

Case Study

ZAD Solutions

Semantic Technologies Applied to Content Management System

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Company Profile: ZAD Solutions, established in 2003, is a leading company specialized in web application development. The business scope of the company includes Web and Mobile Applications, Business Intelligence (ERP & KPI Dashboard), and **Content Management Systems** (News, Portals, and websites).

Business Objectives: ZAD Solutions strives to position itself as a leading company in web application development by adopting **state-of-the-art technologies** in their offered solutions. After attending the Semantic Web training course offered by **SECC** in May 2013 as a part of the **RECOCAP F7** project, the company decided to exploit the power of this technology in their solutions in order to unlock the business potential of their customers.

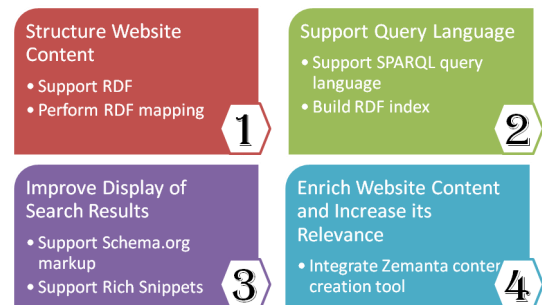
SECC, in close collaboration with **ZAD Solutions** developers, worked to implement the semantic technologies to one of their customers, namely, the **NewHomes** website (<http://www.newhomes.com.eg>). The project scope included the development of a SPARQL-based search feature and rich snippets for the website.

Proposed Solution: The newly offered **SECC Semantic Web services** provide **ZAD Solutions** with a well-defined and easy to follow **methodology** and **guidelines to adopt semantic technologies** in their websites solutions that are based on Drupal open source content management system.

Solution Strategy:



Implementation Approach:



Result and Impact

ZAD Solutions:

Strengthen Market Footprint as a leading web development company by:

- Raising the competency of their team in semantic web technologies.
- Augmenting the service portfolio with state-of-the-art technologies to better serve their customers.

NewHomes Website:

Increase Business Opportunities by:

- Increasing the probability of fulfilling customer needs by enabling semantic-based search instead of the traditional keyword-based search.
- Enhancing customer experience by semantically enriching the website contents and increasing its relevance.