

## Case Study

# GEMA Backing a Digital Experience Platform



## At a glance

### Company

Gesellschaft für musikalische Aufführungs- & mechanische Vervielfältigungsrechte (GEMA) [www.gema.de](http://www.gema.de)

### Industry

Media (Music authors' society)

### Key figures

85,000 members, more than 2 million listeners in Germany

### USU solution

USU digital solution using the Liferay Experience Cloud Self-Managed (SM)

## Challenge

As part of a strategic redevelopment of the [gema.de](http://gema.de) website will become a digital service hub. The new features and role-based access will improve the user experience, design and text of the site as well as optimizing the front end and the system architecture. Content creation as well as the maintenance of content is also to be made much easier. To meet these needs, we needed to migrate the system from Typo 3 to a new content management system.

## Solution

In the end we decided to use the Liferay Experience Cloud Self-Managed solution. After analyzing the Typo 3 system and the processes, the switch to the cloud environment as well as implementing more features we were able to migrate both manually and automatically to the new system. Part of this was ensuring strict IT security standards and the implementation of specific SEO/SEA requirements.

## Result

Today, the GEMA website offers a future-proof solution and the best digital experience for all user groups on all common browsers. Group-specific content can easily be created and maintained. New templates and modules can also be added in a flexible manner, without the need for them to be developed. GEMA online services can be connected easily and despite the low-lever of internal investment result in a great ROI.

” Together with USU in just a few months we were able to create a new digital service experience for our members and customers with the introduction of a new CMS system. One thing that is very important to mention is the trust we had in working together with USU as our partner.

Christian Bachus, Director Customer Service

### New Digital Services Hub

GEMA’s motto is “For everyone who loves music”, which also applies to their business model.

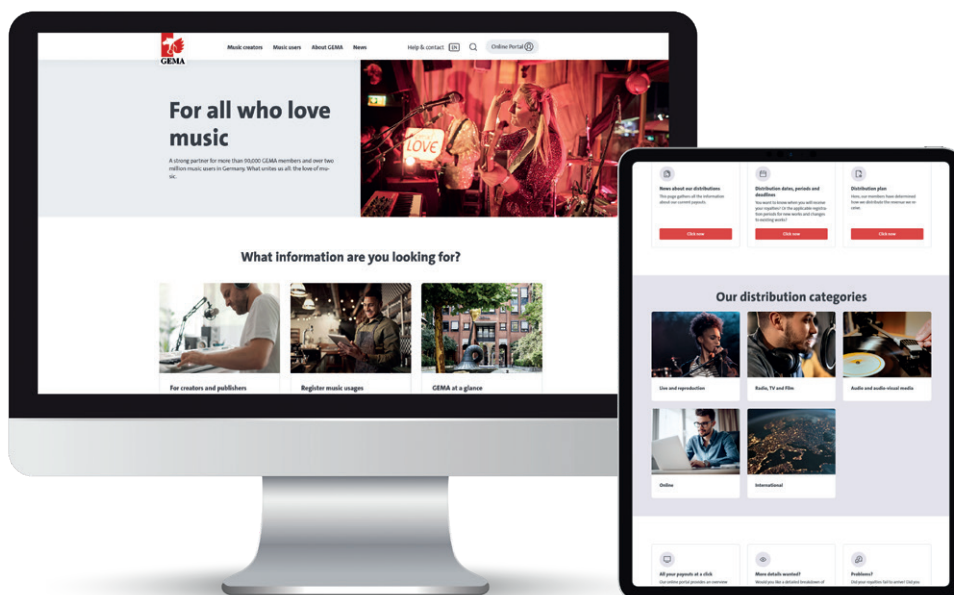
GEMA manages usage and copyright for around 85,000 members and more than two million music users worldwide. This makes GEMA’s website a focal point for information and services for the many stakeholders. This has developed from a purely PR and communication channel to a digital service hub for members and customers. However, the old CMS (Typo 3) was no longer able to meet the increasing demands in terms of future proofing, functionality and flexibility. For example, the great effort required for necessary changes and updates as well as the limited editorial management options were preventing essential

advancements in terms of user experience, design and text. This meant that it wasn’t possible to give website users the best online experience. For this reason, GEMA managers analyzed the CMS market and chose the established Liferay Experience Cloud SM solution and the Liferay Platinum Partner USU.

### A powerful SaaS solution alongside USU

Alongside the challenging functional aims, the new CMS needed to offer top IT security and align with the European GDPR. GEMA also placed a lot of value on optimizing the website for search engines using SEO and SEA to target relevant campaigns and content to the correct target audiences. Last but not least, GEMA wanted to use the system as the cloud application “as a service”. Due to the complexity of the entire project and the many successful Liferay case studies USU was selected to introduce the new CMS.

By analyzing the previous Typo 3 system and the specifications of the additions wanted, the project kicked off in early 2022. Following this the cloud environment was adapted for GEMA, including the integration of the user directories, the setting up of user accounts and basic settings. The following development phase was made up by implementing the identified feature developments such as the optimization of search options and the integration of social media services.



GEMA website  
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The migration from Typo 3 to a Liferay cloud platform was the next step in the project and involved script development, conversions in Liferay structures and the transfer of images and documents. Some challenges during the implementation included the ageing Typo3 database structures which were developed long ago, the badly structured content and the different naming conventions. Finally, in late Summer 2022, following on from training and subsequent QA tests, the website was made live.

### **A better service experience for all stakeholders**

With the new CMS based on the Liferay Experience Cloud SM, GEMA now has a powerful, future proof and high-performance information and service platform for

all stakeholders. Above all, the user friendliness of the service channels and the targeted content prove that the company is digitally advanced alongside it offering a great user experience as an information and service hub.

With the Help Centre and the self-solving components such as the online portal, service requests needing to be manually processed should soon be dramatically reduced. Editorial processes are more flexible, simpler and quicker in terms of creating and maintaining content as well as approving it. On top of this, the total cost of ownership (TCO) is reduced thanks to the of the CMS in the cloud at RZ in Frankfurt am Main since internal resources are no longer needed to maintain and upkeep the CMS infrastructure.



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further information.**

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