

**[www.gardena.com](http://www.gardena.com) - a global flash  
based site with OpenCms**

## **Introduction**

**Gardena - a global Player**

**Website - the customers view**

**Technology - the editors view**

**Experiences**

HOW CAN WE HELP YOU WITH YOUR  
SOFTWARE NETWORKS IN A WAY YOU

# Introduction



**A global player**



## Irrigation



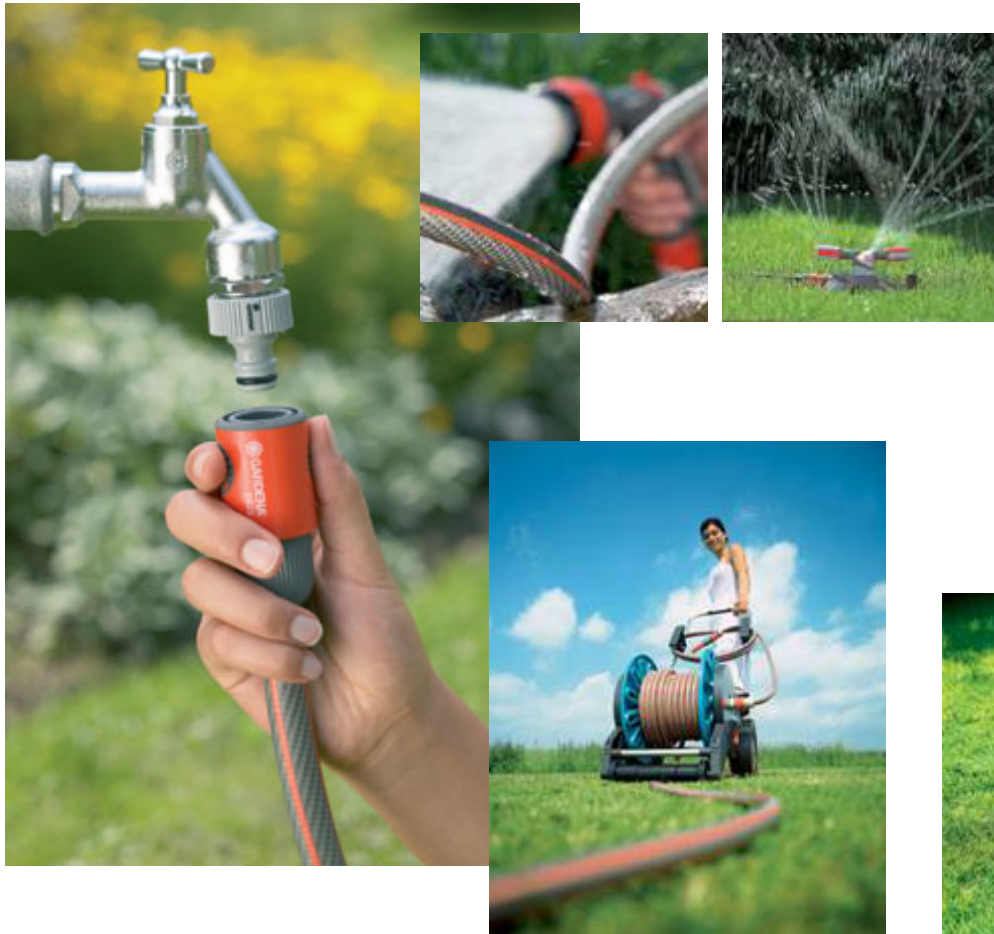
## Garden care



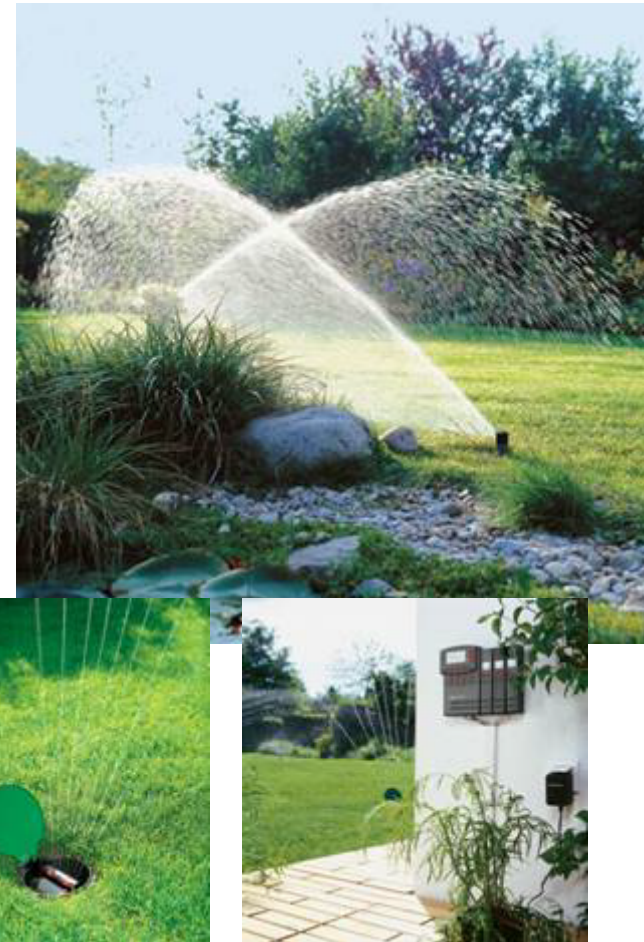
## Pond/Pumps



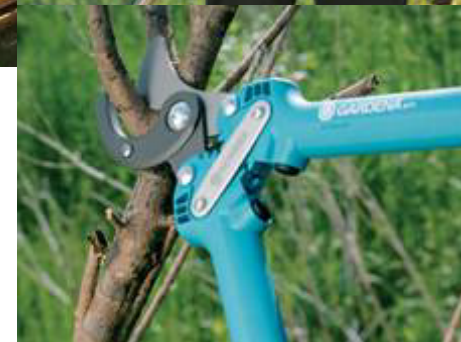
## Mobile Watering



## Irrigation systems

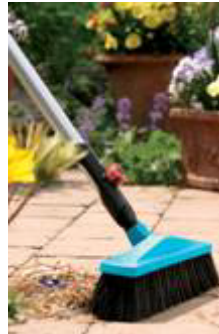
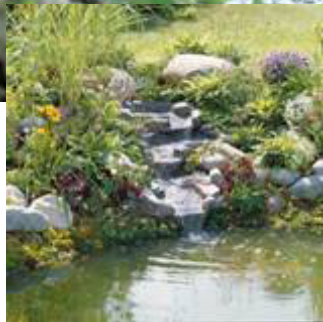
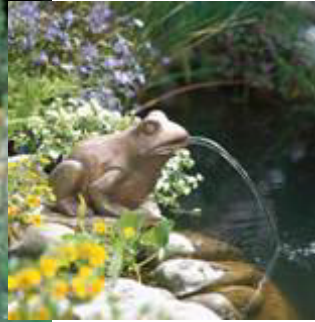


## Lawn care, tree and shrub care garden tools, cutting tools





## Pond technique, pumps, cleaning

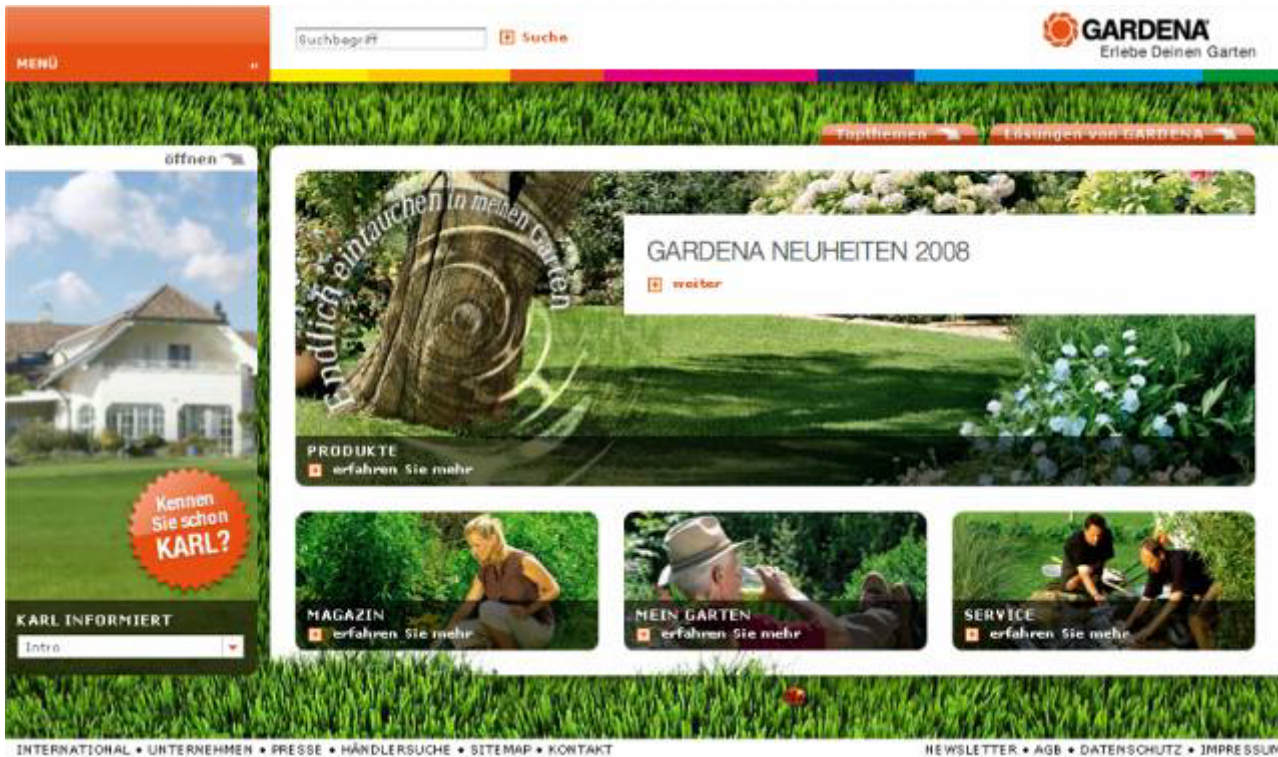


## GARDENA - Live your garden

- Founded 1961
- 2,900 employees world-wide (1,600 in Germany)
- Headquarters in Ulm, > 25 subsidiaries world-wide
- Since March 2007 member of the Husqvarna Group (Sweden)
- Manufacturing sites:  
3 Germany, 3 Czech Republic, 1 United Kingdom
- Europe's leading consumer garden brand  
(Brand awareness > 90%\*)

