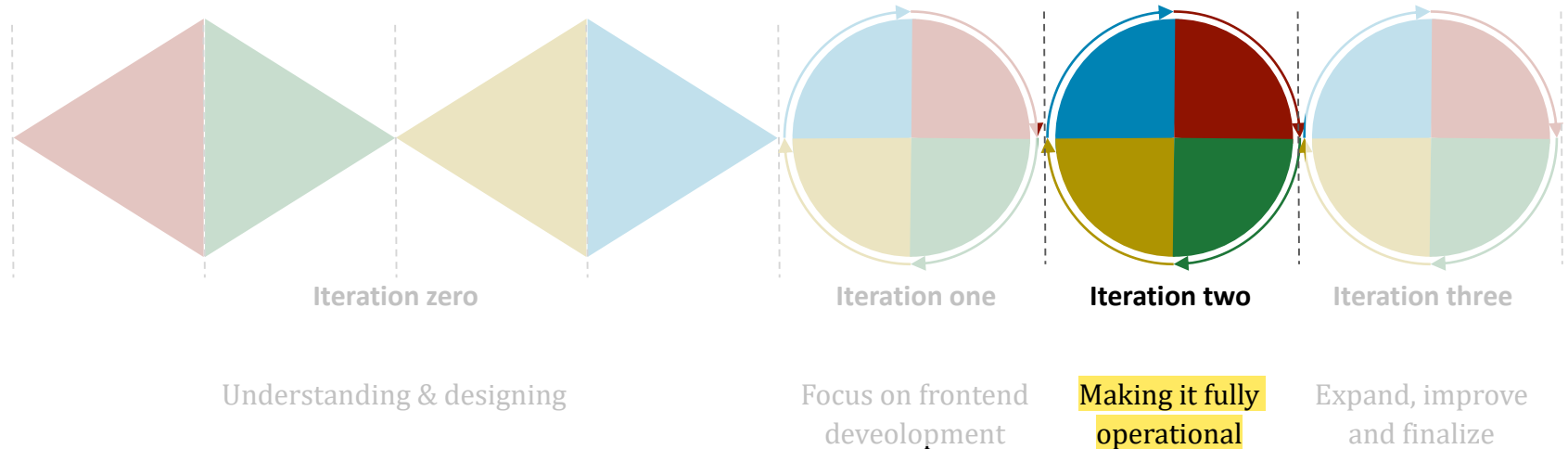
Quality assurance and user testing are essential practices. We use a combination of code review using tools, manual quality assurance, expert reviews and user testing.

The tests ensure that we achieve our quality standards in terms of technical implementation, intuitive usability and accessibility. We are only satisfied when a website feels good and works well - even for disabled users.

- ✓ Code Reviews
- ✓ Device testing by our test department
- ✓ Professional examination by our UX experts
- ✓ Testing of accessibility by an expert audit
- ✓ User testing

The results of the tests - with the exception of blockers - are taken into account in the following iteration.

# MOVING ON IN ITERATION TWO



## AND AGAIN: DISCOVER, DEFINE, DESIGN AND DELIVER

The goal of iteration 2 is to implement the known use case in a completely maintainable manner in the CMS, with all necessary backend connections. In addition, further modules will be added.

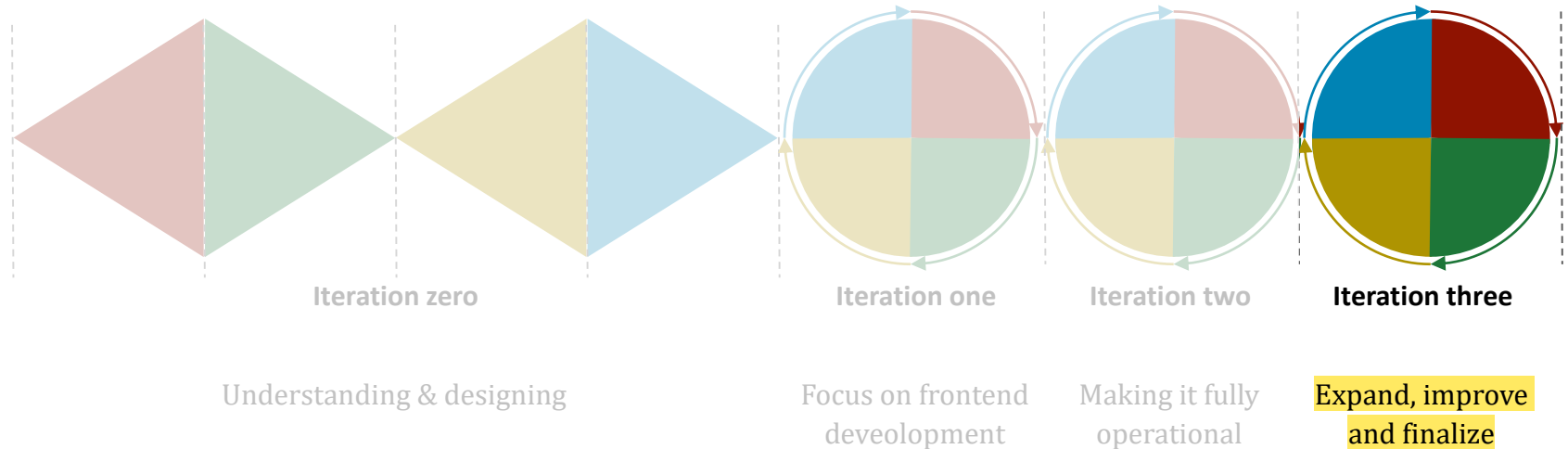
- ✓ Findings from user tests are taken into account

### Functioning website construction kit

It is important to be able to test work flows in the CMS at an early stage. We make the first basic modules maintainable in the CMS, allowing you to "play".

Now the editors can start working

# MOVING ON IN ITERATION THREE



# FOR THE LAST TIME: DISCOVER, DEFINE, DESIGN AND DELIVER

In the last iteration it is of course our goal to finish completely.

- ✓ Findings from user tests are taken into account
- ✓ All CMS modules are ready for use
- ✓ All technical preparations for the upcoming migration and launch have been completed

**Feature-complete and ready for the content**

## Challenging the content design

With a functioning CMS, further use cases and content formats should be developed and tested in this phase. This is the basis for adapting and optimizing existing content for the new website.

