

### Bayer CropScience – AxCMS.net Service Integration



„Discover - Identify – Solve“: this cycle is now ideally supported by AxCMS.net. The main customers of Bayer CropScience are farmers that benefit from a new website that makes their daily business a lot easier. The website supports the farmers with a broad range of services that can be accessed from everywhere.

#### Overview

#### Customer

- Bayer CropScience Germany GmbH

#### Requirements

- Relaunch of the website www.bayercropscience.de and migration to the .NET-platform
- Implementation of a personalized portal „BayDir“ as well as several external applications
- Optimal support of the clients’ daily business

#### Solution

- Migration of the website to AxCMS.net.
- Seamlessly integrating all existing applications into a service oriented architecture (SOA)

#### Special Requirements

- Integration of several external tools, e.g. a diagnostic center, crop counseling, BayDir TV
- Connection to existing iphone apps of Bayer CropScience

#### Company

The Bayer CropScience Germany GmbH, located in Langenfeld, is a German sales subsidiary of Bayer CropScience AG, Monheim. With its innovative and trendsetting products and knowhow the Bayer CropScience GmbH belongs to the leading companies in the German crop science market.

#### Goals

„Discover – Identify – Solve“, this cycle has a central meaning for farmers, which are the main customers of Bayer Crop Science.

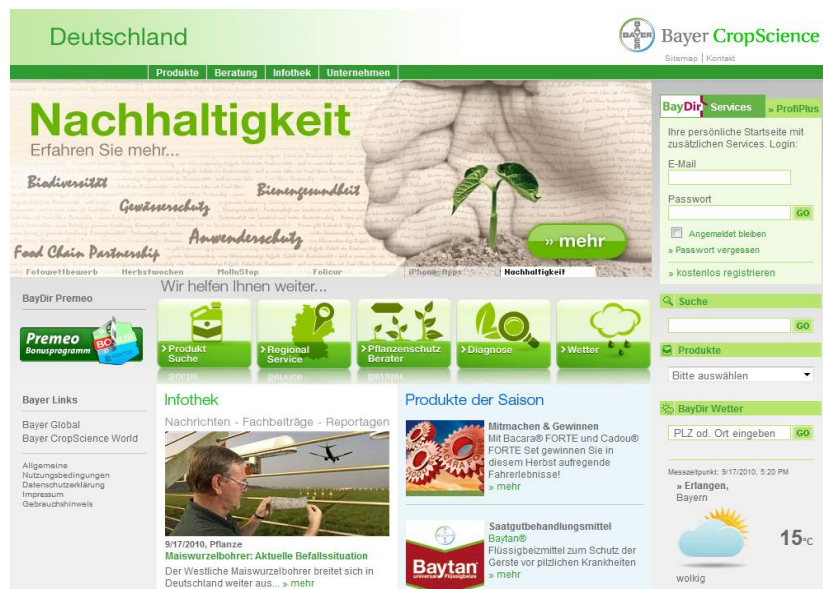
A new website should be developed in order to support the farmers’ daily business optimally. Therefore, a broad range of online service appli-

cations was integrated into the website, such as:

- Diagnostic Center
- Crop Counseling
- BayDir TV
- Weather Information.

Another important requirement for the web project was the integration of a personal portal „BayDir“, that offers individualized weather information and recommendations that are based on the respective location and the cultivated plants of a farmer.

Besides, a rebuilt „Information Center“ should offer the latest farming news to the customers, such as every day information, optionally with added images or photos.



## Technology

### CMS

AxCMS.net 9

### Web-Server

Windows Server 2003  
IIS 6

### Data base

Microsoft SQL Server 2008

### Integrated map services

Google Maps

### Weather information

Q.Met (www.wetter.net)

As the farmers use the website as well as the integrated services every day, usability was a “number one requirement” for the whole project. Website users should be able to reach their target within a few clicks while navigating through the site and service apps.

A consistent corporate design should be ensured through strictly following the Bayer Style Guide as another important requirement.

### Solution

The service provider WEBWO GmbH, responsible for the conception and implementation of the project, selected AxCMS.net as Content Management System because of the service oriented architecture (SOA) and its great framework that ideally supports the integration of heterogeneous services.

The existing tools, that should be integrated into the web application, such as diagnosis centers, crop counseling, and BayDir TV were already based on Microsoft .NET Technology -

hence a seamless integration with AxCMS.net went smoothly.

For the actual user, the website seems to be one holistic application. All integrated applications have the same design and the same user guidance, so everything fits in perfectly.

