



Ninox Database Success Story

Using Ninox to Streamline Content Management



wattEV2Buy is ranked as one of the leading global sources of information about electric vehicles (EVs) – and it's all run via Ninox! Created and managed by the owner, Wynand Goosen, in the South African capital city of Capetown.

The 2 sites <https://wattEV2buy.com/> and <https://ev-genius.com/>, which are powered by Ninox, provide information about international markets, models and infrastructure, together with a marketplace for vehicles around the world. There is a lot of data available via the sites all of which is captured and managed through Ninox acting as a content management system. This is then dynamically presented on the sites via the Ninox API.

“I got frustrated with Excel as a database / tool. It was slow, crashed a lot and had lots of data issues with corrupt files, especially as files got bigger with the growth of the market. As my database grew, I was also required to create more and more files which made my process slow and cumbersome.”



Wynand Goosen, Owner of wattEV2Buy

Overview

- Global sites providing online Electric Vehicle information and sales

Industry

- Electric Vehicles

Features & Funktionen

- Manage data about all EVs available globally
- Website provides public facing source of data for all EVs
- Platform to Buy/Sell vehicles

Benefits

- Accurate and efficient management of large amounts of information - as all data is in one place
- Single, fast entry of data available online in seconds
- New features can be added quickly with Ninox's tools

Why Ninox?

With frustration with Excel growing, Wynand started to look for online database tools to manage his database. The first databases tested proved to be too 'light' to handle the variety and volume of data and, following more searching he came across Ninox. With strong reviews and accessibility online and offline across devices, he was attracted to the software and their incredible support.

He found that Ninox had both the depth of functionality required and a learning curve that was simple and progressive. Support from the Ninox team directly and peer support through the active Ninox Forum were also a great help along the journey.

Implementing Ninox

wattEV2Buy started with a single user to manage the data but has now matured to a business application with the capability to buy and sell EVs and provide a database of leading EVs for suppliers, customers and other stakeholders. Ninox is used in the cloud and across all Apple devices - Mac at office, MacBook and iPad when travelling, iPhone when at conferences.

Productivity has improved rapidly since implementing Ninox due to improved performance and reliability, which were huge problems with the previous Excel based solution. Being able to find information with simple one click searches, maintaining, updating, and enhancing the database is now a pleasure.

Connecting the database directly through to EV website platforms replaces the need to transform 'data into content' - again saving a huge amount of time and improving reliability.



Features

wattEV2Buy is a website designed to provide a single source of information about Electric Vehicles around the world. It covers specifications of all the electric vehicles currently available, as well as detailed pricing information by market.

The sister site, ev-genius, provides a marketplace for EVs, a platform through which people can buy and sell their electric vehicles, and is intimately linked to whatEV2Buy, which provides specifications of the vehicles.

As you can imagine, the system holds a vast, and rapidly growing, amount of information.



wattEV2Buy is the largest database of electric vehicles in the world – including Chinese EVs



The database holds the widest range of data points related to the EV sector



Push to Publish - simple button click in Ninox publishes updates to website in seconds



All SEO keywords and website structure are now managed through Ninox



The database holds data about associated topics - such as battery suppliers



Facilities for the public to buy and sell EVs



All website content is entered and managed through Ninox



Interacting with clients through shared databases

“Ninox is helping a one-man operation move from a simple blogger website to a dynamic automotive information solution. Ninox is not a database for me, it’s a complete content management platform.”



Wynand Goosen,
Owner of wattEV2Buy

Results

- Simple and flexible customisation
- Integration capabilities – all website data is entered and managed in one place rather than requiring multiple entries as previously
- Data management features, speed and reliability
- Portability across devices (Cloud, Mac, iPad and iPhone)
- Support from Ninox while building the solution

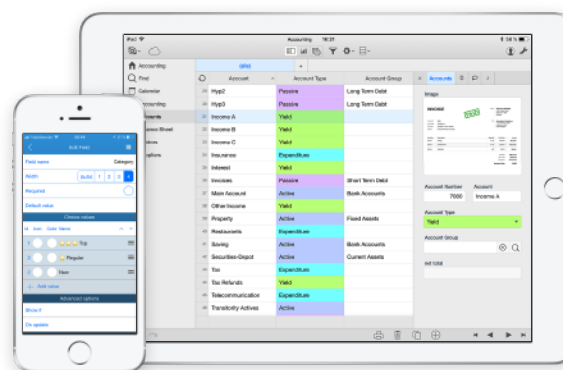
Of course, with a public facing service such as wattEV2Buy, the real test of any technical innovation is how it's experienced by customers:

“Outstanding newsletter as usual. This is great journalism for non-Chinese readers. Have not seen anything like it with that depth in other western media. Are you getting cited by European or US publications? Would be well deserved, anyway.”

Roland Irle - EV Volumes

Products

wattEV2Buy uses Ninox in the cloud combined with Mac, iPad and iPhone solutions when mobility is essential – for example attending conferences and travelling.



The Future

Like the electric vehicle market itself, wattEV2Buy is growing rapidly and Wynand is in the process of designing a solution so that customers (e.g. manufacturers) can have inputs and dealers can add cars for sale. The flexibility offered means that new features can be added easily and quickly.

Take part in our [Special Interest Group](#) now and help to shape the digital future of your industry.

We are pleased to answer your questions about the integration of Ninox and whatEV2Buy

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