# MIGRATION PHASE STARTING WITH A PILOT PHASE

As soon as everything is ready, a pilot phase will start. In addition to training multipliers, the aim is to prepare and migrate larger content packages.

## **Training**

For the pilot phase we would select up to eight editors from W3C to be trained as super users and who would conduct the migration for the pilot phase.

## **Content creation or transformation**

Usually a relaunch is the best opportunity not to just migrate content one to one but also to update and rework existing content.

## **Content migration**

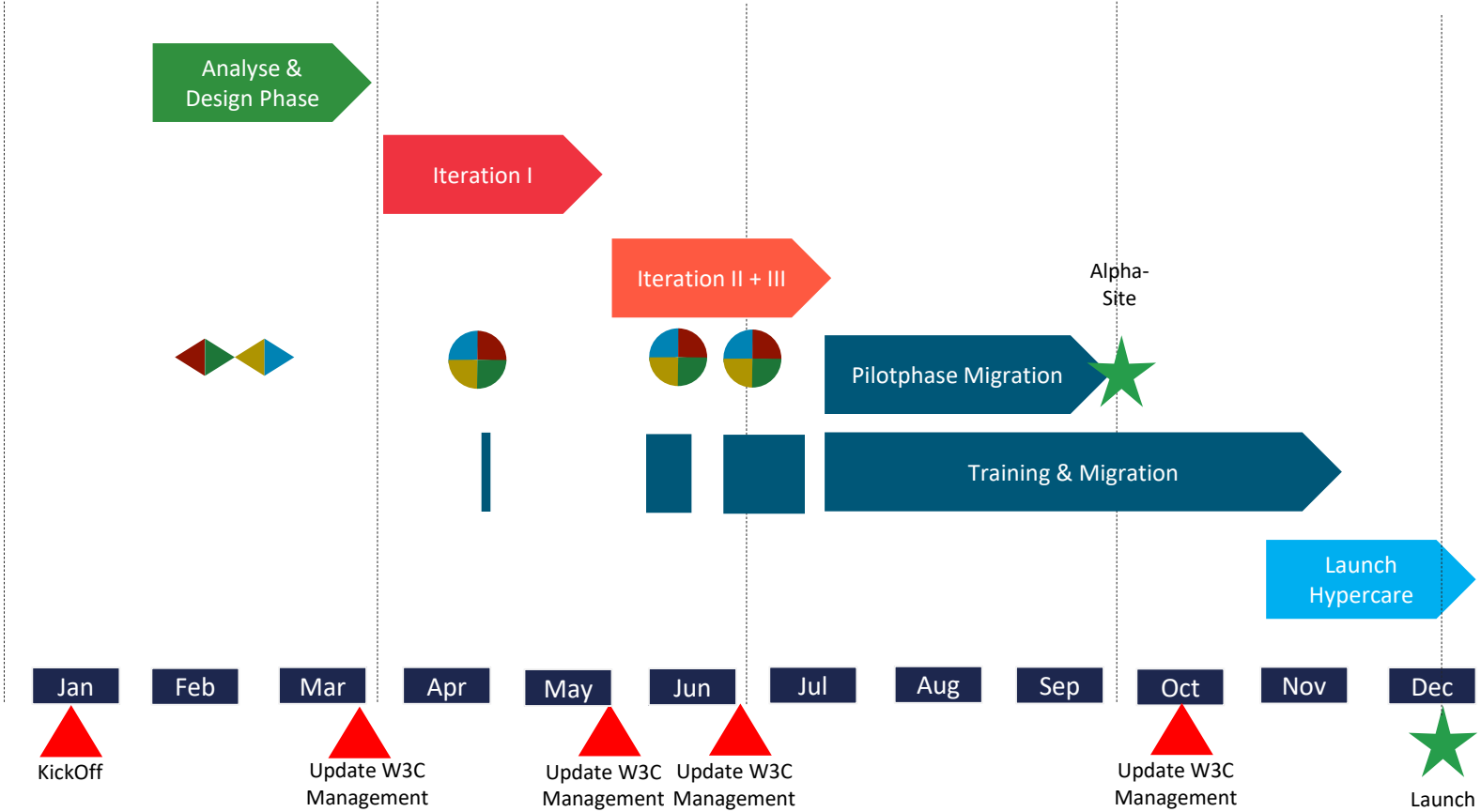
Real content should be added to the CMS as early as possible. Our suggestion here is to add the first content already present in Iteration 2 and to extend it step by step. We recommend conducting the main migration in two stages, a part in the pilot phase and the rest in a final migration phase.



