

Press Report

John Deere adopts CONTENS

Munich September 9th, 2004 - John Deere production plants in Mannheim, Bruchsal and Zweibrücken have completely committed to the CONTENS Content Management platform for their Intranets. The simple adaptability to their existing IT infrastructure as well as CONTENS' appealing price performance ratio were persuasive factors for John Deere .

John Deere plants in Mannheim, Bruchsal and Zweibrücken have decided to adopt the CONTENS Content Management platform for their intranets. Despite a previous license with an American CMS provider, the IT administrators of the three John Deere plants in Germany decided in favor of CONTENS after reviewing CONTENS' lower installation and running expenses compared to their previous intranet provider.

The John Deere IT department placed a lot of weight on CONTENS' close connection with the document management system Windream, which organizes and manages internal documents over an easy-to-use DMS system. The newly integrated CONTENS interface now gives editors direct access to the DMS system with just a few clicks of the mouse, constantly keeping any revisions in mind. In comparison to other providers CONTENS sets up a connection to a DMS system quicker and easier, partly due to its foundation in the application language ColdFusion.

Frank Eigenmann, head of operations in Mannheim, explained that the added benefits for John Deere now allows the plant to "continue using previous applications and even integrate them into CONTENS. Needless to say, we will save costs." Eigenmann particularly emphasized the editors' readiness to accept CONTENS. "The training period was very short and, due to the system's intuitiveness, our editors could get to work right away."

John Deere's Application & Intranet team in Mannheim made the switch over to CONTENS in cooperation with the Mannheim-based IT service provider *reboot*.

About John Deere

John Deere developed the first commercially successful, self-cleaning steel plow in 1837 and thereby laid the foundation for his enterprise - Deere & Company. After moving to Moline, Illinois in 1848, Deere was already producing more than 1,000 plows a year. Many of his principles still hold water for the company today. "I will never put my name on a product that I didn't put my best into," is his best known quote and succinctly expressed his drive to succeed.

Today, Deere & Company employs 38,700 people working in plants in 11 countries and does business in more than 160 countries. Deere & Company offers not only agricultural equipment, but also construction and forestry equipment as well as smaller products for lawns, groundskeeping and golf courses. The enterprise also offers financial services.

About CONTENS Software GmbH Germany

CONTENS Software GmbH provides Content Management Software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international firms.

A strong network of experienced partners conceives innovative and custom CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform independent CMS products businesses can quickly realise and edit extensive online projects without any prior programming knowledge.

Among the well-known businesses that use CONTENS Content Management products are Concordia Insurance Group, Credit Suisse, Davidoff, Deutsche Multimedia Organisation, Discovery Channel Deutschland, Eurocard, GlobeGround Servisair, Hapimag, HypoVereinsbank BKK, John Deere, Max-Planck-Institute, MVV Energie AG, Peri, Ratiopharm, T-Mobile and Schwyzer Kantonalbank.