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POWERING INNOVATION™

Improved Usability & Better Content Management

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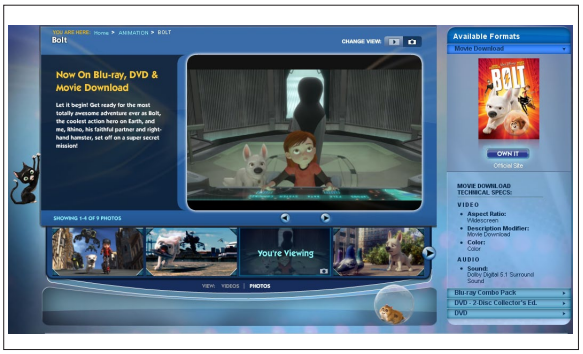

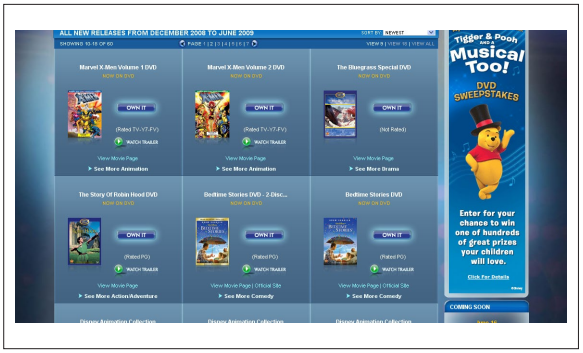

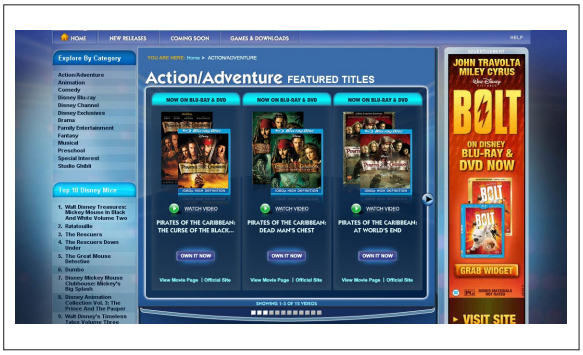

The Challenge

The Walt Disney Company, one of the largest media and entertainment corporations in the world, found that its Disney DVD website had become outdated. The website's simple "movie list" format no longer captivated the audience with the same excitement emulated in Disney movies. The DisneyDVD website was falling short of the objectives of all related departments. Disney's marketing team wanted to update the website to better represent the vision of the strong Disney brand. The IT department found that a lack of common technical architecture across Disney's brands was making the website's maintenance both cumbersome and expensive. The website content editors were limited by the frequency with which they make updates because nearly every change required the assistance of a web developer, leading to additional payroll costs.

The Solution

Oshyn integrated Disney's new visual design and implemented a new Content Management System (CMS), and used their technical expertise and enterprise experience to provide architectural and usability improvements. Unlike previous implementations of Disney's proprietary CMS, the new CMS can be reused across all Disney Studio properties. This CMS minimizes the development updates by automatically creating pages and modules, and by allowing non-technical users to manage the website structure, page layouts, and templates. The new robust CMS is built especially for demands of high-volume websites such as DisneyDVD.com and allows for best practices of web development.

Oshyn improved the usability of the website to make it easier for visitors to find content by expanding the number of searchable categories and genres. This theme of "surfacing" content was also used to expand the video content available, making it center stage on more pages throughout the website.

Oshyn augmented Disney's new visual design with the use of big, bold hero images that helped build an emotional connection to each new DVD release. A new layer was added to the "Own It Now" button to increase the number of purchasing options directing the customer to Disney Shopping, Disney DVD Gift Express and Disney Movie Club.

The Results

The new CMS reduces website management costs and optimizes the workflow process for a faster turnaround time and reduced labor costs.

The DisneyDVD.com website now has a strong visual presence that is consistent with the Disney family of brands. This new user experience enables DisneyDVD.com visitors to more easily find videos and quickly make purchases, helping increase Disney's online revenue, by making it the obvious choice for DVD purchases. The new CMS reduces website management costs and optimizes the workflow process for a faster turnaround time and reduced labor costs.

The Technology

- Open Source Application Software:
  Struts 2, Spring Framework, FreeMarker, Hibernate, EHCache, Sitemesh
- Checkstyle
- PMD
- Maven2
- Hudson Continuous Integration server

Now imagine what Oshyn can do for you!

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About Oshyn, Inc.

We power innovation with a dynamic blend of strategy, design, technology and talent, and have built a reputation by helping some of the world's most recognizable brands realize their business goals by delivering innovative and intuitive business solutions for the web, mobile devices and emerging technology platforms.

Headquartered in Los Angeles and with a presence in Baltimore and Quito, Ecuador, Oshyn is partnered with the world's most respected technology providers and traditional agencies to help some of the most recognizable brands in the world such as Best Buy/Geek Squad, Carmichael, Coca-Cola, Electronic Arts, Epson, Laureate Education, Microsoft, Miramax, RedDot, Scripps, Volkswagen and Walt Disney, achieve technology success.

About Walt Disney Company

The Walt Disney Company, along with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with four business segments: media networks, parks and resorts, studio entertainment and consumer products.

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