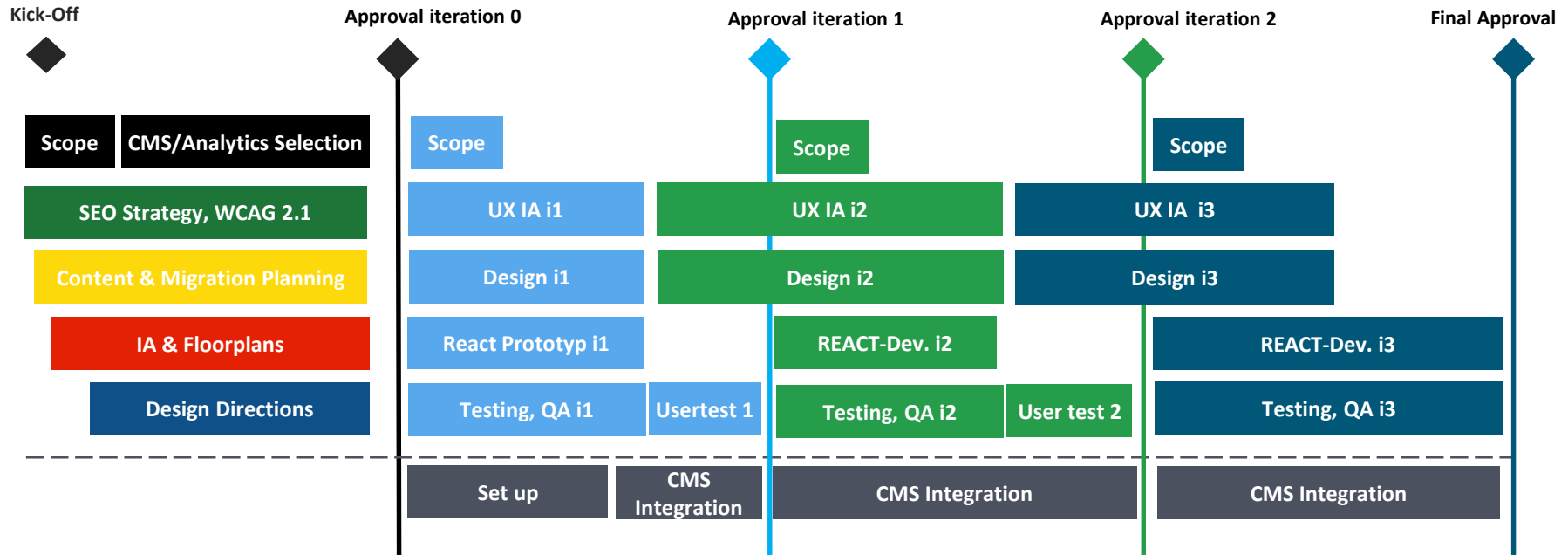


**OUR ROUGH PROJECT PLAN**

# TOP-LEVEL ROADMAP



# ITERATIONS PROCESS VIEW



# TRANSPARENCY – OUR PROJECT EXTRANET

The screenshot displays the 'zentrale.nexum' project extranet. The top navigation bar includes 'HEXUM INTRANET', 'FACHWISSEN', 'PROJEKTE', and 'ORGANISATION'. The main content area features a sidebar with a 'Blog' section and a 'SEITENHIERARCHIE' (site hierarchy) menu. The central focus is a project page for 'W3C Website Relaunch', which includes a table with columns for 'Verantwortlich', 'Status', and 'Description'. Below this is a 'jira.nexum' Kanban board for 'Salesforce CRM' with a 'Kanban-Board' view. The board shows tasks in columns: 'AUFGABEN 4', 'WIRD AUSGEFÜHRT 13', and 'FERTIG 3 VON 37'. Each task card contains a title, ID, and status indicators.

Verantwortlich	Status	Description
@ Dr. Lars Völcker	WORKING	Presalesnummer: 24304938

Task ID	Task Description	Status
NXSFCRM-47	Einführung von Branchen auf Accountebene als Pflichtfeld.	In Progress
NXSFCRM-49	Email "Lead zur Löschung vorgesehen"	In Progress
NXSFCRM-51	Fehlermeldung "Hourly limit exceeded for processing workflow time triggers"	Blocked
NXSFCRM-32	E-Mail an Lars für AMs zu Kontaktlöschung bis 21.06.2019	In Progress
NXSFCRM-34	Use cases für Letter Fachvertrieb	In Progress
NXSFCRM-35	E-Mail an Lars für Sven & Alex zu Leadlöschung bis 21.06.2019	In Progress
NXSFCRM-42	Outlook Addin - Kontaktsynchronisation	In Progress
NXSFCRM-33	2 Nutzer anlegen für Lightning Platform Starter	In Progress
NXSFCRM-44	Sicherer Speicherort für Backups	In Progress

We work openly with our clients using Atlassian confluence and Linchpin for wiki-based collaboration, communication and documentation (e.g. specification, design link to React modules).

You see exactly what we are doing at any point during the project.

Up to fifteen members of the project team from W3C can have open access to our extranet space. Need more? Just ask us!

For task management and bug tracking but also for migration tracking, we love to use Atlassian Jira.

# SUSTAINABILITY



We would love to meet your project team face to face and the south of France does sound very tempting. But as an agency we have committed ourselves to protecting the environment and subsequently saving on travel costs.

We suggest to have no more than two face to face meetings during the project and use video conferencing, persistent chat and screen sharing for the majority of our interactions. We use MS Teams, Whereby or Slack at nexum, but if you prefer a different solution, we are flexible!



Teams



Whereby



slack



**OUR TEAM FOR W3C**

# OUR W3C TEAM LEADS



## **DR. LARS VÖLCKER**

Director nexum AG

### **Work experience**

More than 19 years of experience in digital projects.

### **Role in the project**

Account Director



## **HENDRIK GERNERT**

Senior Consultant Corporate Communications

### **Work experience**

More than 13 years of experience in digital projects

### **Role in the project**

Senior Consultant (IA, UX and accessibility expert)



## **AGATHE ADAMIEC**

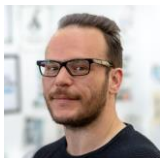
Art Director Corporate Communications

### **Work experience**

More than 8 years of experience in digital projects

### **Role in the project**

Art Director



## **DANIEL LOCHMAN**

Senior Project Manager Corporate Communications

### **Work experience**

More than 10 years of experience in digital projects

### **Role in the project**

Project Manager



## **CHRISTOPHER KAISER**

Head of E-Commerce Design & Technologies

### **Work experience**

More than 12 years of experience in digital projects

### **Role in the project**

Solution Architect



## **DANIEL HAGESHEIMER**

Senior Developer Corporate Communications

### **Work experience**

More than 6 years of experience in digital projects focussing on headless systems

### **Role in the project**

Senior Developer



NEXUM

## OUR WORKING PRINCIPLES





**PEOPLE AND THEIR CONTEXT ARE  
OUR STARTING POINT.**



**WE CREATE MEASURABLE ADDED  
VALUE.**



**WE SOLVE UNIQUE PROBLEMS FOR  
UNIQUE CUSTOMERS.**



**WE CONNECT STRATEGIC AND  
OPERATIONAL WORK**

A person wearing a red jacket and a white helmet is climbing a steep, snow-covered mountain peak. The climber is positioned in the upper right quadrant of the frame, reaching up with their right hand. A red rope is visible, extending from the climber down towards the bottom of the image. The background is a vast, white, snowy landscape under a clear blue sky. The entire image is framed by a yellow border.