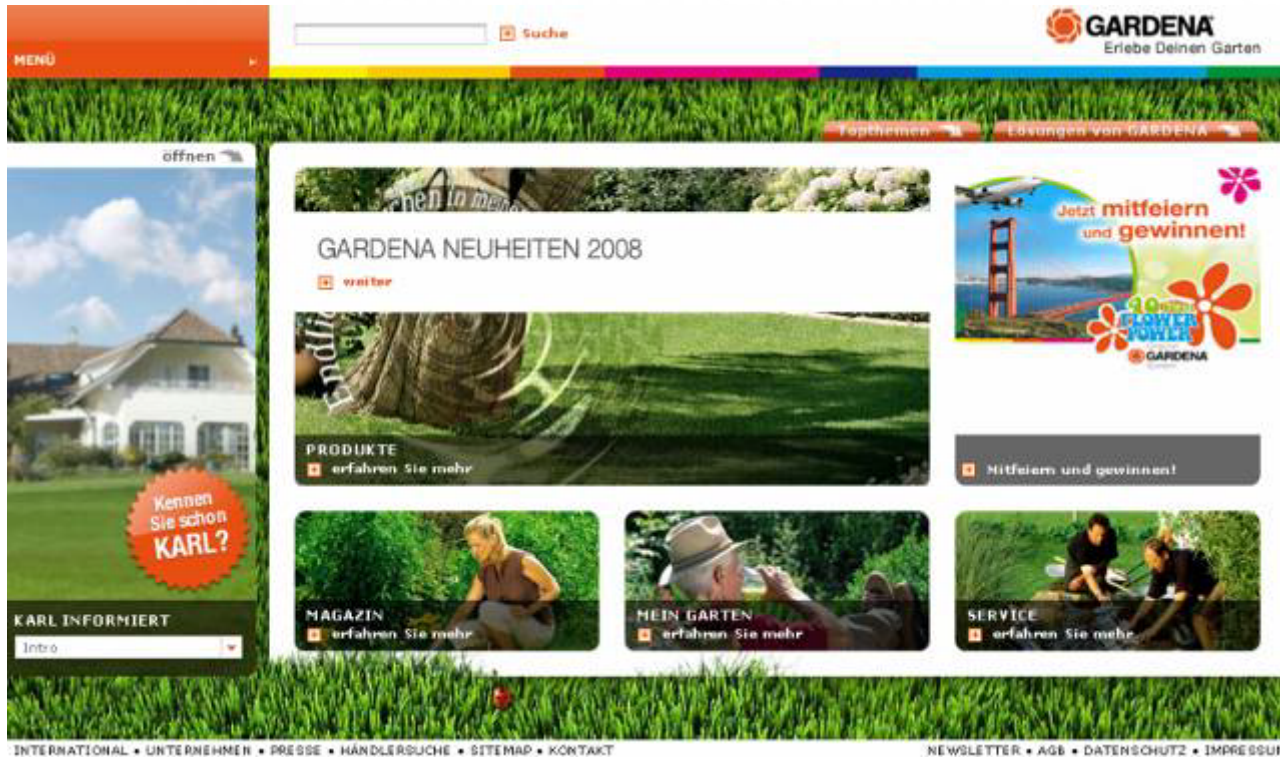


# Website - the customers view



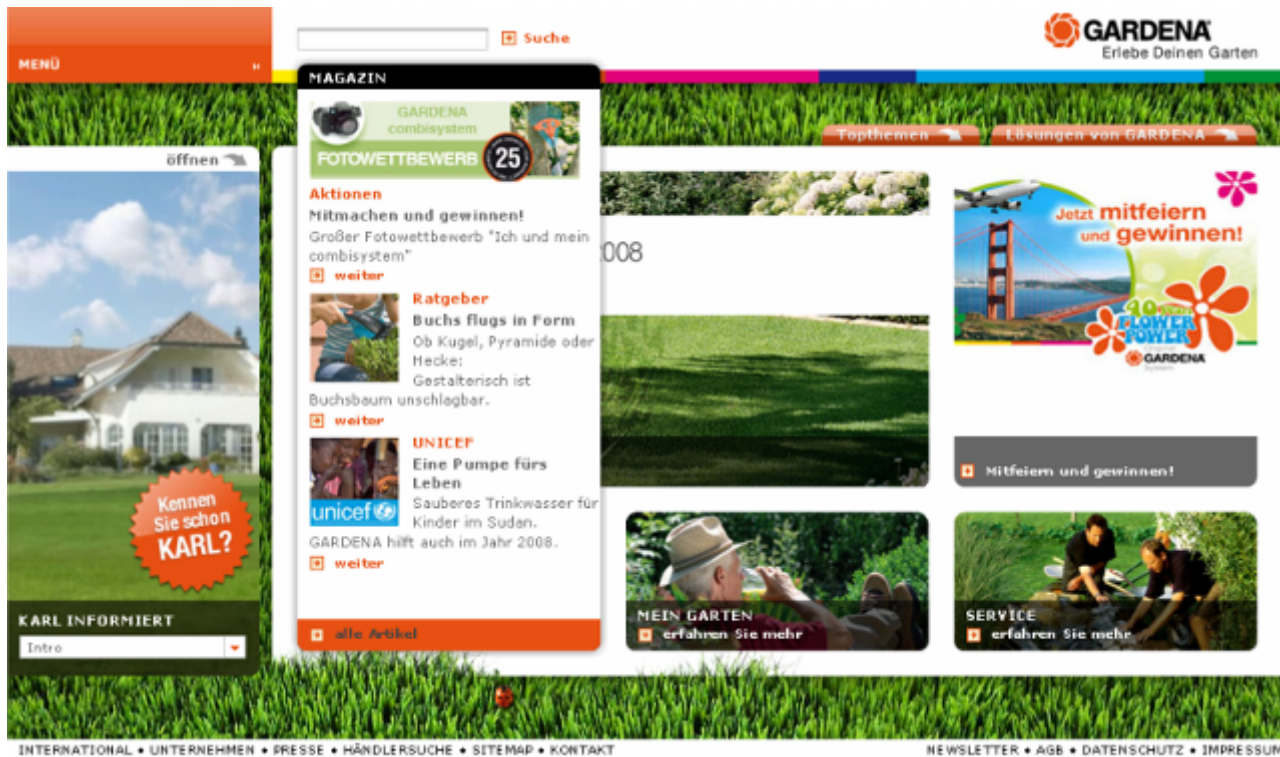
## Objectives

- Major ideas behind the website
- Karl as the central element
- Lively and modern presentation
- State of the art website
- Innovation for the web



