



Austrian Foreign Trade and Investment Organisation: SOA based Software Development for advantageaustria.org

The customer

The Foreign Trade and Investment Organisation (AWO) of the Austrian Chamber of Commerce (WKO) is the official body representing the Austrian economy abroad and therefore the largest service provider in the sphere of foreign trade. The AWO is represented by over 100 offices in 70 countries worldwide and undertakes to support and advise Austrian companies at home and abroad on international contacts and the marketing of services and products world-wide.

The challenge

The AWO's internet portal (<http://austriantrade.org>) is a modern information and communications platform. Austrian companies are able to effectively present themselves and their products on an international forum and in any language. The receipt and uploading of such information have to be as quick and simple as possible, to assist both the company and the AWO staff. World-wide, more than 40 editorial offices with specific requirements were integrated in the project.

The Project

The project was won together with the general contractor, the Gentic Software GmbH. The editing and administration of the AWO internet portal is based on a Content Management System (CMS) Gentic's® Content.Node® of Gentic Software GmbH. S&T Austria developed and integrated an on-line marketplace application as an interface to the CMS, adapted to the requirements of the AWO and its editorial offices. The technology base for the application is JAVA EE.

The AWO provides Austrian firms with a convenient facility to create a specific marketing profile tailored to their needs and to have its content put on-line by the editorial office in the relevant country. The AWO offers translation of the profile into the appropriate languages required by the firms as an additional service.

Benefit to the customer

- the services offered by the Austrian Foreign Trade and Investment Organisation are quick and convenient to use
- a global information and communication portal based on a universally-integrated, technological and logistical platform



"We wanted our portal to be established as the leading commercial portal abroad and we found the ideal partner in Gentic and S&T the realisation of the project and specially for the creation of the market place. S&T are able to look after our needs and take responsibility for further development of the market place in the future."

David Bachmann, project leader, AWO

S&T Austria GmbH

S&T Austria covers the Austrian region with almost 400 employees. With a specialty in managed services, SAP and with powerful infrastructure solutions, S&T is one of the leading domestic IT providers. In the product and licensing business S&T Austria is a leading provider in the domestic market.

S&T Austria belongs to the S&T Group, which with about 3,000 employees in 22 countries and revenue of 461.3 million Euros in 2006 is the leading provider of IT consulting, IT solutions, and IT services for customers in Central and Eastern Europe (CEE) and the Germany-Austria-Switzerland region. The strong presence of the S&T Group in the CEE territory makes S&T Austria one of the strongest and most reliable implementations and service and solution partners in this region.

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