**WE CREATE VISIBLE RESULTS IN  
SMALL STEPS AND VALIDATE THEM  
IN REGARD TO THE OBJECTIVES.**

A top-down view of a white bowl filled with a variety of fresh berries. The bowl contains several bright red strawberries with green stems, several dark purple raspberries, and numerous blueberries. The berries are densely packed and appear fresh and vibrant. The bowl is set against a light gray background, which is itself centered on a bright yellow border.

**WE WORK IN MIXED TEAMS.**

An aerial photograph of a coastal landscape. At the top, blue waves with white foam crash onto a sandy beach. Below the beach is a dense green forest. A road with several cars is visible in the lower third of the image. The text is overlaid on the forest area.

**WE PROVIDE TRANSPARENCY AND  
THE MATCHING ORGANIZATION.**



**nexum**  
Consulting & Design

nexum AG

# COMPANY PROFILE AND WORK EXPERIENCE





COMPANY PROFILE

# NEXUM

**NEXUM IS THE CONSULTANCY AND AGENCY FOR  
COMMUNICATION, INTERACTION AND TRANSACTION  
IN THE DIGITAL AGE.**

<b>Founded:</b>	Registered as nexum AG in 2007, owner-managed since 2013
<b>Stockholders:</b>	Board of Directors, employees, family & friends
<b>Staff:</b>	202
<b>Offices:</b>	Cologne (HQ), Hamburg, Munich, Nuremberg, Bern, Zurich and Basel (soon to come: Valencia and Amsterdam)

**Board of Directors:** Dr. Michael Klinkers, Georg Kühl

**We are one of the biggest owner-managed digital full service providers of  
the German speaking countries.**

COMPANY PROFILE

**NEXUM**

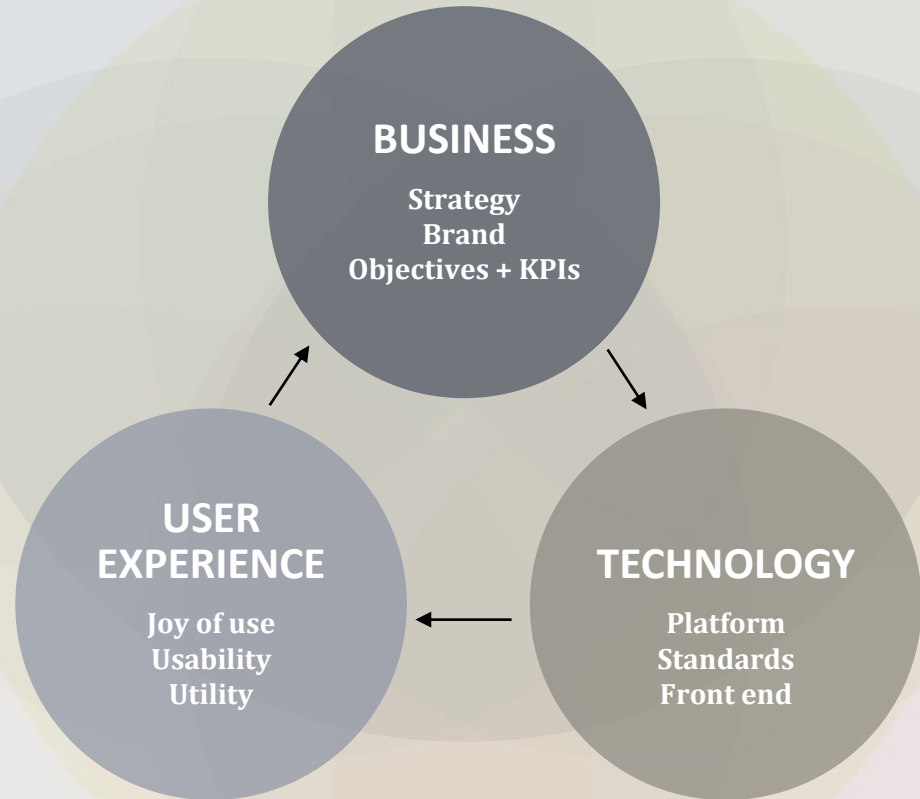
# COLOGNE HQ – 3,600 SQM FOR INNOVATIVE IDEAS



# THINGS WE CONNECT

## Our mission

We enable our clients to attain their business goals through optimal user experience and the creative use of cutting-edge technologies.



## **BASIS OF ALL ACTIVITIES: CUSTOMER EXPERIENCE**

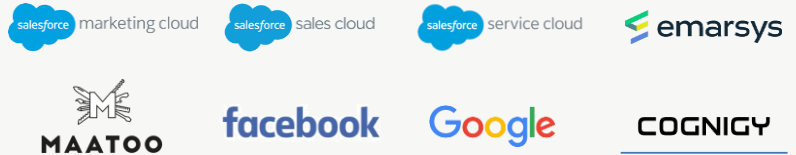
Only those who place the users centre stage and optimize their experiences can be successful in the digital world.

# TECHNOLOGY SOLUTIONS AND PARTNERSHIPS

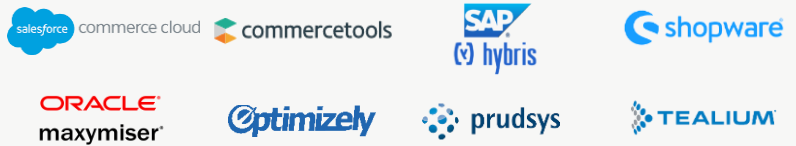
**The best solution? We will find it.**

We are solution-neutral and solve our clients' technological challenges with these and more technology partners:

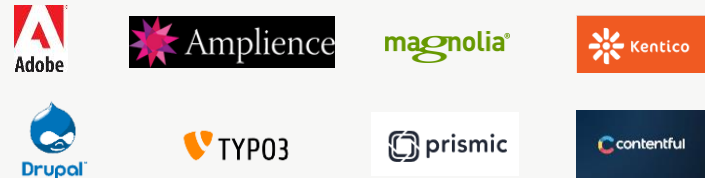
## MARKETING



## E-COMMERCE



## CONTENT MANAGEMENT



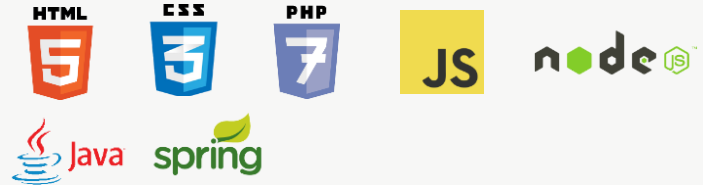
# TECHNOLOGY-KNOW-HOW

**We love good technology.**

Future-proof and effective:

By using the newest frameworks and libraries we develop the best solutions for all our clients' scenarios.