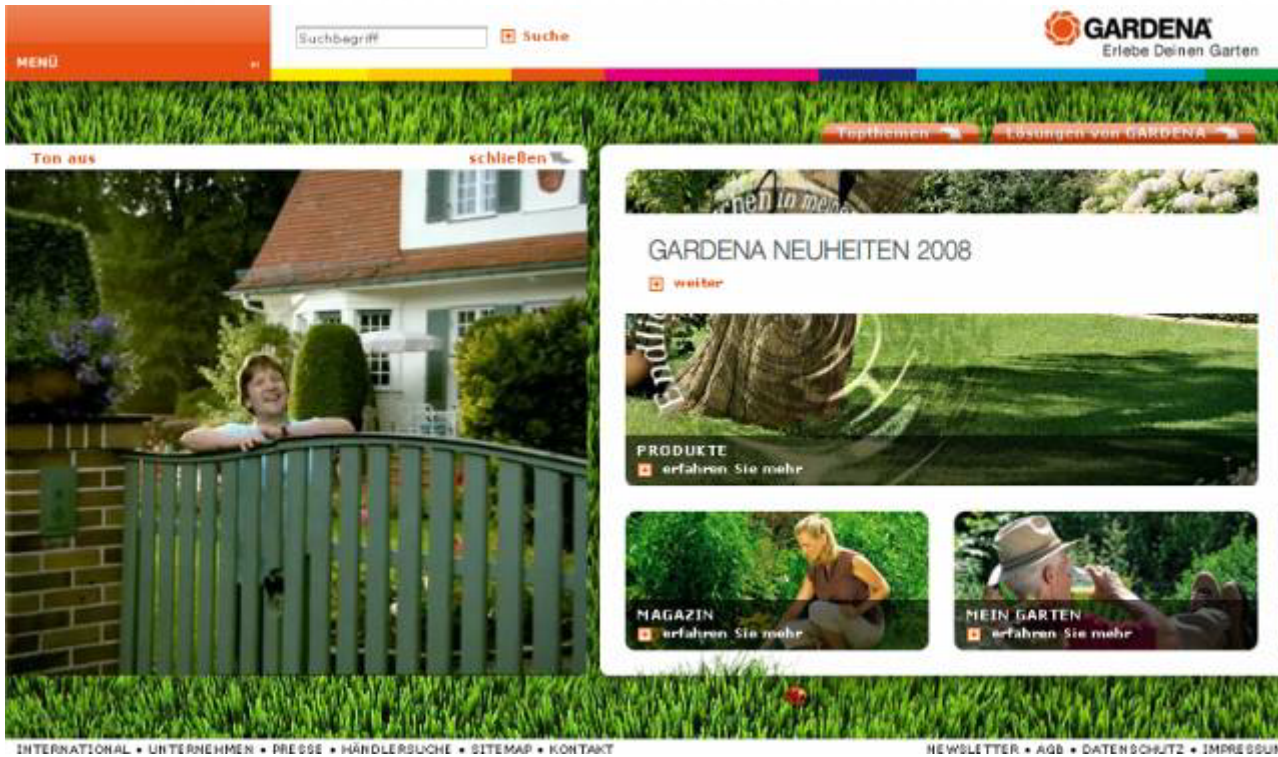
## Special promotions

- On demand promotion area
- Automatic slide in
- completely customizable



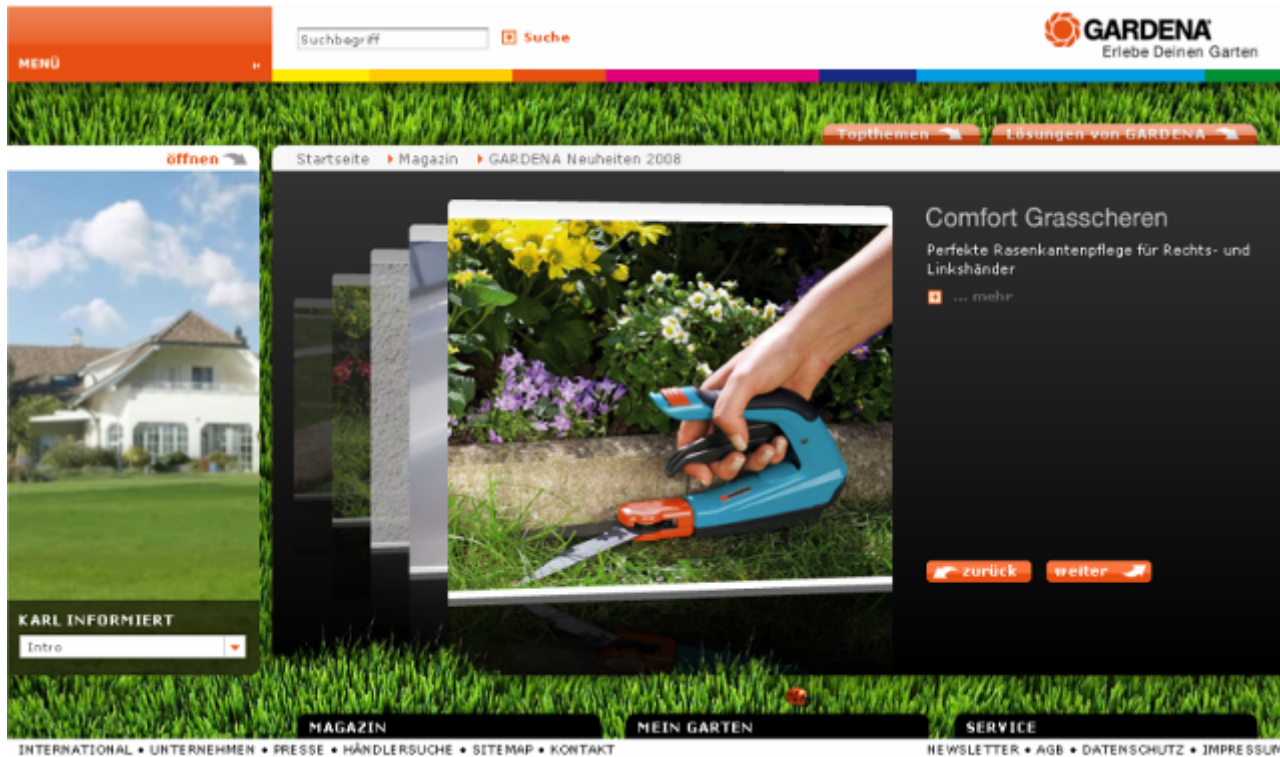
## Content sliders

- Dynamic mouse over sliders
- Available over the whole website
- Different themes: magazine, my garden, service



## Karl

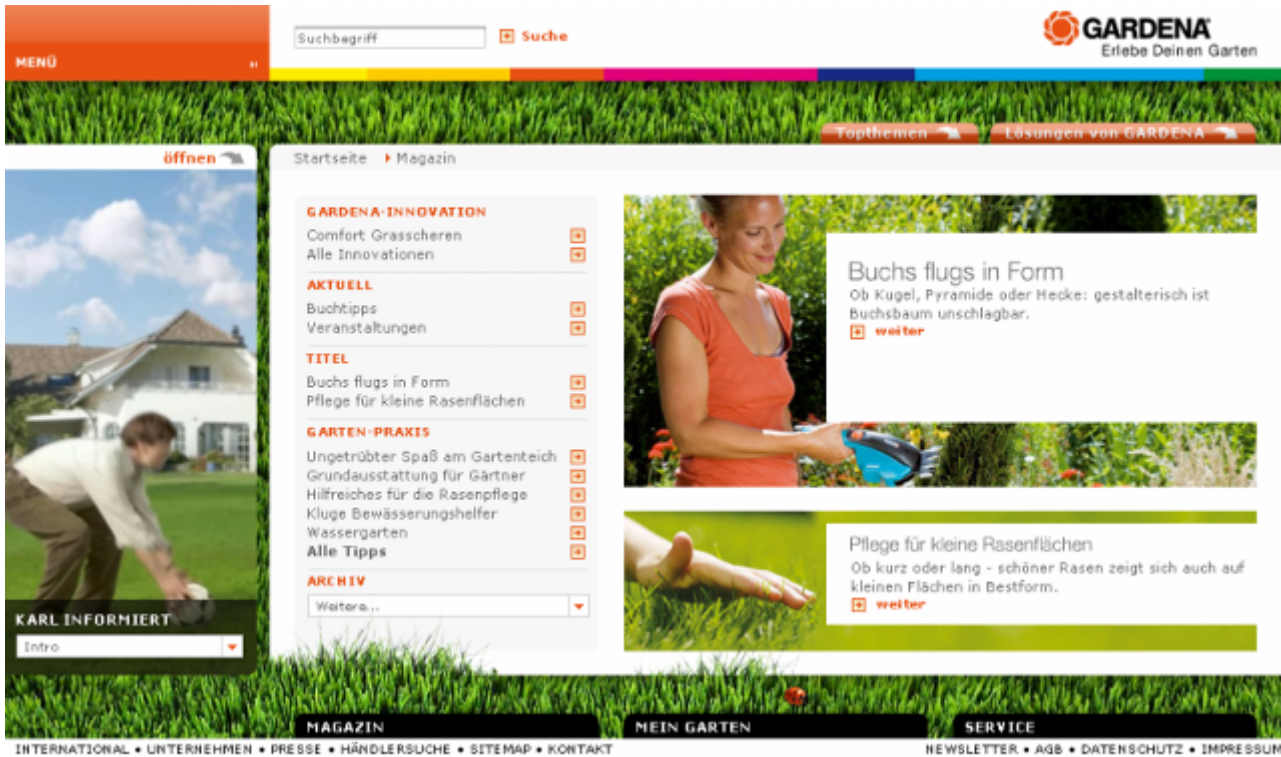
- Lively and modern brand presentation
- Association between interactive content (Karl movies) and product catalogue
- 16 movie clips with different topics
- Short flash loops (automatically playing)



## Gardena Innovations

- Overview of new products
- Large images with description and deeplinking detail pages
- Web 2.0 – Vista like switch view

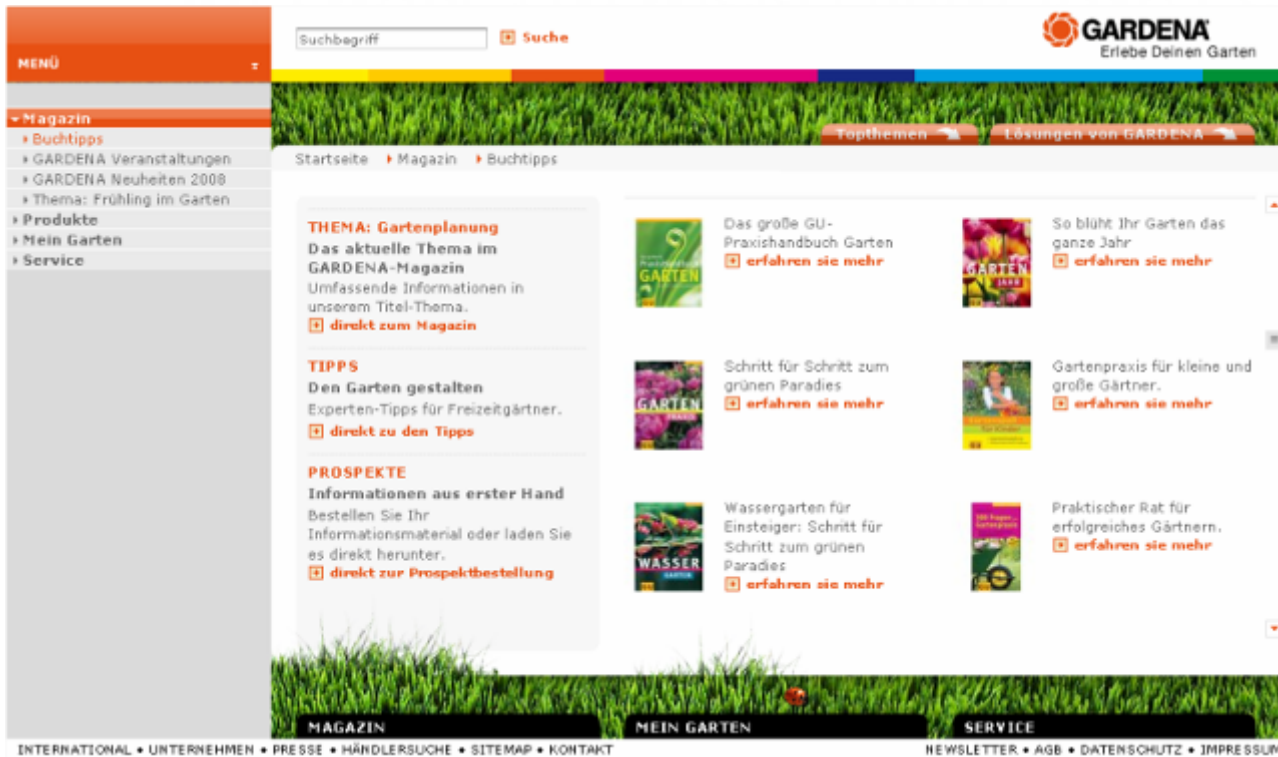




The screenshot shows the 'Magazin' section of the Gardena website. At the top, there is a search bar with the text 'Suchbegriff' and a 'Suche' button. The main navigation bar includes 'MENÜ', 'TOPTHEMEN', and 'LÖSUNGEN VON GARDENA'. The left sidebar features a 'KARL INFORMIERT' section with an 'Intro' dropdown. The main content area is divided into several sections: 'GARDENA-INNOVATION' with links for 'Comfort Grasscheren' and 'Alle Innovationen'; 'AKTUELL' with links for 'Buchtipps' and 'Veranstaltungen'; 'TITEL' with links for 'Buchs flugs in Form' and 'Pflege für kleine Rasenflächen'; 'GARTEN-PRAKIS' with links for 'Ungetrübter Spaß am Gartenteich', 'Grundausrüstung für Gärtner', 'Hilfreiches für die Rasenpflege', 'Kluge Bewässerungshelfer', and 'Wassergarten'; and 'ALLE TIPPS'. Below these is an 'ARCHIV' section with a 'Wähle...' dropdown. The main content area features two large article teasers. The first is titled 'Buchs flugs in Form' with a sub-headline 'Ob Kugel, Pyramide oder Hecke: gestalterisch ist Buchsbaum unschlagbar.' and a 'weiter' button. The second is titled 'Pflege für kleine Rasenflächen' with a sub-headline 'Ob kurz oder lang - schöner Rasen zeigt sich auch auf kleinen Flächen in Bestform.' and a 'weiter' button. The footer contains navigation links for 'MAGAZIN', 'MEIN GARTEN', and 'SERVICE', along with a list of links: 'INTERNATIONAL • UNTERNEHMEN • PRESSE • HÄNDLERSUCHE • SITEMAP • KONTAKT' and 'NEWSLETTER • AGB • DATENSCHUTZ • IMPRESSUM'.

