

Press Release

Berlin, 27 September 2017

]init[implements Drupal 8 relaunch for the CMS network of the German consumer associations

Up-to-date digital consumer information and advice

]init[has relaunched www.verbraucherzentrale.de. The joint internet project between 14 consumer associations has been developed over the past months into a modern, interactive, up-to-date and continuously expandable portal.

The consumer associations use the new multi-client architecture, based on Drupal 8, for their online communications. It will begin with the launch of the joint venture and the country pages in an open-source CMS, and since Drupal 8 has built the foundation for a modern and uniform appearance of further consumer association portals and project pages, a total of 35 websites will be soon be operating in the new CMS environment.

"The new architecture harmonizes the set of portals for the consumer associations and offers seamless sharing of content across all connected website," says Harald Felling, Chief Operating Officer at]init[. "In their choice of Drupal 8, the most recent version, the consumer associations are using state-of-the-art technology to ensure a high level of user experience and, in doing so, securing future applications."

With this CMS framework, the community editors can publish posts across all portals. The countries can also adapt this content, thereby allowing them to focus more on their individual priorities and, more specifically, consumers. In addition to this,]init['s Drupal unit developed a "CMS toolbox", which the consumer centers can use to more independently design their own websites. Project pages can be created at short notice and set up according to requirements.

In autumn 2016,]init[secured budget for developing the CMS project, as well as for the hosting of the websites until 2021.

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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.

Press contact

Sascha Walther
Senior Marketing Specialist

Phone: + 49 30 97006 759

Fax: + 49 30 97006 135

presse@init.de

www.init.de