

# Lessons learnt

Holger Karutz








## Examples


The best: <https://strusoft.com/>

Not “so good”:

<https://www.cpi-worldwide.com/en/>



Visit **CPI** at booth **B1.150**, meet your favourite **CPI** tour guide, subscribe to **CPI** and receive your complimentary travel gift!



## ARTICLE OF THE DAY

### Committed to putting safety first

In 2017, Mid-States Concrete Industries was recognized as one of the safest companies in the US, with the SHARP (Safety and Health Achievement Recognition Program) designation. For Mid-States, success comes from a strong company safety culture, an engaged workforce and a partner that is as committed to safety as they are. »



### Welcome to bauma 2019!

bauma 2019 ties in seamlessly with the superlatives of the last event: the largest bauma of all time will once again take place in 18 halls with an exhibition area of 200,000 m<sup>2</sup> as well as an outdoor area of 414,000 m<sup>2</sup>. And in view of these attributes it can by all means be expected that the magic figure of 600,000 visitors will be topped this time. There will once again be special services for readers of CPI, which have been put together in careful editorial work over the last few months to supplement the extensive information material provided by the Munich Exhibition Centre.



### Flexibly and globally usable mobile factory

Max Bögl Wind AG and its hybrid towers are setting new benchmarks in electricity generation and regularly write success stories for the energy transition: The wind turbine towers from the Bavarian family-owned company are well-known in the industry for their high hub heights. They are therefore shining examples of an efficient and climate-friendly electricity generation, because the hybrid towers reach heights that cannot be attained with normal steel towers – and that is worthwhile.



### Peri Group acquires stake in Cobod International A/S

The Peri Group, one of the world's leading companies in the field of formwork and scaffolding for the construction industry, acquires a stake in the Danish 3D concrete printing specialist Cobod International A/S based in Copenhagen. Cobod International A/S is a newly established sister company of the Danish 3D Printhuset A/S, where 3D Printhuset has bundled its 3D printing solutions for the construction industry.



- Software solutions for the precast concrete industry
- 614,000 m<sup>2</sup> exhibition area
- > 3,400 exhibitors





**WAKE UP CALL!!**

**NEED TO CHANGE!!**



## Meeting, CPI offices, Cologne, Germany

- What do we need to change?
- Catalogue of performance specifications
- Research for external suppliers
- Contact with external suppliers (Skype)
- Evaluation of initial proposals
- Summary of ideas
- Contact with external suppliers again (Skype)
- Evaluation of final offers; price, quality, timing



## Placement of the order to external suppliers

- Landing page
- Sub-pages
- Deadline 15.03.2019 (before bauma)
  
- Kickoff meeting (Skype)
  - First impression: This is a website for a precast concrete journal should be clearer
  - Improved corporate identity
  - Improved navigation and search function
  - Fast language selection
  - Increasing usability (reduction of tabs etc)
  - New advertisement placements (Skyscraper, billboard fireplace, etc)
  - ...



## Several Skype meetings

- Constantly changing content
- Need to change own CMS
  
- Internal and external developments
  - Rearrangement of templates on website for content and ads
  - Premium advertisement positions
  - Optimization of menu usability (fold-out navigation bar etc)
  - Integration of CPI TV (was separate before)
  - New effects like hover, slideshow, carousel
  - GDPR compliance
  - Paywall for content (subscribers/non-subscribers)
  - ...



# Submission of editorial for CPI bauma issue



In time for bauma, at which many companies will present their innovations in Munich from 8 to 14 April 2019, and against this background, we have launched our new website [www.cpi-worldwide.com](http://www.cpi-worldwide.com). You will find out how enjoyable it is to use it when you test it.



Dr.-Ing. Holger Karutz

A handwritten signature of Holger Karutz in black ink.

## The triad of the future

Preserving traditions is an important characteristic of our industry. We at CPI are quite aware of the value of the network of long-term contacts and friendships in our day-to-day activities. We will make use not only of this (bauma) year 2019 to prove ourselves as the reliable trustworthy partner you have come to value over such a long period of time. Right now, with our new leadership duo, we are also already working on implementing a wide range of new ideas for the future. In this context, we look forward to all feedback from our readers, which we always regard as valuable indications.