## TECHNOLOGIES & FRAMEWORKS



## ENTERPRISE (APPLICATION) DEVELOPMENT

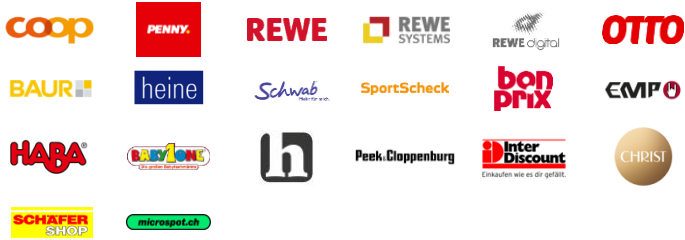


## NATIVE & HYBRID APPLICATIONS



# WHO WE WORK FOR (EXCERPT)

## TRADE



## BRANDS & MEDIA



## SERVICES



## INDUSTRY



## ASSOCIATIONS & CLUBS



## FINANCE





# **BUSINESS DIVISIONS NEXUM**

**E-COMMERCE**

**CORPORATE STRATEGY & COMMUNICATIONS**

**DIGITAL CAMPAIGNING, BRAND & PERFORMANCE MARKETING**

**MARKETING PLATFORMS**

**DIGITAL PRODUCTS & SERVICES**

EACH OF OUR 5 BUSINESS DIVISIONS INCLUDES DIFFERENT FOCUS AREAS WITH WHICH WE MATCH THE DEMAND OF OUR CLIENTS IN THE MARKET.

FOR YOU RIGHT NOW THE MOST RELEVANT:  
**CORPORATE STRATEGY & COMMUNICATIONS**

# OVERVIEW: CORPORATE STRATEGY & COMMUNICATIONS

## CORPORATE BRANDING & COMMUNICATIONS

- Digital strategy
- Digital brand management
- Communication strategy
- Requirement management
- User research/user experience
- Information architecture
- Corporate web design
- Content management systems
- Content strategy & consulting
- Tracking, testing & optimisation

## EMPLOYER BRANDING & RECRUITING

- Employer value proposition
- Employer branding
- Innovative recruiting
- Candidate journey analysis
- Career & recruiting websites
- Application process optimisation
- Content creation
- Recruiting
- Social media

## INTRANET & DIGITAL WORKPLACE

- Strategy
- User research
- Stakeholder management
- System selection consulting
- Change communication
- Solution consulting
- Concept, design & implementation
- Piloting & training
- Launch campaigns

# CORPORATE BRANDING & COMMUNICATIONS



Successful for over 10 years in  
Corporate Communications

## CLIENTS



## COMPETENCIES and PROJECTS

Digital Branding  
Communication Strategy  
Corporate Websites

Content Strategy and Planning  
User Experience Design  
Content Management Systems



## Lead Agency, UX-, Platform Strategy and Editing

since 2010

- Evaluation & Placement of over 60 Websites in different integration scenarios as well as roadmap
- Development of global UX concept on all devices, incl. Usability Tests
- Creation of a global styleguide for main presences and applications, tonality guide
- Production of content modules Responsive HTML
- Continuous Relaunches of all Online Shops, Corporate Site and Campaigns on CMS Adobe Experience Manager

## Digital Change Made in Germany

Current key topics in the public discussion.