## Gardena Magazine

- Main informational area
- Titel stories (large teaser)
- Practical tips for garden owners
- Special Teaser blocks
- Archive function



Suchbegriff  [Suche](#)

**MENÜ**

- Magazin
  - Buchtipps
  - GARDENA Veranstaltungen
  - GARDENA Neuheiten 2008
  - Thema: Frühling im Garten
- Produkte
- Mein Garten
- Service

Startseite [Magazin](#) [Buchtipps](#)

**THEMA: Gartenplanung**  
Das aktuelle Thema im GARDENA-Magazin  
Umfassende Informationen in unserem Titel-Thema.  
[direkt zum Magazin](#)

**TIPPS**  
**Den Garten gestalten**  
Experten-Tipps für Freizeitgärtner.  
[direkt zu den Tipps](#)

**PROSPEKTE**  
**Informationen aus erster Hand**  
Bestellen Sie Ihr Informationsmaterial oder laden Sie es direkt herunter.  
[direkt zur Prospektbestellung](#)

**Das große GU-Praxishandbuch Garten**  
[erfahren sie mehr](#)

**So blüht Ihr Garten das ganze Jahr**  
[erfahren sie mehr](#)

**Schritt für Schritt zum grünen Paradies**  
[erfahren sie mehr](#)

**Gartenpraxis für kleine und große Gärtner.**  
[erfahren sie mehr](#)

**Wassergarten für Einsteiger: Schritt für Schritt zum grünen Paradies**  
[erfahren sie mehr](#)

**Praktischer Rat für erfolgreiches Gärtnern.**  
[erfahren sie mehr](#)

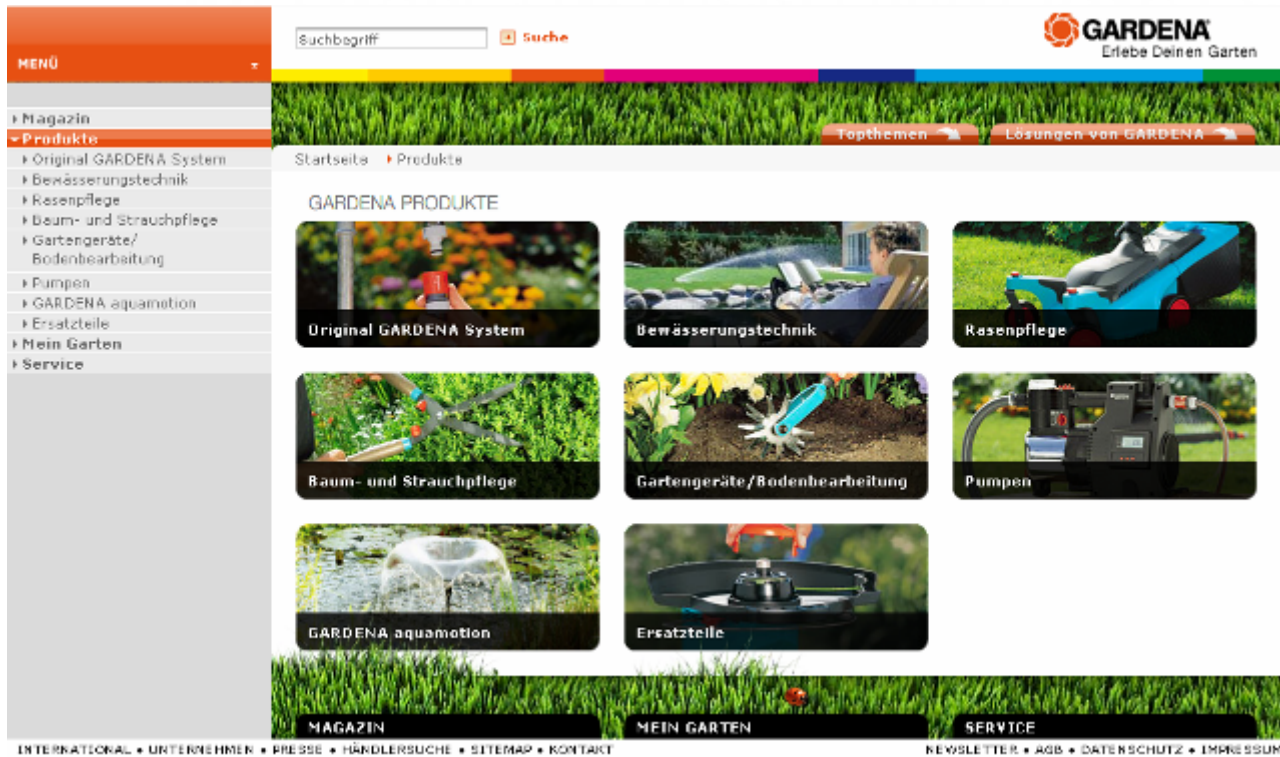
**MAGAZIN** **MEIN GARTEN** **SERVICE**

INTERNATIONAL • UNTERNEHMEN • PRESSE • HÄNDLERSUCHE • SITEMAP • KONTAKT

NEWSLETTER • AGB • DATENSCHUTZ • IMPRESSUM

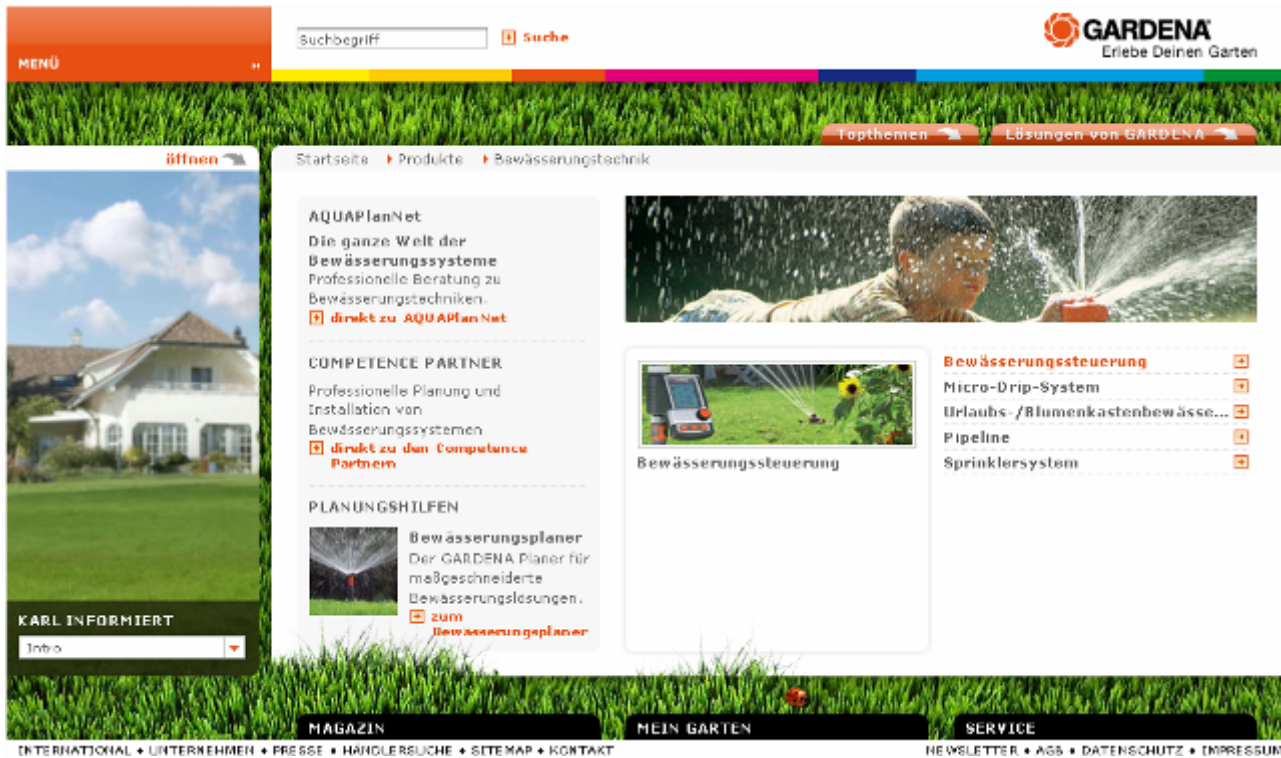
## Gardena Magazine Booktips

- Interesting booktips for the garden owner
- 2 column view of the books
- Detail pages with amazon crosslinking



## Gardena Products - Categories

- Complete gardena product catalog
- Top level categories with special teaser design
- Automatic synchronization with attached IBM WS Commerce Shop



















The screenshot shows the Gardena website homepage. At the top, there is a navigation bar with a 'MENÜ' button on the left and a search bar with the text 'Suchbegriff' and a 'Suche' button. The Gardena logo and tagline 'LIEBE DEINEN GARTEN' are on the right. Below the navigation bar is a colorful horizontal bar with 'Topthemen' and 'Lösungen von GARDENA' buttons. The main content area is divided into several sections: a large image of a house with a 'öffnen' button, a 'KARL INFORMIERT' section with an 'Info' dropdown, and a central content area with three columns. The first column contains 'AQUAPlanNet' (with a 'direkt zu AQUAPlanNet' link), 'COMPETENCE PARTNER' (with a 'direkt zu den Competence Partnern' link), and 'PLANUNGSHILFEN' (with a 'zum Bewässerungsplaner' link). The second column features a large image of a child watering a plant and a 'Bewässerungssteuerung' section with a 'zum Bewässerungsplaner' link. The third column lists product categories: 'Bewässerungssteuerung', 'Micro-Drip-System', 'Umlaufs-/Blumenkastenbewässe...', 'Pipeline', and 'Sprinklersystem'. At the bottom, there are sections for 'MAGAZIN', 'MEIN GARTEN', and 'SERVICE', along with a footer containing links for 'INTERNATIONAL', 'UNTERNEHMEN', 'PRESSE', 'HANDLERSUCHE', 'SITE MAP', 'KONTAKT', 'NEWSLETTER', 'AGB', 'DATENSCHUTZ', and 'IMPRESSUM'.

## Gardena Products - Categories

- Subcategories with assigned category images
- Teaser area for assigned informations
- Mouse over with image hover

Startseite ▶ Produkte ▶ Bewässerungstechnik ▶ Bewässerungssteuerung

**Bewässerungssteuerung**

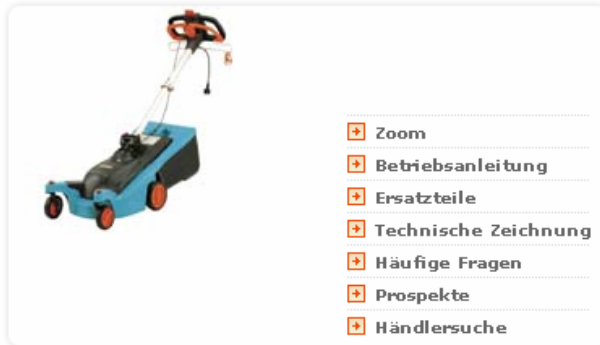
			
			
			
			

GARDENA Bewässerungscomputer C 1060 solar p...  
GARDENA Bewässerungscomputer C 1060 plus  
GARDENA Bewässerungscomputer C 1030 plus  
GARDENA Bewässerungsuhr T 1030 plus  
GARDENA Bewässerungsuhr T 1030 Duo plus  
GARDENA Bewässerungsuhr T 1030 card  
GARDENA Bewässerungsuhr T 1030  
GARDENA Bewässerungsuhr  
GARDENA Bodenfeuchtesensor  
GARDENA Bewässerungsautomat A 1020 Sensor  
GARDENA Regensensor electronic  
GARDENA Verlängerungskabel  
GARDENA Automatischer Wasserverteiler  
GARDENA Bewässerungssteuerung 4040 modular  
GARDENA Erweiterungsmodul 2040  
GARDENA Bewässerungsventil 24 V  
GARDENA ...