The last years have shown, especially in our industry, that the classic printed technical journal in paper form in no way has lost market shares to e-papers or comparable formats. The opposite is the case: when looking at the total number of distributed issues of our magazines in 12 different language and regional publications, it becomes evident that the share of the paid print subscriptions is even increasing. While we are initially often asked about an e-paper, the decision in the end is then in most cases made in favour of the print issue.

The advantages of the digital world as information source can by no means be dismissed, including its use by the concrete and precast concrete industry. However, on the investment-goods sector, no far-reaching business decisions are made exclusively based on Internet banners. It is much rather the

combination of name recognition, that should attain the widest possible reach, and in-depth technical information for a special circle of interested parties. And it is precisely in this way, by closely intermeshing Internet and printed technical information, that the two media complement each other, the readers of today and tomorrow will put more faith in such specialist information than in short-lived online postings.

In time for bauma, at which many companies will present their innovations in Munich from 8 to 14 April 2019, and against this background, we have launched our new website [www.cpi-worldwide.com](http://www.cpi-worldwide.com). You will find out how enjoyable it is to use it when you test it.

A visit to a website should also be an emotional experience. It contains a component that in evaluating and assessing print or online media has so far not been named: i.e., the personal interaction of people with each other. And it is precisely this third component of information and knowledge distribution that we cover with our ICCX events.

We offer you our new website with wide-ranging impact and a far-reaching archive; the print version for reliable in-depth information; and – for personal contact – participation in our events.

This triad will be emphasized in the future, even more so than before. And we look forward to a future of experiencing this together with you.

Visit us! CPI exhibition stands:

bauma 2019, Germany, 8.- 14. April 2019 | Concrete Show India 2019, India, 16.- 18. May 2019 | bauma CTT Russia, 4.- 7. June 2019, Russia

[www.cpi-worldwide.com](http://www.cpi-worldwide.com)

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...to be published  
April 1, 2019