All Articles

Company Rebuilding

Connectivity

Cyber Security



Article 17.01.2019

### #mankind2030 – Global Trends and Digitalization

“How much does this thing



Article 14.01.2019

### Learn, Unlearn, Re- learn

Of black swans, agile attackers  
& digital ecosystems: Why to-



Interview 10.01.2019

### A lot of positive things are happening

Germany as a digital location  
and its false modesty. How

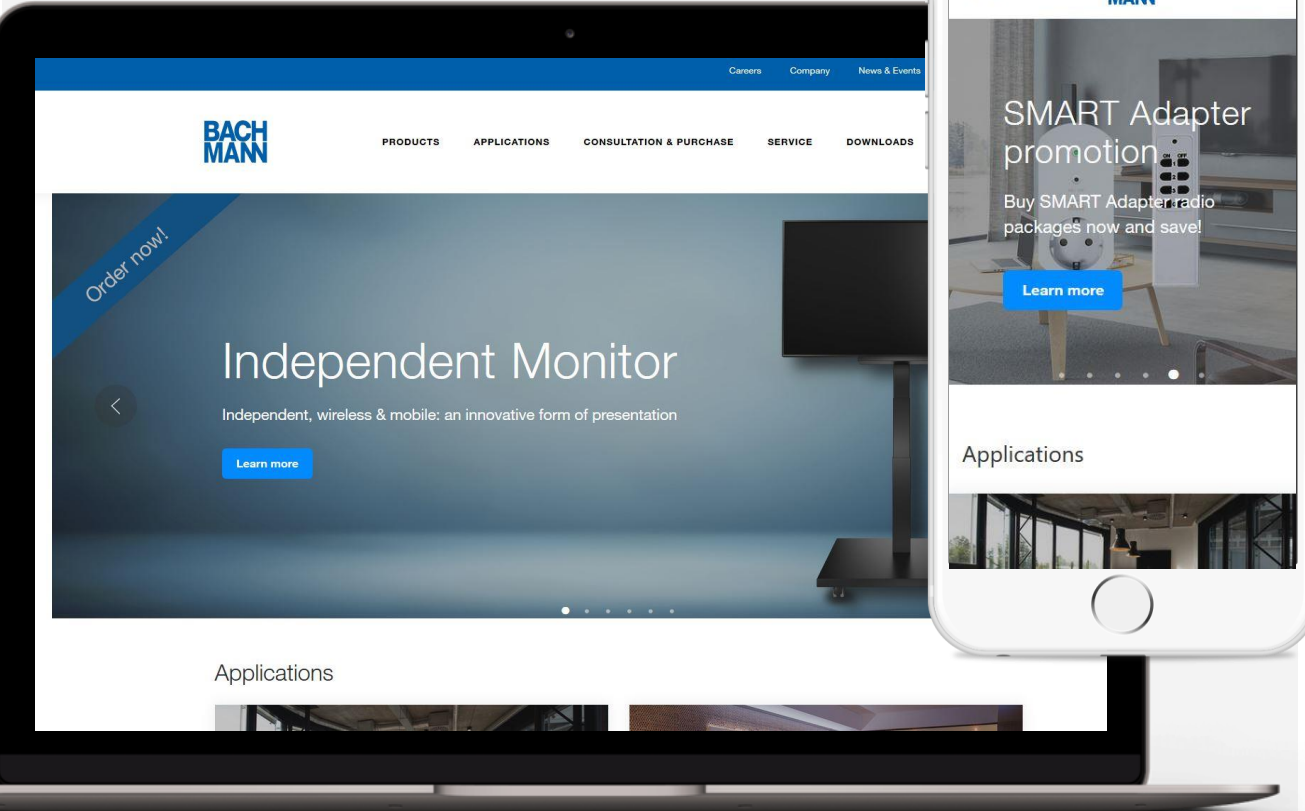


### Hand into the Digital Future

## Website Relaunch and Content Hub + Support

since 2017

- Concept, Design and Implementation
- Focus on Content Marketing
- Technology: Drupal CMS
- Intelligent Tagging Concept
- Country Pages for international locations
- Website Support and further development



**BACH  
MANN**

## Website Relaunch & Support

Implementation after analysis and set up in 2017/ Ongoing in 2018

- New Brand Presence, new structure after reorganization of product groups
- Alternative product presentation and user guidance
- Technical Implementation with new TYPO3 version
- Integration of Newsletter und Document SaaS
- [www.bachmann.com](http://www.bachmann.com)

## Focussing on your customers

### Successfully digitalising the customer journey at the POS

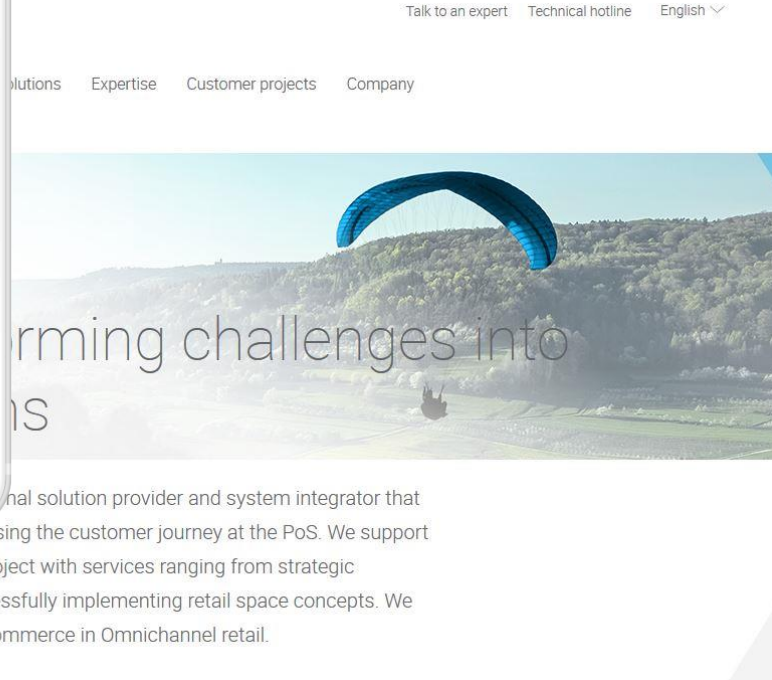
Not only does xplace supply [digital touchpoints for the POS](#), we also take a comprehensive perspective on the customer journey. xplace combines business strategy and the customer experience with matching technologies, hence creating the basis for sustainable conversion rate optimisation at the POS.