## Gardena Products – Product Listing

- Productlisting for categories
- Mouseover product images
- Producttitle with tooltip descriptions

PRODUKT-DETAIL



Unsere weiteren Empfehlungen:



 Seite drucken  Seite weiterempfehlen

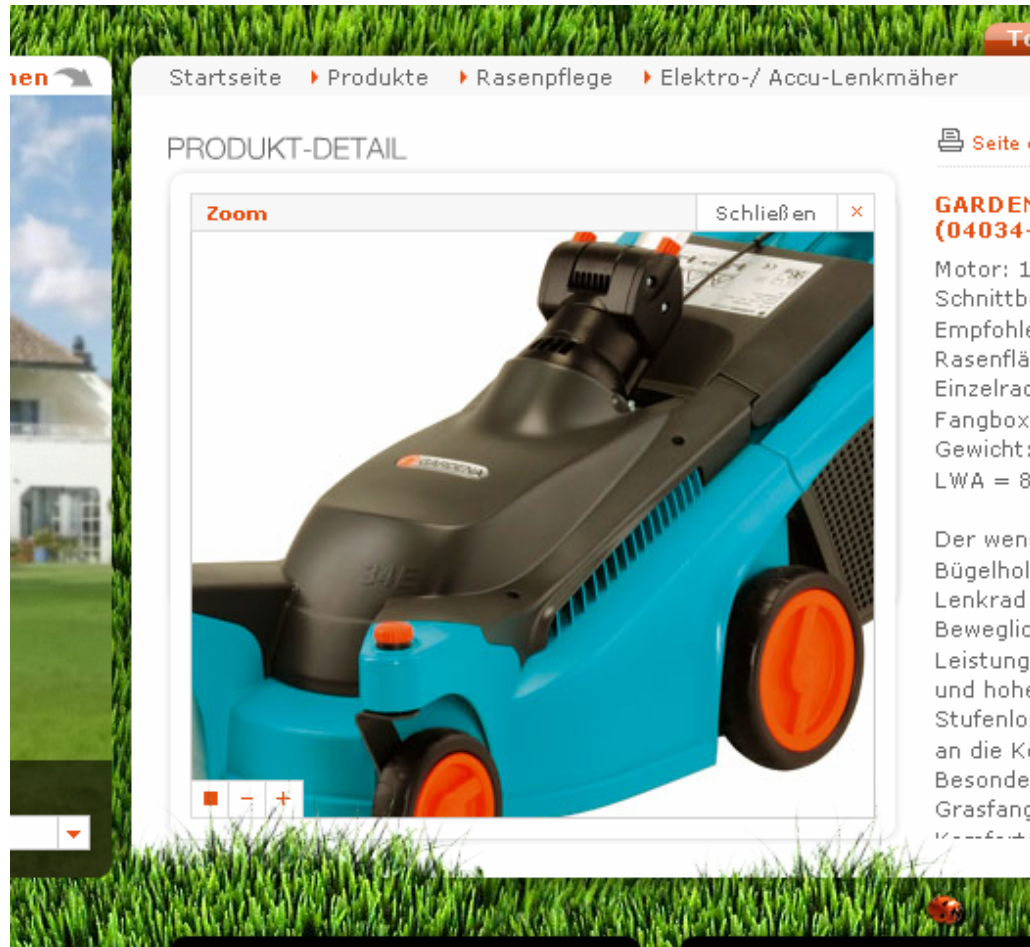
**GARDENA Elektro-Lenkmäher 34 E easyMove (04034-20)**

Motor: 1.100 Watt.  
Schnittbreite: 34 cm.  
Empfohlen für stark verwinkelte, kleine bis mittelgroße Rasenflächen bis max. ca. 500 m<sup>2</sup>.  
Einzelradhöhenverstellung in 4 Stufen von 20-65 mm.  
Fangbox: 30 l Fangvolumen.  
Gewicht: 16,1 kg.  
LWA = 87 dB (A).

Der wendige Rasenmäher mit Lenkrad und einarmigem Bügelholm für bequemes, müheloses Mähen. Lenkrad und patentiertes Lenkgetriebe für besondere Beweglichkeit und Wendigkeit. Leistungsstarker Elektro-Motor mit Messerbremseinrichtung und hoher Durchzugskraft. Stufenlos teleskopierbarer Bügelholm zur optimalen Anpassung an die Körpergröße. Besonders einfache Entnahme und Wiedereinhängung des Grasfangkorbs durch schwenkbaren Bügelholm.

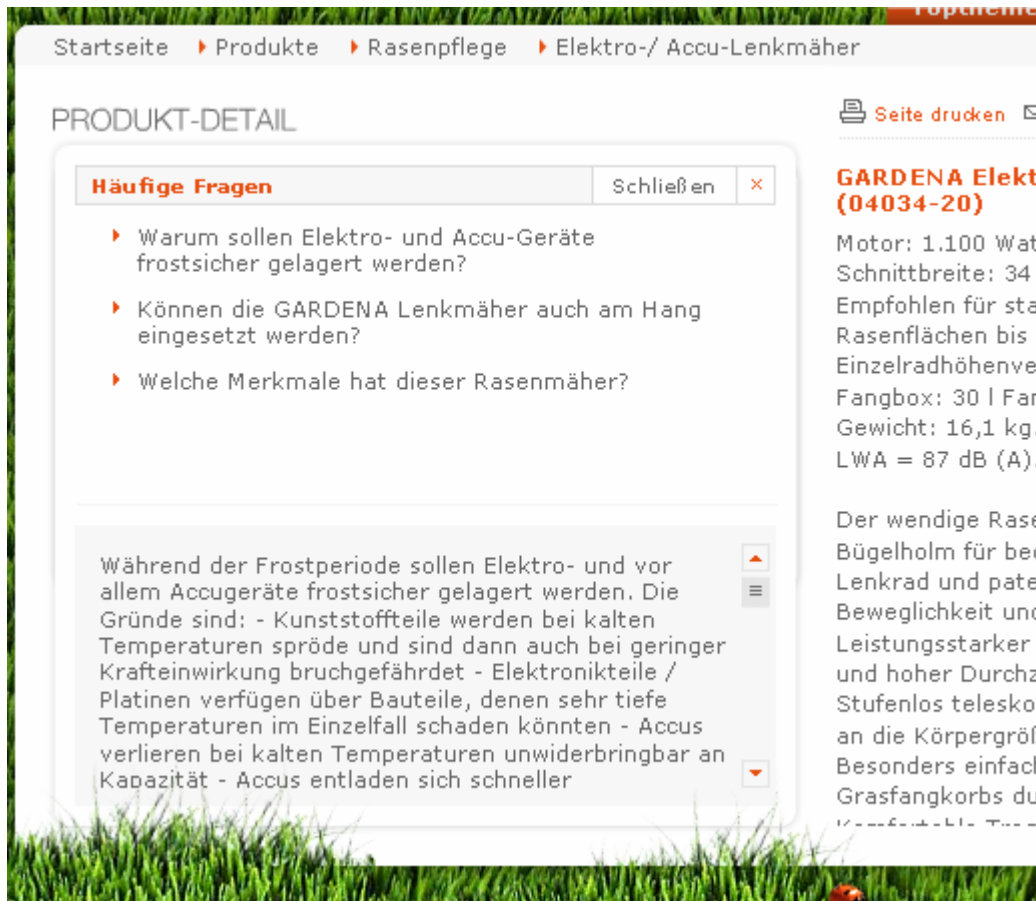
## Gardena Products – Product Details

- Comprehensive product presentation
- Product image zoom functionality
- PDF product manual
- Spare part shop
- FAQ
- Dealer search



## Gardena Products – Zooming product picture

- product image zoom
- Stageless zoom in-out
- Mouse image dragging



## Gardena Products – Product based FAQs

- Questions regarding the product
- Short questions with detailed answer field
- „Popup-like“ presentation



PRODUKT-DETAIL



**Händlersuche** ⓘ Schließen ✕

PLZ\* 57555 Händlerart Einzelhändler ▼

Umkreis 25 km ▼ **Suchen**

**Ihre Suchanfrage hat 26 Treffer ergeben** ▲

**Mobau Handel + Technik GmbH** ☰  
**162019**  
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57080 Siegen  
Tel. 0271/3507-0  
Fax: 0271/3507311  
E-Mail: [hagebaumarkt.siegen-niederschelden@mobau.com](mailto:hagebaumarkt.siegen-niederschelden@mobau.com)

**Mobau Handel + Technik GmbH**  
**162022**  
In der Au 15  
57080 Siegen

**Gardena Products – dealer search**

- Local dealer search with different parameters
- Search by zipcode, type of dealer and radius
- Deeplinking for dealer websites

Unsere weiteren Empfehlungen:



**Gardena Products – cross and up-selling**

- Possibility to use cross and upselling products
- Image scrollbar
- Tooltipp description for product
- Linkage to the the X-/Upselling product



- ✚ Technische Zeichnung
- ✚ Häufige Fragen
- ✚ Prospekte
- ✚ Händlersuche


**Video-  
tipp**

## Gardena Products – POS videos

- Additional POS videos for products
- Assigned to the product category
- Available as popup video over „Videotipp“ button
- Streaming flash video

Ihr Warenkorb  
0 Artikel 0,00 EUR


Login | Registrieren | Merkzettel




HERZLICH WILLKOMMEN im GARDENA Ersatzteil-Shop  
[zur GARDENA Markenseite](#)


GARDENA ERSATZTEILE ZU IHREM PRODUKT

Die Nummern in Klammern []\* beziehen sich auf die Technische Zeichnung. So können Sie problemlos die einzelnen Artikel identifizieren.



