Case Studies - Elgato

About Elgato

Elgato Systems is a hardware and software manufacturer that specializes in television viewing and recording products for Mac. Elgato Systems is the home of the internationally acclaimed EyeTV software, the world's leading TV software for Mac.

Elgato's award-winning EyeTV hardware product line offers a complete range of solutions to watch, record, and edit standard-definition television (SDTV) and high-definition television (HDTV) on Mac. It also offers comprehensive solutions to create video content for iPod®, Apple TV™, and iPhone™.

Elgato was founded in 1992 by Markus Fest, the creator of the Toast® CD-burning software for Mac. Elgato is a privately held company with headquarters in Munich, Germany, and a U.S. subsidiary in San Francisco, California.

The Situation: Inefficient Update Process

Elgato had a hard-coded website, designed by Digimedia, with no CMS in place. Though based in Munich, Elgato had a webmaster thousands of miles away in Pittsburgh, USA. Communication was an issue, and slow turnaround times were starting to have a negative impact on business opportunities. Whenever they needed to update the website, they would call the webmaster, contact him by email, or use project pads to request changes to the website.

The website was growing at a fast rate, and its content was changing very frequently. Elgato had to update the website many times a day, and it was very time-consuming to reach the webmaster, tell him exactly what they needed, and get him to make the necessary changes. The website couldn't be as dynamic as it needed to be because of the amount of time the update process took. It was all a question of process optimization.

The Challenge: Handling Communication and Marketing Needs

Up until last year, Elgato was able to cope with the increasing pressure, and it wasn't seen as necessary for them to change the system. With this year's growth of the company, its product range, and its marketing resources, the website has grown more important to them. They needed to quickly address the problem, better manage their update process, and effectively handle their communication and marketing needs.

Elgato realized how much easier and more efficient their update process would be if they had a content management system. The process in place was very time-consuming. The change was bound to happen. They needed an efficient CMS, and the timing was just right considering the recent growth of the company.

The Solution: Implementing a Mac-friendly CMS

Elgato's technical department did some research and found a few CMS suppliers. Magnolia was among the available options. After Magnolia came in and did presentations, Elgato was convinced that Magnolia CMS would be the best solution for their growing marketing needs.

Elgato particularly liked the Mac-friendly GUI of Magnolia CMS, which is crucial for their Mac applications. Magnolia CMS was also quite easy to use, came within budget, and supported multiple languages.

"I like the structure. I like the simplicity - the ease of use creating a new page. Magnolia CMS does the job it is supposed to do," says Stefan Birk, Chief Financial Officer (CFO) of Elgato.

With a team of about 10 technical and marketing staff members, Elgato realized the new website in just a few months. Magnolia worked together with Digimedia, which was involved in building the hard-coded HTML website. Magnolia provided all the information needed about Magnolia CMS and trained Digimedia on the system. Digimedia was then going to take over the management of Magnolia CMS after implementation.

Elgato makes heavy use of advanced Magnolia Enterprise Edition features like the data module and custom caching. Elgato has a service contract with Magnolia to maintain the CMS for them.

Operational Benefits: Lower Operating Costs

Thanks to Magnolia CMS, the costs of creating, updating, and publishing content on the website are now lower. Elgato also sees Magnolia as a long-term investment that will pay off in the future. Over time, they will save even more costs when they hire an in-house system administrator who can manage and maintain Magnolia CMS for them.

"Magnolia is [also] very, very easy to use," adds Birk.

"It's a good system. We are certainly happy with it."

Future Plans

Elgato will work more with templates as their store continues to grow. With in-house resources, they can create templates to make optimum use of Magnolia CMS. As the workflow system and backend resources improve over time, Elgato will put more focus on maintaining the website.

There is also a possibility that Elgato will launch multiple-language versions of their website as they continue to grow and expand.

Statistics

How many unique users access you website daily?

Birk: 16,686.75 average sessions per day

How many page views and hits does your website get daily?

Birk: 152,981.07 average page views per day, 889,240.50 average hits per day

How much traffic (in GB) do you have every day?

Birk: 7.04 average GB transferred per day

How many pages does your website have?

Birk: 250 pages on one website, it comes in 3 languages and is available for 2 different geographic areas: North America and international regions.