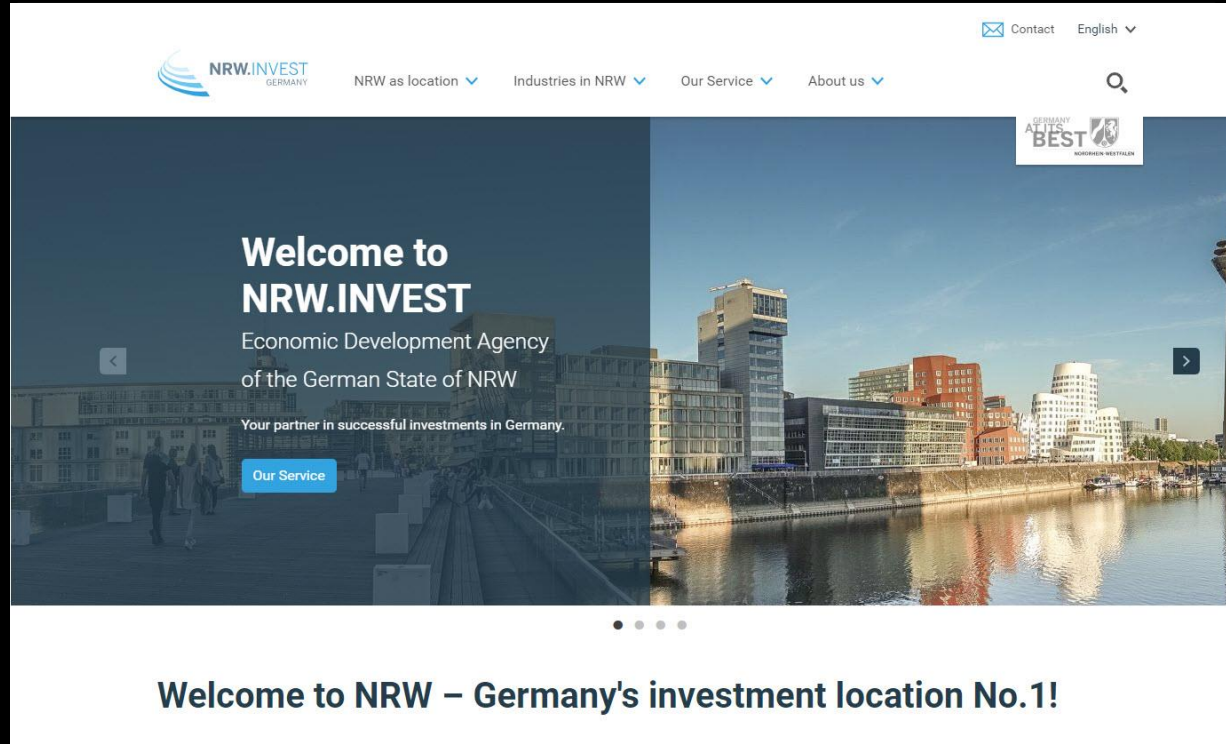
## Website Relaunch & Support

Implementation after analysis and set up in 2018/ Ongoing in 2018

- Optimization of digital presentation of product portfolio
- Digital Consulting & Support with the realignment of the business model
- CNMS: Drupal 8
- [www.xplace-group.com](http://www.xplace-group.com)







## Website Relaunch & Digital Campaigning

2017 - 2020

- Concept, Design and Implementation
- Focus on Location Marketing
- Technology: TYPO3
- Social Media Consulting
- Social Media Performance Marketing
- International Omnichannel Campaigns in 2018-2020
- [www.nrwinvest.com](http://www.nrwinvest.com)

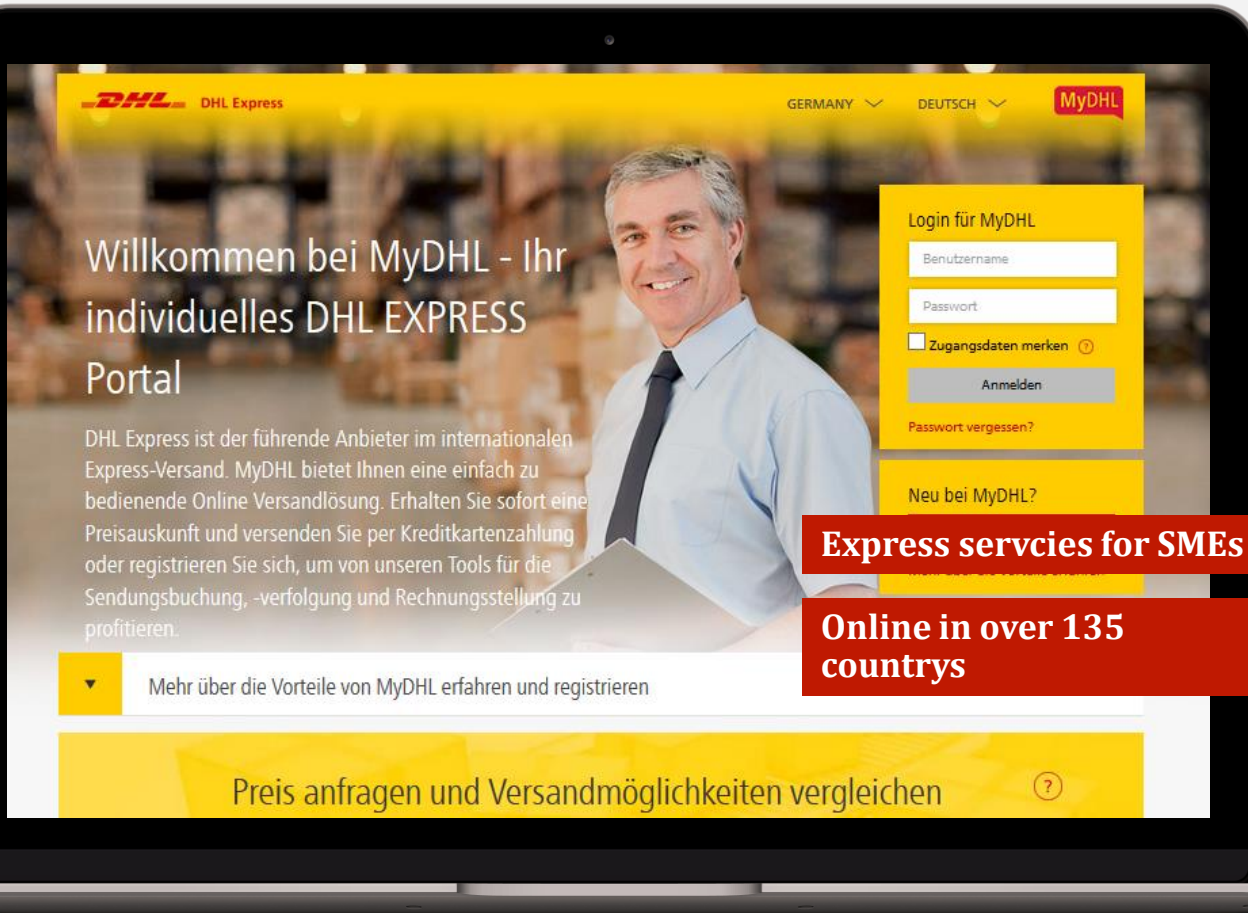
# NEXUM INTERNATIONAL

You need a partner for your international digital projects? Talk to us!

- Communication, documentation and workshop moderation in English
- Content strategy
- International brand strategy
- Modular pattern libraries and style guides
- Governance and stakeholder management
- Efficient project communication, enablement, and digital workbench services

We develop international digital projects for these clients





## DHL EXPRESS

### Transactional landingpage MyDHL

Launch 2015

- Concept and design
- SEO advisory
- Image research and rights management worldwide
- Copy and translation management



## **OUR EXPERIENCE WITH ACCESSABILITY (WCAG AND BITV)**


**Aktion MENSCH** > Lotterie > Förderung > Inklusion

Blog Presse Kontakt Anmelden


Suchbegriff eingeben

**MENSCHEN**  
DAS MAGAZIN

> Fokus > Projekte > Gesellschaft > Leute > Leben > MENSCHEN. das magazin im ZDF > Service



**Aktuelle Ausgabe jetzt erhältlich**



**Zum Schmunzeln**

"Eines der besten Interviews, die ich je hatte", so Komikerin Gaby Köster nach ihrer Begegnung mit der Ohrenkuss-Redaktion.