GARDENA ELEKTRO-LENKMÄHER 34 E EASYMOVE  
Art. 04034-20  
[zur Technische Zeichnung](#)

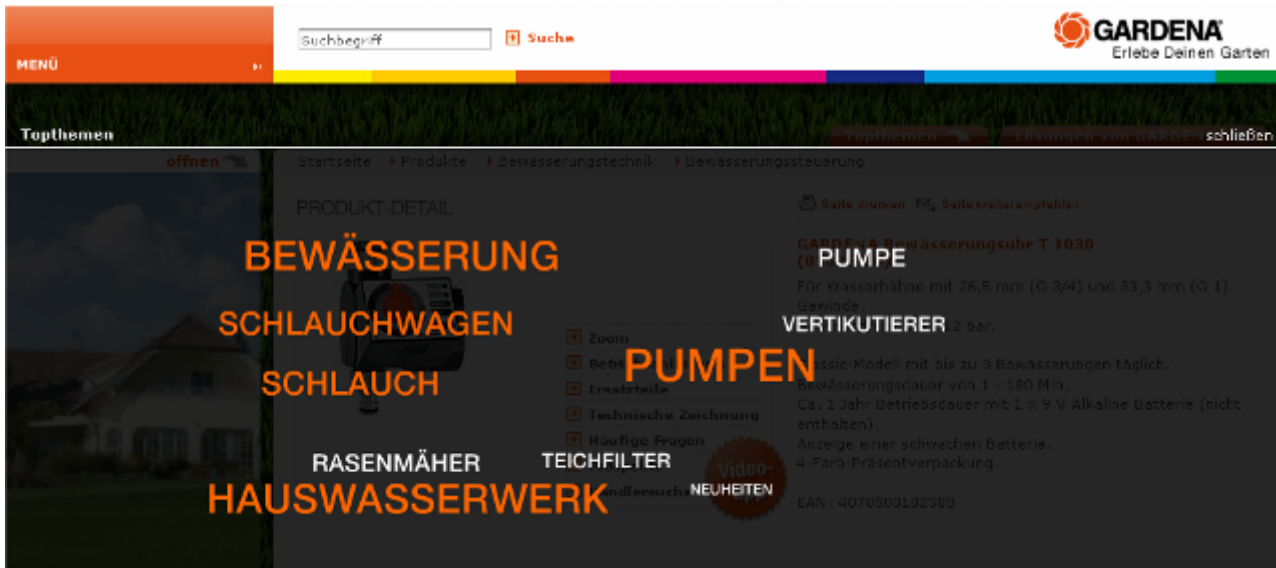
**KORBDECKEL KPL. [1/2]**  
Art. 4034-00.960.00  
**10,53 EUR**  [auf den Merkzettel](#)

**GEHÄUSE 34 D-TEIL [15]**  
Art. 4034-00.600.02  
**44,58 EUR**  [auf den Merkzettel](#)

**SCHRAUBLEISTE AP [16]**  
Art. 4034-00.600.81

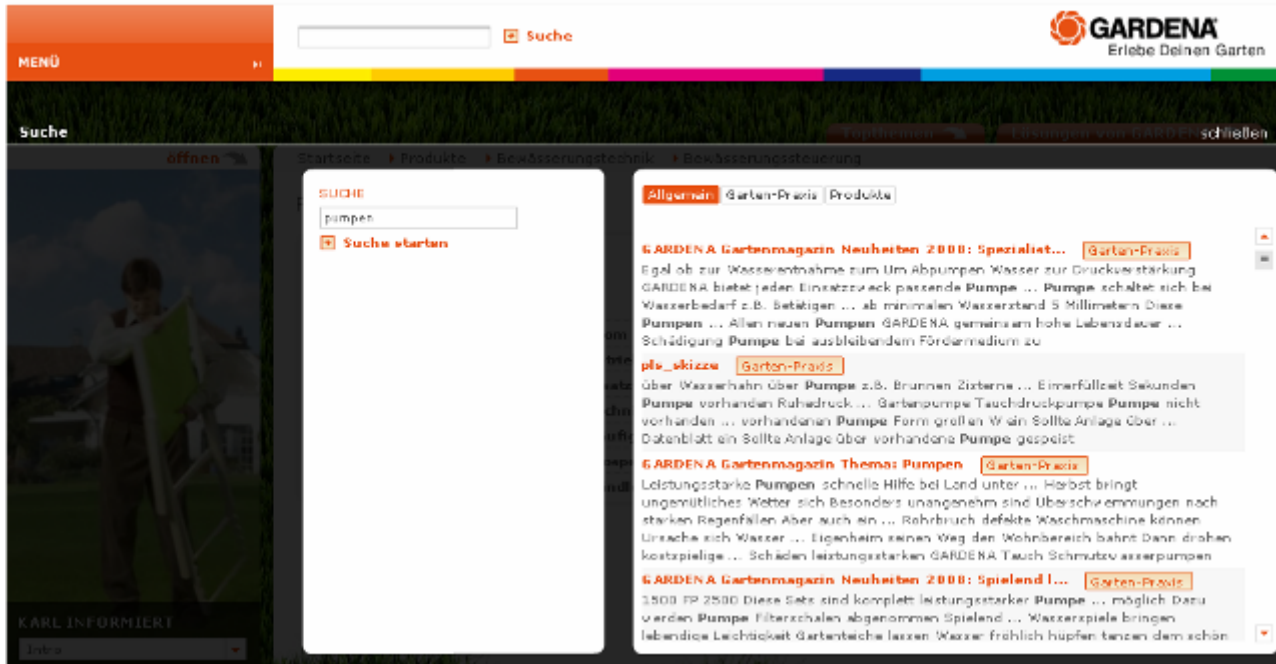
## Gardena Products – spare part shop

- Additional shop for spare parts
- IBM Websphere commerce
- Spare parts only
- Shopping cart available



## tag cloud

- User assistance while discovering the website
- Most searched terms of the site
- Invalidation of search terms after a fixed period of time (3 months)
- Click and search functionality



## Search

- Category based – tabbed search
- Overall search, magazine and product search

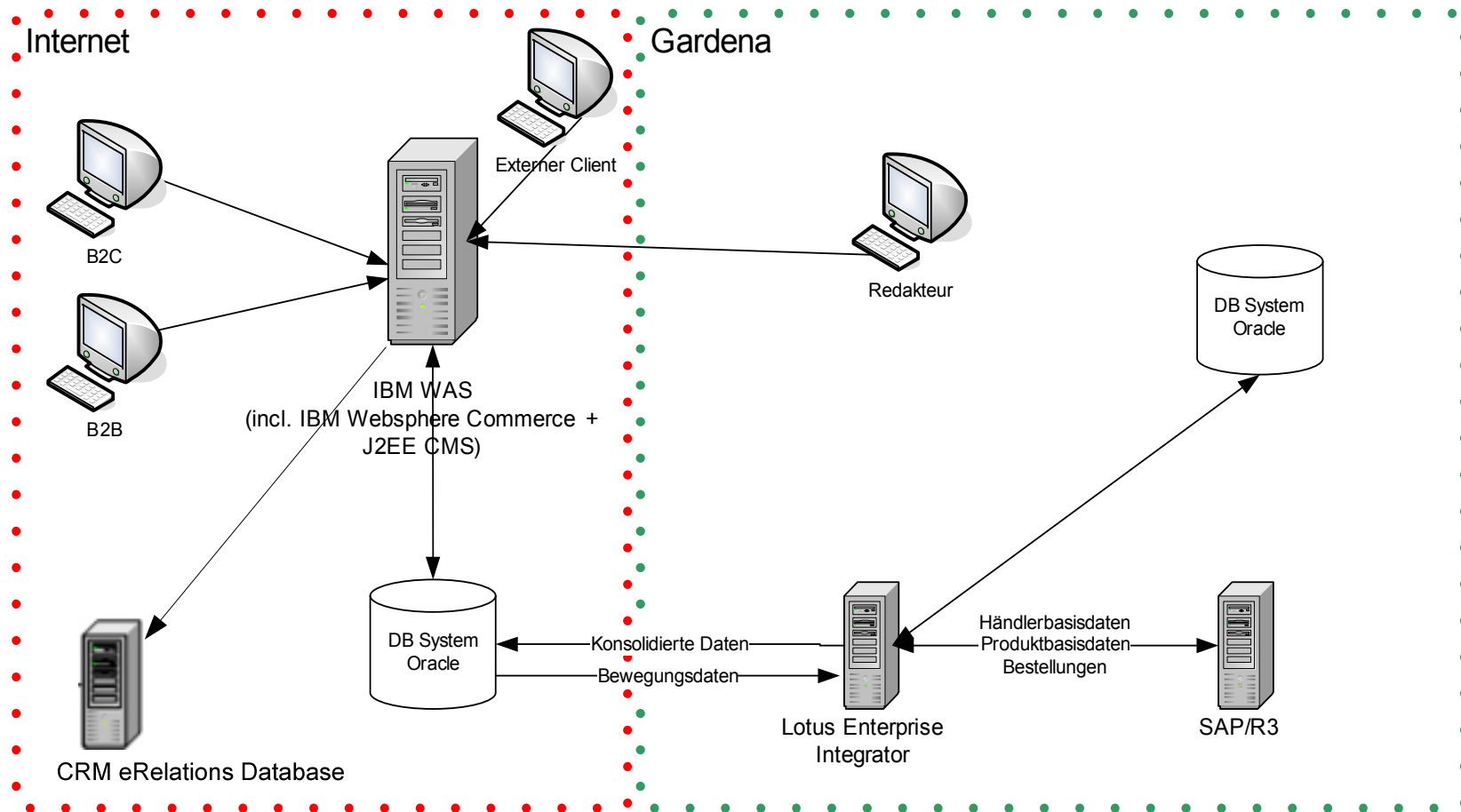
# Technology - the editors view



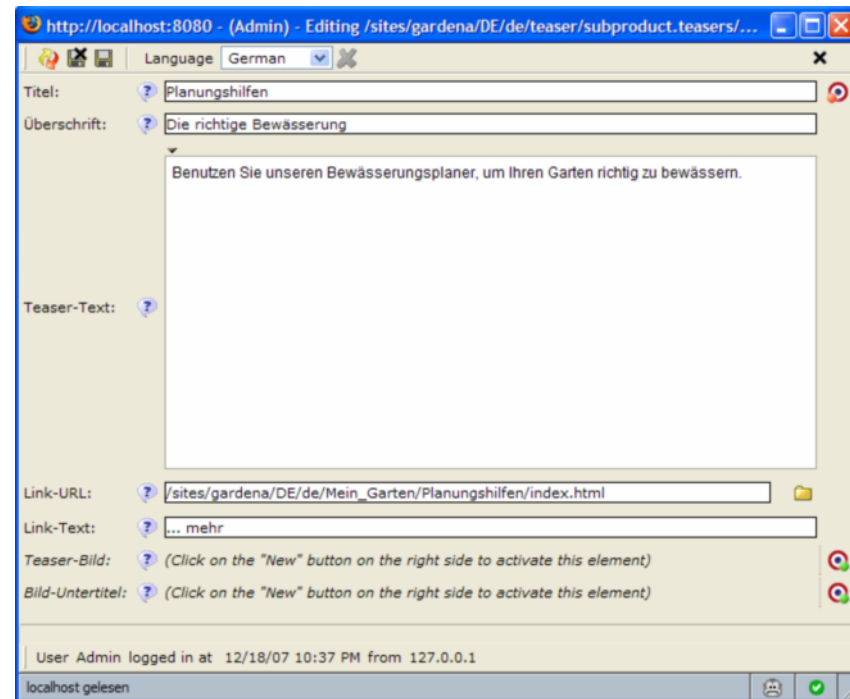
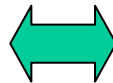
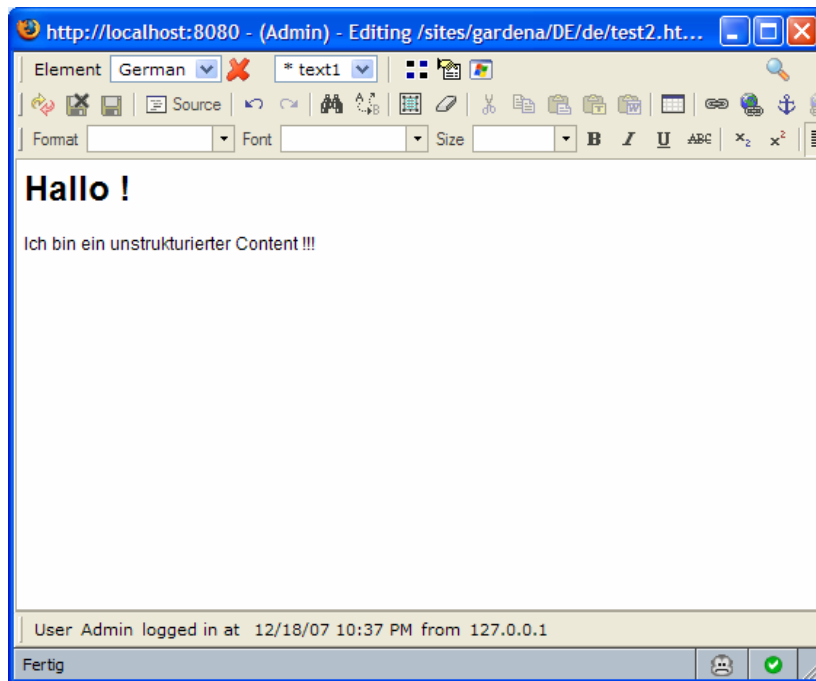
### Used technologies

