

## CASE STUDY



**LOVEFiLM.COM**

### **LOVEFiLM and Sceneric implement the Magnolia Content Management System**

LOVEFiLM is a leading European film & TV subscription service with 1.4 million members. They chose Sceneric to assist with the implementation of the Magnolia Content Management system to give the Editorial department independent control of their Magazine and Newsletters sections of their website.



THE ESSENTIAL LINK BETWEEN BUSINESS AND TECHNOLOGY

## THE CHALLENGE

LOVEFiLM were seeking a way in which they could give complete control of their online Magazine section, and weekly Newsletter email, to the Editorial team.

The goal was to remove the dependency on the IT department so that changes could be implemented independently and quickly.

## THE SOLUTION

LOVEFiLM chose Sceneric to assist with the design and implementation of the Magnolia Content Management System.

*"The content management workflows we created allow our Editorial & Marketing teams to update the site extremely quickly and simply. We can now speedily add content elements; almost instantaneously, all through our own defined workflows."*

*Adel Golding  
Project Manager  
LOVEFiLM*

Through a series of workshops and interactive requirements gathering sessions, Sceneric worked with LOVEFiLM's technical and Editorial staff to understand their site, the differing layouts required, permissions needed and the desired workflow.

We worked through each of the elements of the Newsletter and

Magazine sections of the website on an element by element basis, to ensure nothing was lost as content types were defined.

After reviewing many options, we suggested a solution which would be easiest for the Editorial users and also most efficient for them to adopt. The decision was based on their way of working and our recommendations based on CMS best practice.

### **Newsletters - Workflow**

Key to the success of the design of the Newsletters workflow was for many Editors to be able to work on elements of the same Newsletter, at the same time. Once all sections were complete the Editorial Manager needed to be notified so that the entire Newsletter could be reviewed in one place for approval and publishing. Once it was published, it was ready for email distribution.

### **Magazine - Content Management**

The magazine section on the LOVEFiLM website required editing in a manner which allowed a user to preview the changes they were making as they went.

The WYSIWYG editor solved this problem as it allows management of the site for non-technical users and enforces design consistency. The content editor has Microsoft Word editing capabilities, making it very simple for non-technical people to use. In addition to standard WYSIWYG capabilities (bold, italics, bullets, images, links, etc.)

The editor was customised to allow for pre-set text styles ensuring that

each and every page is on LOVEFiLM brand. In this way a consistent look-and-feel for the site is enforced. The flexibility of Magnolia allowed for their own Perl application to handle rendering and themes.

Project Manager Adel Golding explains *"The content management workflows we created allow our Editorial & Marketing teams to update the site extremely quickly and simply. We can now speedily add content elements; almost instantaneously, all through our own defined workflows."*

David Wyllie Director of Sceneric explains *"Working with Magnolia has been excellent. As it is open source product we have been able to extend as LOVEFiLM needed. It is the ideal situation for us, out of the box functionality, coupled with enormous flexibility."*

## THE RESULT

The result is a system that has given the editorial staff complete independence with no reliance on technical staff for content managed in Magnolia. They are now able to swiftly select and adjust images they require. It has, in effect "removed the chain" and has made it very easy to publish and manage editorial images, and text, according to defined styles.

Head of Editorial, Helen Cowley, explains *"Magnolia has an intuitive interface and content has been stored in a clear file structure. It is a simple click to see the content item as the public would see it, so making sure our changes are perfect, is easy."*

## About Sceneric

Sceneric is an IT Services Company that specialises in designing and building innovative software. The Company fulfils this strategy by providing fully integrated systems and products installed on site or delivered. To learn more about Sceneric, visit [www.sceneric.com](http://www.sceneric.com) or call +44(0)8445 678 720