



Case Study

Building a unified digital platform

Customer
**Airport Services
company**

Location
United Kingdom

Industry
Transportation

Empowering marketing teams with seamless control across multiple airport service brands

” *The solution has transformed how we manage our digital presence across all our brands*

Marketing Team “

Overview

The customer is a subsidiary of a large Airport Services company. As the digital landscape evolved, the company faced mounting challenges with their fragmented web presence, where each site operated as a separate cost centre and some had static content requiring developer intervention for even minor changes.

The marketing team found themselves without control over their own content, unable to quickly respond to market opportunities or implement strategic changes across their portfolio. With no easy pathway for growth and innovation, and separate hosting costs mounting across multiple static sites, they recognised the need for a fundamental transformation of their digital infrastructure. To develop a comprehensive solution that would consolidate their digital presence while empowering their marketing teams, they partnered with Zenitech.



Understanding the critical requirements

To fully understand what the marketing teams required and how they would interact with a unified content management system, the Zenitech team conducted extensive in-person multi-day workshops with the stakeholders. This comprehensive discovery phase employed lean product discovery techniques, business domain mapping, and detailed user role mapping to identify specific pain points and strategic business goals. Through this collaborative approach, the team was able to define precise technical requirements needed to bring the product vision and comprehensive roadmap to life.

Zenitech recommended building a unified digital platform based on headless CMS architecture, utilising modular design principles and serverless technology. This would give marketing teams complete autonomy over content management while providing the technical foundation for seamless international expansion and multi-brand consistency.



The creation of a unified digital ecosystem

The solution became a comprehensive digital platform that transformed their entire web presence. The system provided marketing teams with intuitive visual page creation capabilities using predefined React components, all powered by a robust headless CMS that eliminated the need for developer intervention in day-to-day content management.

The platform enabled seamless globalisation across all their brands, allowing them to engage with users through dynamic content including insights and blog posts. The modular architecture ensured that each brand could maintain its unique identity while benefiting from shared technical infrastructure and consistent development practices.

Zenitech also executed a complete UX/UI redesign with overhauled information architecture, optimised user journeys, and a scalable design system ensuring consistent components across all platforms. A full and comprehensive SEO Audit was executed, and accessibility compliance was achieved through rigorous automated and manual audits, addressing critical issues including labelling, contrast, and structural accessibility to meet WCAG 2.1 AA standards.

Technology highlights:

- Modular React frontend with visual page builder capabilities
- Headless CMS integration (Contentful) with multi-locale support
- Serverless Next.js backend architecture for cost efficiency
- Vercel hosting with fully managed, hands-off deployment
- Tailwind CSS for responsive, consistent styling
- Modular API design enabling seamless third-party integrations or replacement of features, such as payment providers.

The platform in action

The unified digital platform is enabling them to take full advantage of their multi-brand portfolio while realising significant operational efficiencies, revenue has grown, some of that increase is due to increased traffic through the sites. By providing marketing teams with complete content control, the platform has eliminated the traditional bottlenecks associated with developer-dependent content updates.

The serverless architecture has delivered substantial cost reductions compared to maintaining multiple separate hosting environments, while the modular design enables rapid iteration on both front-end user interfaces and back-end functionality. This efficiency extends to maintenance operations, where the consolidated platform approach has dramatically simplified the complexity of managing multiple brand websites.



Due to the detailed SEO audit and implementation the website instantly went to the top of page one on Google and occupied a number of other spots on page one too. Also through the new combined sites the search query reduced from one minute to three seconds.

The enhanced user experience, achieved through comprehensive UX/UI redesign and accessibility improvements, has improved customer engagement across all their brands.

The digital transformation has also established a compelling template for other divisions within the group, demonstrating the tangible advantages of platform consolidation. The success has provided a concrete example of how technical platform unification can deliver both operational efficiencies and enhanced user experiences, creating a foundation for future digital innovation across the wider organisation.

We are still working with the group and subsidiary, after completing the rollout across a number of countries lastly being Lima (Peru), we have just completed implementing their rebrand across all the sites.



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