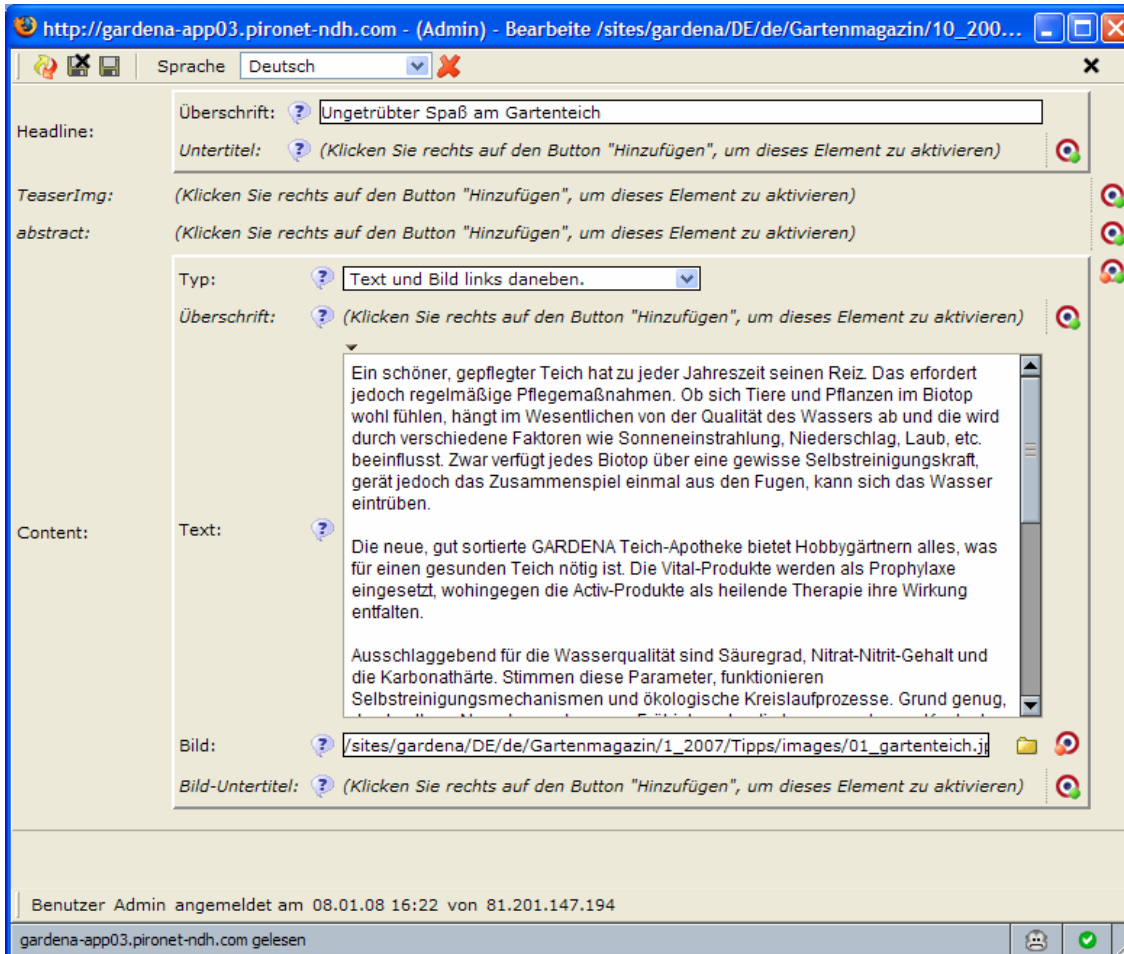
- Red Hat Enterprise Linux AS release 4 (Nahant Update 2)
- WebSphere 6 Enterprise Edition Fixpack 6.0.0.1
- Oracle 10g 10.2.0.1.0
- OpenCMS 6.2.3 inkl. Alkacori OCEE Package
- Lotus Enterprise Integrator
- Flash as the frontend technology
- 3m5. Flash runtime engine





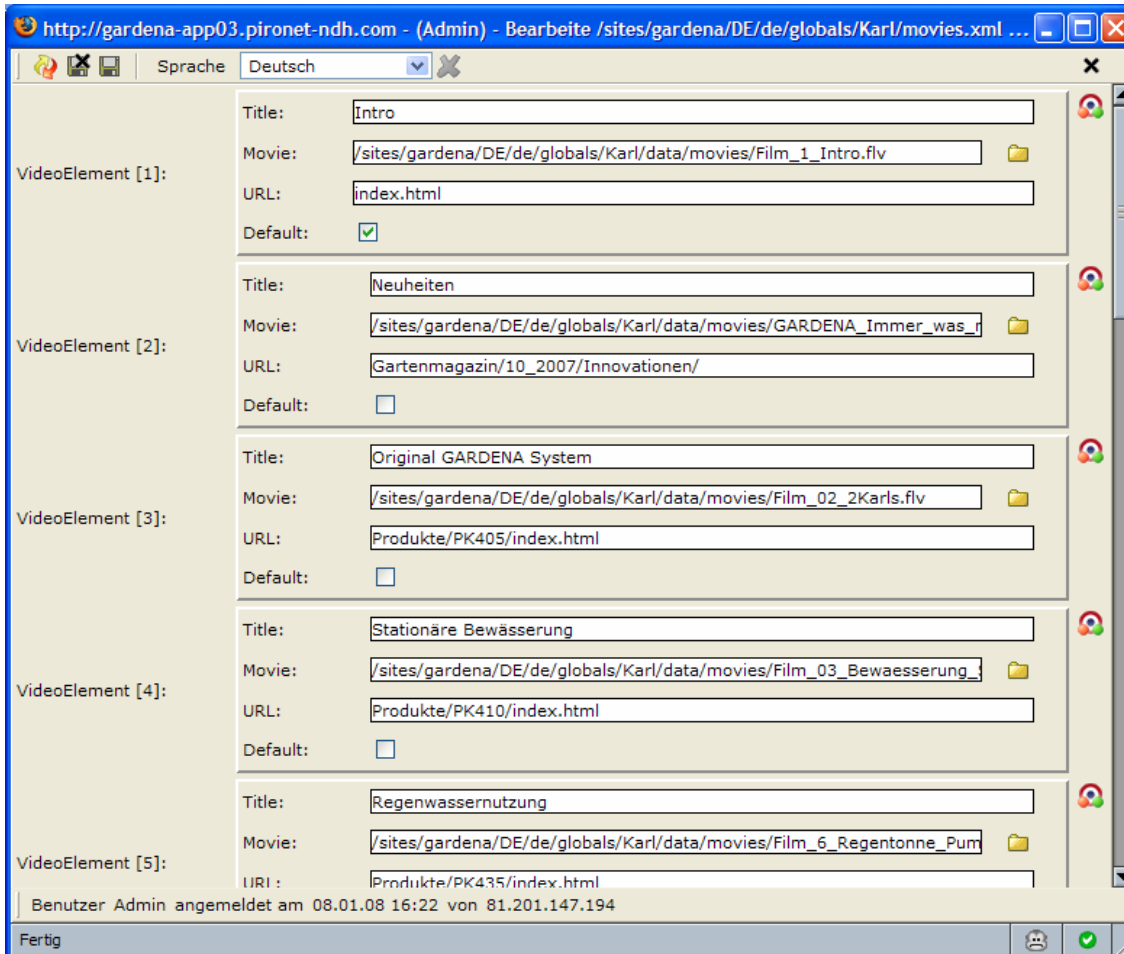
# unstructured vs. structured





## Content pages

- all content pages – managed as structured content
- assembled from content blocks
- content blocks with different types
- one of the weak points of content editor (schema description)

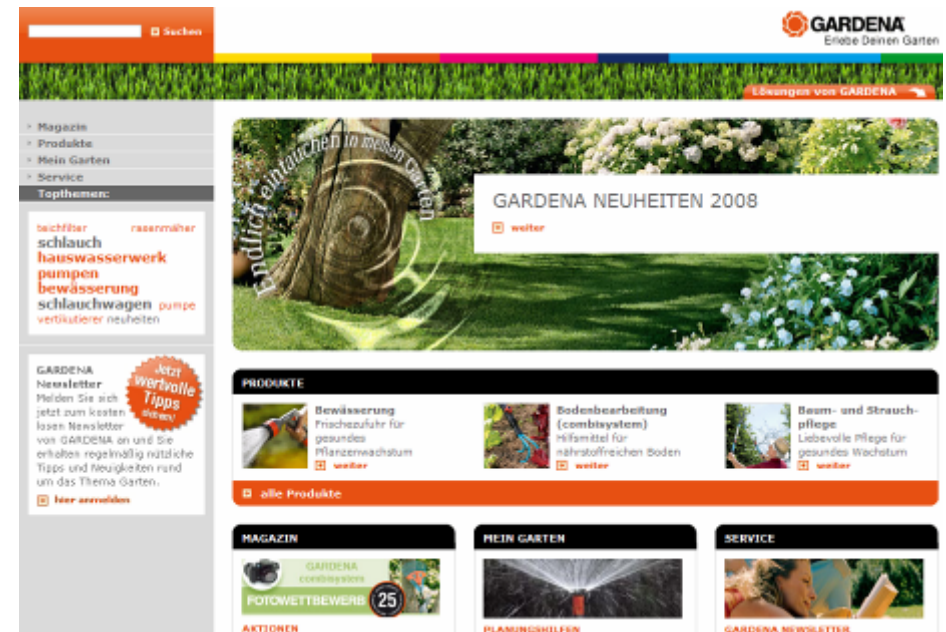
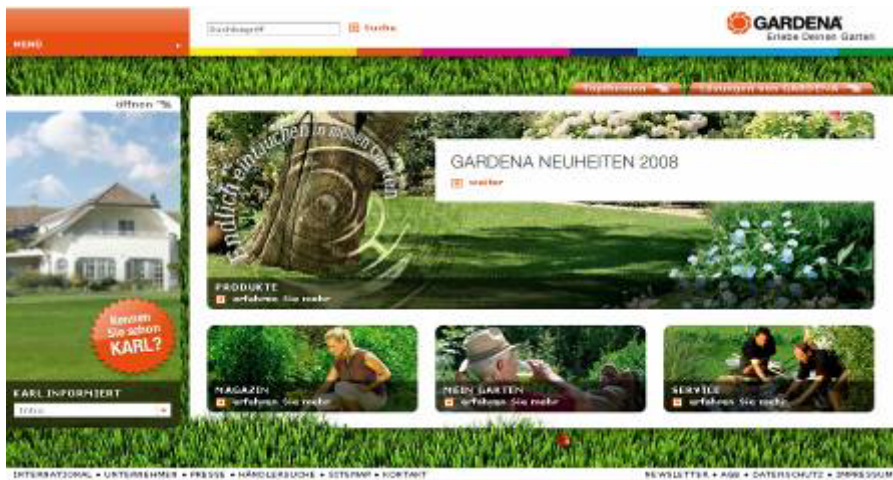