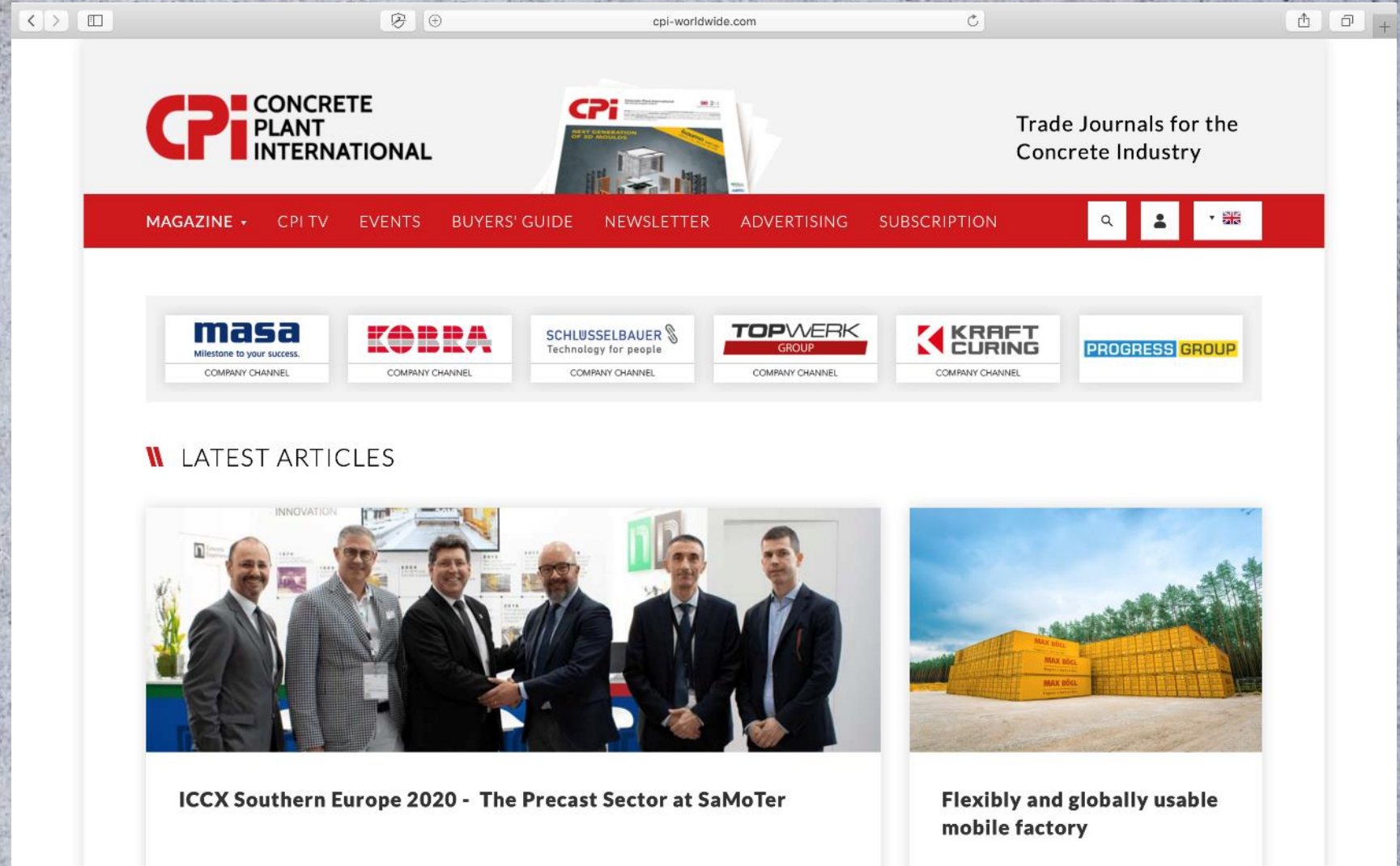


## New CPI website not ready

### Challenges

- Constant change of people @ supplier
- Misunderstandings and loss of information
- Incorrect estimation of required processing time for layout and programming works
- GDPR compliance
- Different browsers – different results
- Translation of content into 8 languages
- Development of own CMS very costly
- ...

