



Local. Digital. Solutions.

Company Background

Hibu Inc. is a leading provider of digital marketing solutions to local businesses across the US. They are a one-stop shop for all the digital marketing a small business needs - providing their clients with one-on-one service and unmatched expertise, saving them time, money and frustration. Hibu builds cutting-edge, secure websites, that are written and designed to engage visitors and deliver a great user experience on any device. They help their clients take control of their online reputation and help them advertise on the web's top sites and popular apps. Hibu is a Facebook Marketing Partner, Google Ads Premier Partner, Google My Business Partner, and a Microsoft Advertising Select Channel Partner. Hibu has an A+ rating with the Better Business Bureau and is LSA (Local Search Association) certified

Goals

Already on eZ Platform v1, migrating to eZ Platform v2 Hibu could:

- Follow the LTS (Long Term Supported) version
- Benefit from a wider feature set
- Fully support its new web design launch
- Enjoy a better Admin UI experience.
- Migrate all the Landing Pages and Forms connected and synchronize with Eloqua.

Project Summary

Novactive by Nextedia worked with Hibu two years previously on the original deployment of eZ Platform Cloud. With Hibu's reliance on block design and wanting to use rich media, Novactive helped them leverage the full potential of eZ Platform Enterprise.

Business Benefits and ROI

The marketing team is impressed by the improved speed of the admin interface and the new features that come with eZ Platform v2 such as editorial workflow, rich text blocks and content scheduling. Since the migration, Hibu has successfully redesigned its website and landing pages with rich media blocks and dynamic content.

“ eZ Platform is not just a CMS, it is a DXP - a set of functionalities working well together on top of the best PHP Framework: Symfony. ”

Sébastien Morel, CTO, Novactive

Why eZ?

A leading provider of digital marketing solutions to local businesses, Hibu understands the importance of presenting itself online consistently, with a contemporary look and feel that is instantly recognizable and delivers a great digital experience. It engaged Novactive to deploy eZ Platform so that it had a CMS that would provide structure, streamlined editorial processes and workflow for its digital team.

When the latest Long Term Supported version of eZ Platform was released, Hibu re-engaged Novactive to ensure a seamless migration from version 1 to version 2. Building on the Symfony framework, the new version promised both a better editorial and developer experience. Hibu immediately saw the advantages of implementing an editorial workflow, a strong page builder, and the revised way to manage forms.

Content & Infrastructure changes

The migration from eZ Platform version 1 to 2 was an easy decision for Hibu given the possibility of greater agility in its communications, improved speed of the admin interface and other benefits from a significant number of new features, especially when it come to building pages and creating content.

Novactive scoped the project for Hibu, as it was not just eZ platform having to be migrated but other interdependent systems: PHP, Symfony, Maria DB and then of course, the CMS, the content, landing pages and forms. eZ platform also needed to be synchronized with Eloqua, the marketing automation solution. Some of these tasks were straightforward and other less obvious.

The PHP and Symfony migrations were easy to tackle, as the migration paths already existed and were well documented. As Hibu was already hosted on eZ platform Cloud (from Platform.sh) the migration to the latest MariaDB was relatively simple as it amounted to changing the docker-compose version for the database container. All Novactive had to do was change the version and the PaaS did the rest.

The next step in the process was the biggest yet, migrating the CMS itself. Again, well documented and Novactive, having had long experience in working with eZ, was able to break the process into four smaller steps: Migration of the eZ configuration, migration of the Platform.sh (PaaS) configuration, Template Changes and finally admin changes. The content migration was considered part of this stage and eZ provided both SQL and PHP scripts to make the migration go smoothly.

eZ also provides migration scripts for migrating landing pages between versions of eZ Platform, Novactive found this task relatively simple despite the administration interface changes. Forms represented more of a challenge as they are traditionally not considered as 'content' and a form block has no view system or configuration to speak of.

Landing Pages & Forms Migration

This was an important part of the migration as Hibu's site has a significant number of landing pages on which there are forms. When eZ Platform was originally deployed, there had been some custom development on version 1 to ensure synchronization with Eloqua.

As forms are handled differently on the newer version, Novactive first had to create a Form Converter and then convert the Form Blocks to Content and link it to the new Form Blocks. For this part of the migration, Novactive created an open source bundle which it made available to the wider eZ community.

The need for training for the digital team on how to use the new version of eZ Platform was minimal. The administration interface is intuitive, that the team started to build the new version of the website with out and can figure out most things themselves.

Sébastien Morel, CTO, Novactive says, "Despite there being a number of unknowns at the outset of the migration, we accomplished it within deadline. Ultimately migrations are good for projects, good for development teams, good for security and most of all, good for the digital team working on Hibu's site."

"eZ Platform 2.5.5 is very intuitive and required a very small learning curve. We engaged Novactive to migrate us onto version 2.5.5 and also threw new requirements and block development at Sébastien. His answer is always yes and he offers us elegant and intuitive solutions. We can build the visual design in line with our brand on our pages and add a bit of interactivity to create delightful experiences for our visitors."

Suzanne Miller,
Sr. Manager, Digital Design, Hibu

About Novactive by Nextedia



Novactive by Nextedia is a global web agency which specializes in eZ Platform DXP. It has a highly experienced multidisciplinary team with 200+ digital experts based in France and the US and specializes in complex and high-level websites that require quality execution, technical integrations and web design.

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