[Gaby Köster im Interview](#)

**Fokus**

**Jetzt abonnieren**

[Hörversion bestellen](#)



## WEBSITE, SHOP-DEVELOPMENT AND CAMPAIGNS

2013-2015

- User Research
- Design
- Frontend- and Backend-Development on CMS Magnolia
- Editorial copy and content Migration
- WCAG 2.0

Germany's leading association to promote inclusion of handicapped people into society, originally founded by the ZDF (German State Television) and offering a lottery with 4,6 Million participants. The Aktion Mensch runs over 1000 projects in Germany. Since the foundation of the association, it has contributed over 3.9 billion euros to various projects (status as of 2017)

**JAM!** Junge  
Aktion  
Mensch



Engagement Wegweiser

Hier kannst du dich engagieren

Tipps holen >

Hinsehen

Verstehen

Loslegen

**JAM!** Junge  
Aktion  
Mensch



Wie findest du Behindertenteilzeit?

Hinsehen Verstehen Loslegen



Suchbegriff...

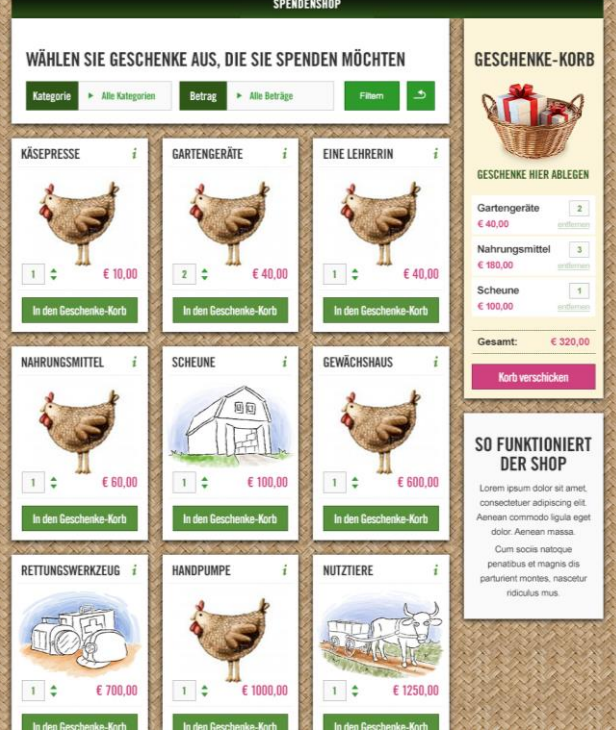


**Aktion  
Mensch**

Portal for young people with disabilities

2013

- UX Consultancy
- UI-Design
- Frontend- and Backend-Development on CMS Magnolia
- WCAG 2.0



## Creation of a donation shop (not published)

2013

- UX creation and visual design for one of Germany's leading NGOs



## Bundesliga-Reiseführer

Barrierefrei ins Stadion

Hier Club, Stadion oder Stadt eingeben

Suchen



Bundesliga

2. Bundesliga

3. Liga

Bundesliga-Stiftung

Kontakt

### Fußball mobil für alle Fans

Der Reisebegleiter für einen barrierefreien Stadionbesuch



Fußball ist in Deutschland die Sportart Nummer 1. Millionen Fans verfolgen wöchentlich die Spiele ihrer Teams. Ob jung oder alt, ob Mann oder Frau, ob rot-weiß oder schwarz-gelb, ob mit oder ohne Behinderung - die Bundesliga fasziniert die Massen.

Auswärtsspiele sind für viele Fans eine Pflicht, für einen Fan mit Behinderung jedoch häufig ein enormer Planungsaufwand. Der vorliegende Reiseführer soll helfen, diesen Aufwand zu reduzieren und den Stadionbesuch zu erleichtern. Er enthält Informationen zur barrierefreien An- und Abreise,



**Wolfgang Niersbach**

Präsident des Deutschen Fußball-Bundes (DFB) und Mitglied des Stiftungsrats

„Mit der Aufnahme der 3. Liga gewinnt der Stadion-Reiseführer nochmals an Reichweite. Die Barrierefreiheit in Stadien ist ein wichtiges An-

## Travel guide with information for football fans with disabilities about all German stadiums

2013

- UX creation and visual design
- content design
- Accessible Portal WCAG 2.0
- CMS Drupal
- Usability testing with people with disabilities





Chancen schaffen [STIFTUNG](#) [PROJEKTE](#) [STIFTUNGSWELT](#) [FAQ](#) [KONTAKT](#) [REISEFÜHRER](#)

 **BUNDESLIGA  
STIFTUNG**

# Nachwuchselite-Förderung

- KINDER
- MENSCHEN MIT BEHINDERUNG
- INTEGRATION
- SPORTLER ANDERER SPORTARTEN

scroll

## ~~DISKRIMINIERUNG!~~

News

## Corporate Website of the charity of the German Bundesliga

2013

- UX creation and visual design
- content design
- Accessible Portal WCAG 2.0
- CMS Drupal



# NRW.BANK

## Relaunch Website

2010/2011

- Personsa modelling and User Stories
- Design and IA
- Accessibility consultancy according to the German BITV Standard 2.0 (similar to WCAG 2.1 AAA)

NRW.BANK is the promotional bank of North Rhine-Westphalia. Its mission is to support its owner – the state of North Rhine-Westphalia – in the completion of its structural and economic policy tasks.

**Thanks  
for staying with us til the  
end.**

## Your contact



**DR. LARS VÖLCKER**

DIRECTOR

CORPORATE COMMUNICATIONS & HR-Marketing

Phone: +49 221 99 886 389

E-Mail: [lars.voelcker@nexum.de](mailto:lars.voelcker@nexum.de)

**nexum AG**

Vogelsanger Straße 321a

50827 Köln

Tel.: +49 221 99886-0

Web: [www.nexum.de](http://www.nexum.de)

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