# CPI homepage (not so) ready

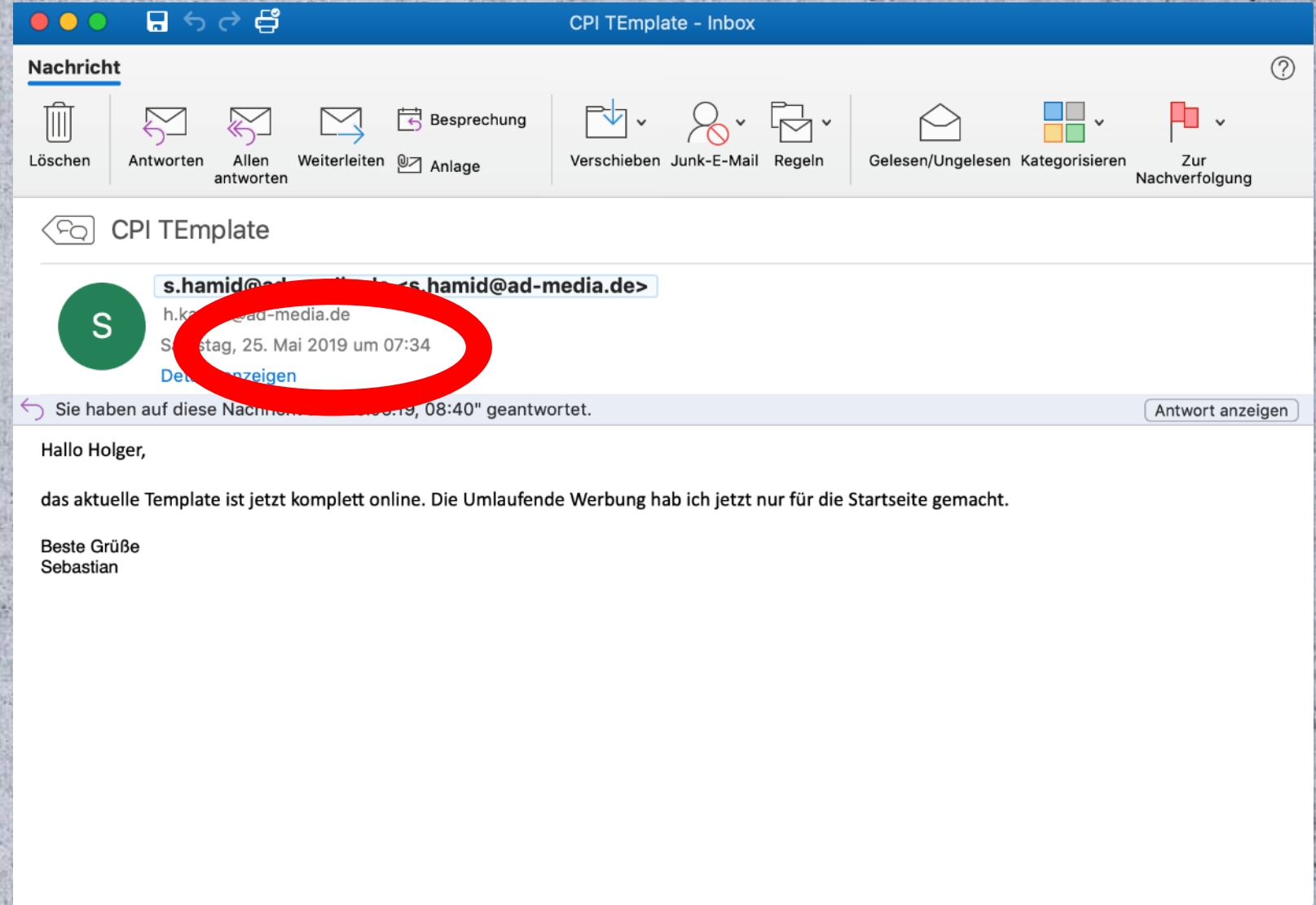




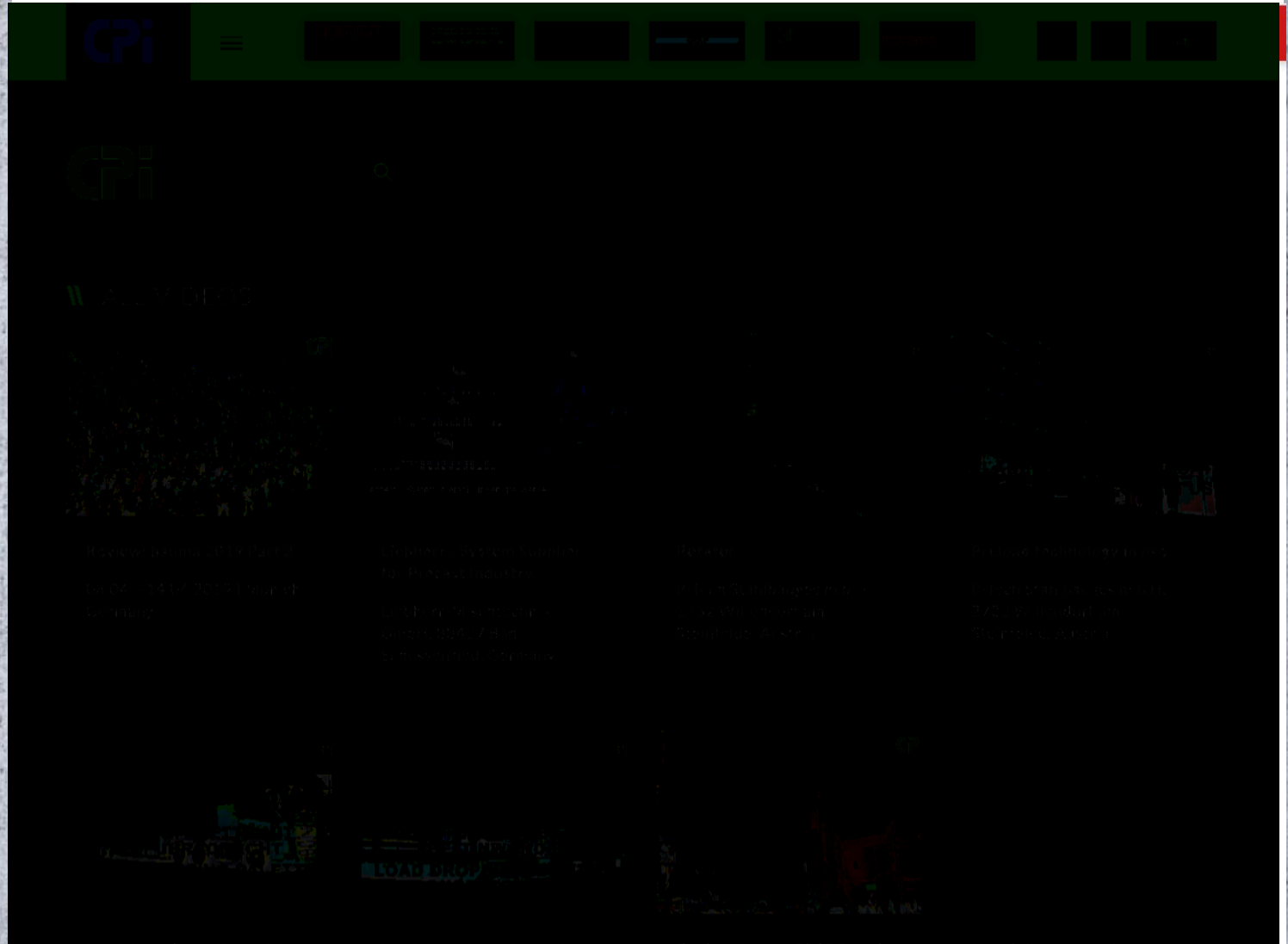
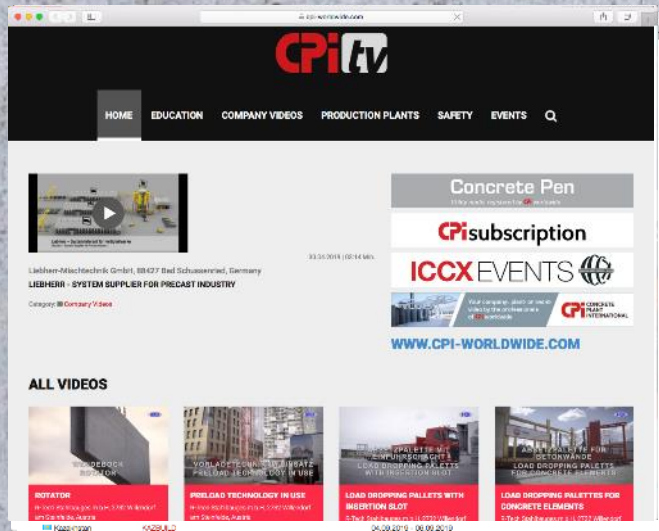
## Continuation of development

- Strict processes to assure understanding with emails and telephone calls
- Realistic assessment of correction phases
- The devil is in the details:
  - Different browsers
  - Responsive website design

# Finalization (95%) 8 weeks after original deadline



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## Lessons learnt

- Need to change
- Project time: 6(+) months
- Project costs:
  - 20.000 EUR (external costs)
  - ??? EUR (internal costs)
- Never finished; hardly possible to prescribe deadlines for IT projects
- Obviously successful!

# Thank you...

- to IPHA
  - for inviting Marc
- to Marc
  - for waking us up
- to you
  - for enjoying our new website

Check out our new homepage:  
[www.cpi-worldwide.com](http://www.cpi-worldwide.com)