Through the framework design of AxCMS.net such scenarios are optimally supported. There are no limitations while developing and designing the website - but AxCMS.net offers all possibilities of HTML and ASP.NET. Because of that, existing ASP.NET applications can be integrated very easily with AxCMS.net.

The software architecture with its broad and open API supports developer optimally and allows access to website content within the appropriate context.

Thanks to the sophisticated template engine, that supports HTML rules, a consistent look and feel according to the corporate design and provided Style Guide could be ensured while creating the HTML templates.





„We are very proud that we could increase the level of service quality at the internet of our long term customer Bayer Crop Science once again. The new website integrate all tools seamlessly what leads to one great User Experience that optimally supports the cycle of “Discover – Identify – Solve” for the farmers. So the daily usage of the online tools is now easier than ever. Thanks to the great AxCMS.net framework the project went smoothly online after only 8 weeks.”

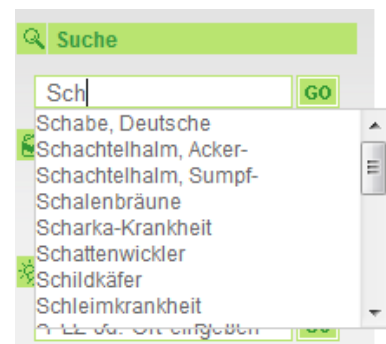
**Tobias Jeckle, CEO**  
**Webwo GmbH**

Also while editing the content through the editors, the following of the style guidelines could be ensured reliably through the predefined templates without applying big restrictions & rules for the editors.

The editor front end of AxCMS.net covers already a wide range of editing scenarios. Especially for the Bayer CropScience project two individual extensions were added to enable a very efficient recording of content. Therefore special forms were integrated for the management of events as well as for the recording of measurement data related to a special plant disease “Septoria”.

The open API and the already included implementation samples within AxCMS.net package, make the adaptation according to customer needs very simple and comfortable. Eventually, the AxCMS.net search was adjusted according to the project specific requirements.

Besides, all the articles that are already stored at the CMS database, the extended search shows now also results from the integrated applications such as „Produkte“, „BayDir TV“ and „Diagnosecenter“. Therefore external databases were integrated into the search process.



Through an “auto-complete functionality” the search leads to quick results and makes the search process very comfortable. Already while entering the search term all product names and pests are searched through and appropriate search terms are suggested.

## · Diagnose

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### Blattrollkrankheit

*Blattrollvirus, PLRV = potato leafroll virus*

**Blattrollkrankheit**

Blattrollvirus, PLRV = potato leafroll virus

#### Schadbild

Die Krankheit ist durch ein tütenförmiges Einrollen der Blätter gekennzeichnet. Die Blattstellung ist steiler und die Blätter sind aufgehellt. Bei empfindlichen Sorten kommt es auch zu Blattverfärbungen, insbesondere der Blattränder, von gelblich über rötlich ins violett. Durch Wachstumsstörungen (Kallosebildung) werden die Blätter hart und spröde und knacken beim Zusammendrücken. Die Blattverformung beginnt im unteren Staudenbereich und kann im Laufe der Vegetation die gesamte Staude erfassen. Zu Verwechslungen kann es beim Einrollen der Blätter nach Rhizoctoniabefall bzw. Befall mit Rollmosaik kommen, aber hier beginnt der Befall im Wipfelbereich.

Finally, the integrated iphone apps and „BayDir-TV“ round off the service project.

The project could be realized in a very short timeframe of only 8 weeks.

After implementation the editor team was trained on AxCMS.net. Additionally, screen casts were provided in case some editing processes might be reviewed at a later time or for new editors that should get familiar with the website editing.

The customer can now maintain all website content directly and independently – without any external service provider.

## Outlook

After this first project step further extensions, such as a mobile variant of this web application are already planned. Besides, further websites for Austria and Switzerland will follow as well as another special German Website for the business area “Bayer Garten” (Bayer services for gardening).

Thanks to the multi-site ability and the support of render engines in AxCMS.net, content will be maintained only once and not redundantly any more after building up the Bayer website.

[www.bayercropscience.de](http://www.bayercropscience.de)  
[www.bayercropscience.at](http://www.bayercropscience.at)  
[www.bayeragrar.tv](http://www.bayeragrar.tv)



AxCMS.net Solution Provider **WEBWO**, works as service provider and offers holistic communication solutions, covering the whole range of conception, design, and implementation. **WEBWO** develops individually successful strategies for online and offline media.