



CASE STUDY

STMicroelectronics AEM Case Study

BACKGROUND

STMicroelectronics, one of the world's largest producers of semiconductors, was looking for a way to better integrate its website for ease-of-use and bolstered security. This multi-national company, which aims to better connect people through the powers of its semiconductors, turned to 6D Global for a custom-built solution enabling improved product page navigation, increased security and total website integration.

CHALLENGE

Security concerns, navigability issues and integration were all weighed when 6D Global set out to custom build a solution for STMicroelectronics. The STMicroelectronics website is built around featuring their large catalog of semiconductor and chip products. A system had to be created to monitor product pages, relay up-to-the-second pricing information, generate dynamic features on product pages, such as tables, and export and index search data.

SOLUTION

6D Global decided to implement a solution that would integrate with SOAP and REST-ful Web Services provided by STMicroelectronics. Website integration tasks included using Apache Axis and Apache HttpClient running inside AEM and using XMLBeans to parse the data provided by the web service. This solution served to dynamically generate pages based on the product tree provided by ST, which included multi-parent linkages and multiple languages and aggregated data from multiple Web Services, as well as content created in AEM and associated to the product to create the individual product pages.



PROJECT

A global leader in semiconductor production positions itself for the future with enhanced web navigation, search, and security features created with the assistance of 6D Global.

SERVICES

LARGE CATALOG SEARCH,
AEM UPGRADE

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SOLUTION (CONT'D)

6D Global also created a custom console for associating content and resources to a product page to be displayed on the particular page. Further, ST was advised to leverage Apache SOLR for search and worked with a third party team to provide and index the data required to enable the website and faceted search via a REST-ful Web Service.

RESULTS

6D Global provided deep Adobe Marketing Cloud solutions and external system support for the following:

- A custom tagging console to enable STMicroelectronics to easily associate content and documentation to their products. This lowers the cost for ST to maintain their large catalog of technical documentation and product related content and allows for a multitude of ways of exposing this content to their audience of electrical and computer engineers.
- A personalization engine for ST to expose different content to their audience based on the organization, department and region a user belongs.

From a security standpoint, a direct connection was not possible, so 6D Global created an importer as a Felix web console that could be set to run on a schedule as well as kicked off manually at any time.

STMicroelectronics's website has benefitted from improved product pages, easier navigability and increased security. This global leader in semiconductors is set to lead in its sectors thanks to the competitive advantage it has realized from a next-generation website created in tandem with, and overseen by, 6D Global.