## Standard lists

- Editing of standard lists e.g. Karl movies
- Used in different parts of the site (movies, manuals, teaser,...)
- fixed set of fields for each entry

# Flash vs. HTML

## One editorial solution – 2 output channels





### Flash Part



+



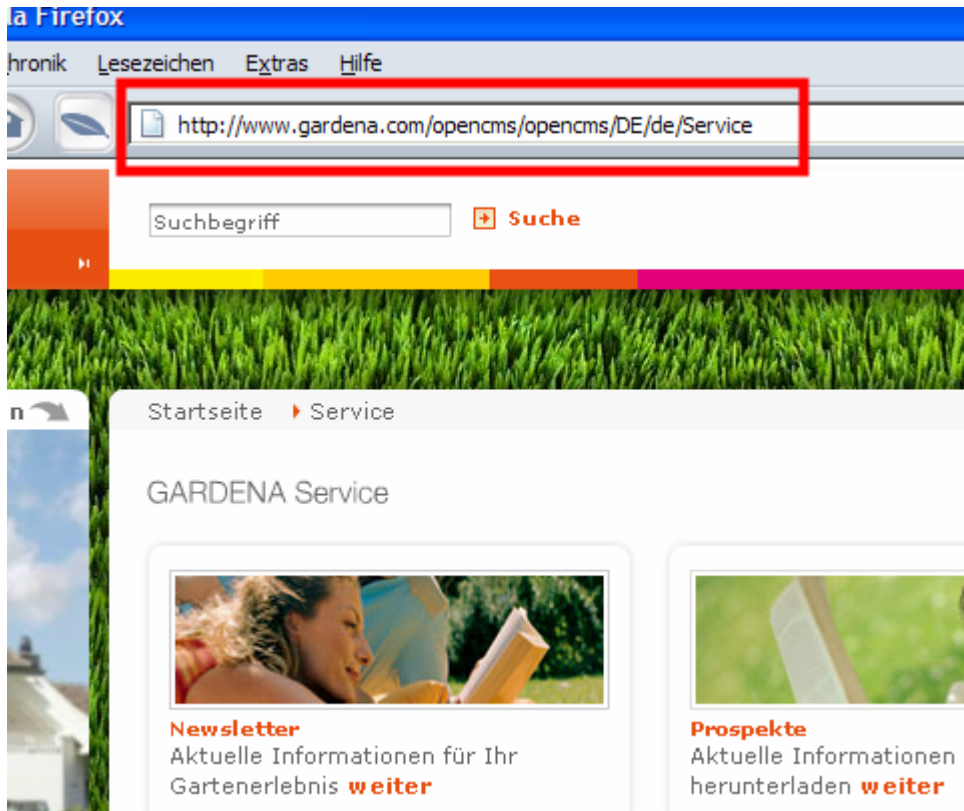
### HTML Part



### Templates for a new page

- HTML Template renders the structured content into HTML
- SWF Template – generic Flash movie (reusable)
- XML Template – content for the flash movies / contains displayable elements like navigation and text blocks

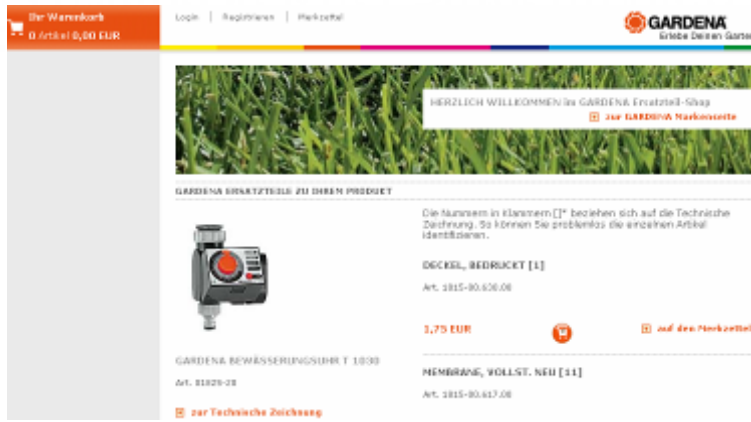




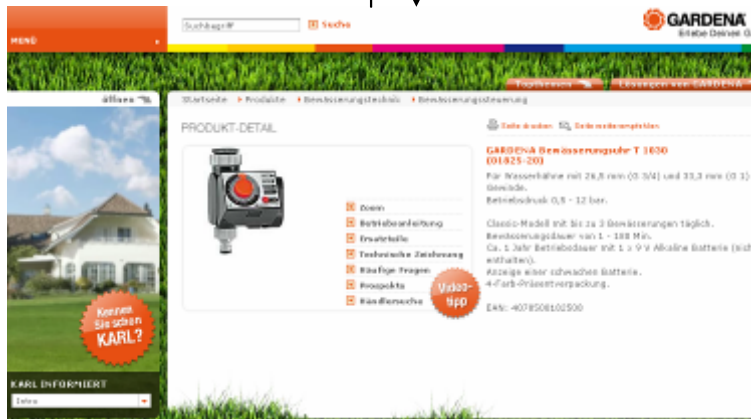
## Deep linking

- Flash page may be addressed over deep linking
- CMS decides over Gateway which channel to use
- Additional backbutton support in flash page (over browser buttons)

**... other interesting stuff**

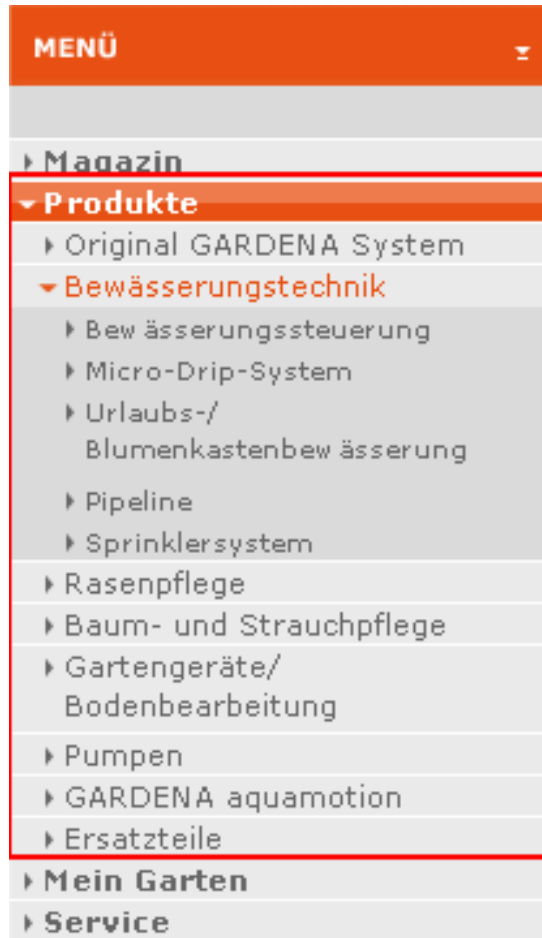


XML API



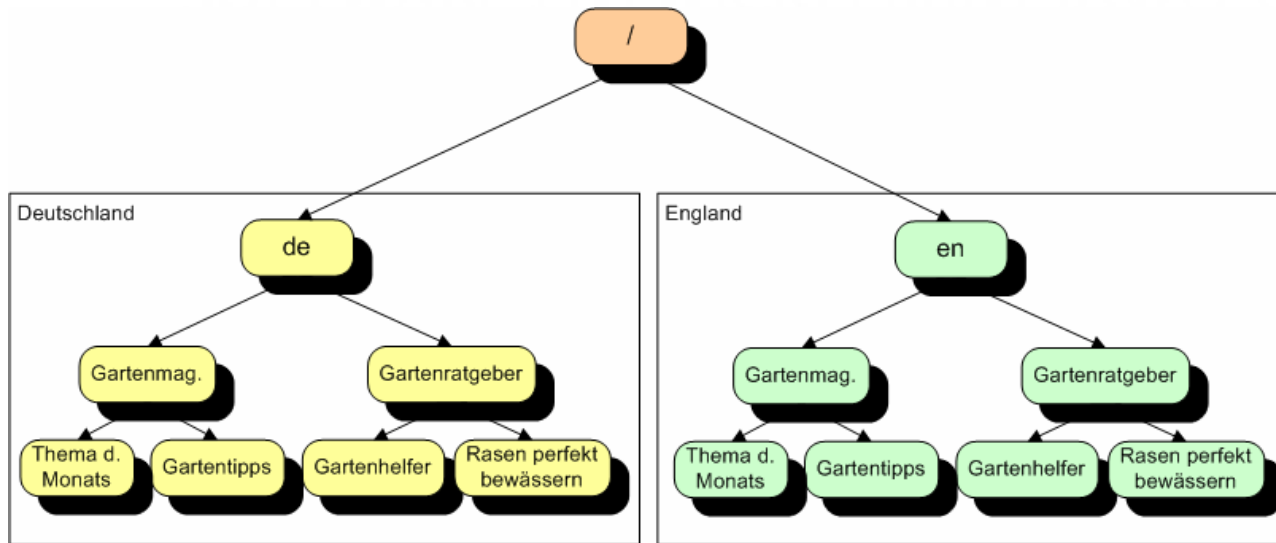
## Shop communication

- XML based API
- Categories, product lists, product details and faq's
- advanced search for products



## Shop navigation

- over XML api layer of the shop
- Included in the standard OpenCMS navigation
- cached while application starts up



## Internationalization

- currently work in progress
- planned 25 subsidiaries
- multi site approach (each country with own subtree)
- specialized/reduced functionality

HOW CAN WE HELP YOU TO  
SOFTWARE FIT YOUR BUSINESS?

# Experiences

