



# bekatec

Online Solutions Inc.

## Elevating Corporate Brands through AEM Content Management

**F**rom humble beginnings as a small German IT Startup serving large enterprise organizations in 1996, Bekatec Online Solutions® has evolved into a 100 percent remote global team of 60+ professionals in three countries (Germany, Slovakia, and Canada), managing over 400 brand websites around the globe in both the on-prem and cloud-based Adobe Experience Manager (AEM) environments.

Known for large-scale AEM projects that demand complex, multicultural project management, Bekatec's AEM front-end implementation, content management and implementation requirements validation (IRV) services deliver integrated, real-time content that ensures business and technical requirements are met while providing an enhanced customer experience.



**With more than a decade of AEM content management experience, we provide a foundation for long-term growth for our clients**



Paul Deman,  
Executive Director

In 2020, Bekatec strategically expanded its services to North America, establishing an independent subsidiary in Victoria, British Columbia. Led by industry veteran Paul Deman, this move allowed Bekatec to focus on providing complex AEM content management services to large enterprises across Canada and the U.S., expanding its reach worldwide.

### CLIENT-CENTRIC APPROACH

Central to Bekatec's approach for every project is understanding the clients' overall priorities, the necessary features and integrations, design criteria and whether they have a UI designer whose vision needs to be recreated. This initial focus on comprehensive

requirements gathering ensures that Bekatec understands what matters most to clients, laying a strong foundation for successful project outcomes.

"We transform corporate brand web presence with seamless implementation and large-scale site migrations and relaunches," says Paul Deman, executive director. **"We excel in delivering high-quality results on time and on budget."**

This service excellence was recently showcased when Henkel®, a global industrial and consumer goods company, approached Bekatec to consolidate three major websites for their adhesives division into one centralized e-commerce site to provide a better customer experience and integration with their enterprise systems globally. Bekatec, leading the AEM content management, front-end implementation, and implementation requirements validation (IRV) team, collaborated with over 150 experts and ten international teams to launch the 'NEXT' Henkel Adhesives e-commerce website in June 2023. This successful launch set the stage for future expansions and innovations across Henkel's e-commerce platforms.

"Our experience and deep familiarity with the Adobe Experience Manager (AEM) make us an ideal partner for providing long-term technical success for our clients," says Sheila McQueen, head of business development. **"We value relationships and treat clients like family. We are not a 'set it and forget it' vendor—we are the long-term glue that holds everything together and sets the foundation for future growth."**

With over a decade of experience in AEM content management, front-end implementation and IRV for large enterprises, Bekatec specializes in executing large-scale portfolio relaunches under stringent deadlines. Its diverse global team, comprised of veteran project managers, editors and developers, can either create a new design or deliver a pixel-perfect implementation of an existing design, ensuring the UX designer's vision is realized. They provide comprehensive enterprise services in project management, front-end website creation, and migration on the AEM platform with client-friendly pricing and 24-7 client accessibility across three time zones. **CR**