

## Press Release

Berlin, 7 July 2017

### ]init[ launches new corporate website for Continental

**Technology company Continental decided two years ago to reinvent their online communication to make it more user-friendly. The newly developed all-in-one portal [www.continental-corporation.com](http://www.continental-corporation.com) offers a uniform user experience and strengthens the digital presentation of the company's brand. Digital agency ]init[ was behind the relaunch of the corporate website, on the basis of a user experience design.**

"We know what moves our target groups and so we created a website that would bring make for a valuable user journey," said **Sarah Pieper**, Online Relations Manager and Project Manager at Continental. "That is why our new digital face offers all important stakeholder groups a specific gateway into the mobile world of Continental. Additionally, the site offers a big-picture look at Continental, the technology company."

Continental's independent portals, including Press and Careers, have been merged as part of the new online presence. Intelligent shortcuts and links to the product-centric websites of the divisions are also a feature of the new website. In parallel, a new concept for country websites had been developed, which have been successively rolled out in the corresponding markets since July 2017.

**Oleg Kononin**, IT Project Manager, explains, "From a technical perspective, the relaunch meant a significant improvement in performance and security optimization with the content management system CoreMedia 8. In the agile development process, together with ]init[, we were able to achieve our requirements regarding operation, expansion and dynamic further development of the website. In particular, the 'mobile first' approach in the agile implementation journey played a much larger role."

The aim of the relaunch and mission of the project team was to achieve clarity with the highest level of user-friendliness. For the diverse user groups of customers and investors, to media and applicants, through to interested general public and staff, an intuitive navigation was developed that makes all content accessible in three clicks. As well as the tidied-up homepage, which contains teasers for the most current and important content from each area, Continental offers its target groups six central information hubs, offering tailored Continental content. The detail pages are no dead ends: as well as containing the primary information, they offer additional content, links or extra resources to fulfil different user needs. They also provide useful service features such as the booklet function, to download documents or send via a link, or the event reminder function for events, offering added value for users. Through integration of multimedia content, innovations and products are presented impressively and clearly.

"The website meets the very highest standards in visual excellence, service design and precise content in a sustainably extendable and, above all, worldwide high-performing CMS environment," says **Harald Felling**, Chief Operating Officer of ]init[ AG. "We are delighted to be able provide web positioning and support to such a globally active technology company like Continental."

]init[ has been supporting Continental since 2015 in realigning its strategic online communication. This also included the technical implementation of the [Continental Intranet](#) for more than 227,000 employees worldwide.

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## About Continental

Continental pioneers technologies and services for the sustainable and networked mobility of people and goods. Founded in 1871, the technology company offers secure, efficient, intelligent and affordable solutions for vehicles, machinery, traffic and transportation. Continental achieved sales of 40.5 billion euros in 2016 and currently employs more than 227,000 people in 56 countries.

## About ]init[ AG

]init[ is one of the leading German full-service providers of internet and IT projects. The owner-managed company employs over 400 people globally in the areas of online communication, IT services and in its data center. In addition to its headquarters in Berlin, ]init[ has offices in Hamburg, Cologne, Mainz, Munich, Brussels, Abu Dhabi and Delhi.

Its client base includes Deutsche Börse AG, DB Schenker, The European Central Bank (ECB), NATO, Press and Information Office of the Federal Government of Germany.

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