

Press information

New Impact AG: After relaunch with CONTENS less amount of work and better performance

Bern, 01.12.2006. New Impact AG, one of the prominent Swiss specialists for Internet communication, has relaunched its company website. Due to the content management system CONTENS and the ColdFusion application server Railo, the Internet pioneer from Bern now uses the latest online technologies, which substantially reduce the operating expense and clearly increase performance.

New Impact AG from Bern, one of the leading Swiss experts for Internet communication, decides for the relaunch of its Website www.newimpact.com on newest online technologies with the management system CONTENS and the application server Railo. The most important factors for the decision were above all the simple collection and administration of content, the favorable price performance ratio as well as the fast performance.

After the evaluation and selection a combination of Open Source and commercial products proved as optimal solution. As operating system Linux Mandriva 2006 was selected, because the necessary technical facilities for the enterprise on the server were given. Following the decision for Linux, the choice of the data base consisted of MySQL and Postgres SQL and was made in favor of Postgres SQL 8.1 thanks to its tools and performance.

As content management solution CONTENS was selected. The New Impact AG has already used the products of CONTENS successfully in customer projects for many years. The content management system of CONTENS facilitates the care of the website for the editors, can be implemented fast and flexibly extended. The decision on the ColdFusion server, on which the cms runs, was made in favor of the high performance CFML engine Railo 1.1 of the Railo Technologies GmbH from Switzerland.

John Alonso, head of media and communication design at New Impact, is pleased about the result of the selection: "We carefully planned our online appearance and are thrilled by the performance and reliability of CONTENS and Railo. Fortunately, also the costs could be kept low."

About New Impact AG

The company has been awarded several times for its high level of achievement and has made itself a name, that reaches across its own country borders in the fields of interactive communication and portal solutions, as well as web usability. Today they have 15 employees from the disciplines of marketing and media design as well as engineering. The team helps companies to realize and integrate online projects from business-concepts and communicational design to instruction and operation, which proves their reference list. Further information can be found at www.newimpact.com.

About CONTENS Software GmbH

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 companies.

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

Among the well-known businesses that use CONTENS Content Management products are Brose, Concordia Insurance Group, Eli Lilly, HypoVereinsbank BKK, John Deere, the Swiss cantons of Aargau, Freiburg and Solothurn, Max-Planck Institutes, MVV Energie AG, Oettinger Imex Group („Davidoff“etc.), Ratiopharm, Schwyzer Kantonalbank, Siemens TS, the City of Biel and T-Mobile.

Further Information

CONTENS Software GmbH

Alexander Friess
Oettingenstr. 25
D-80538 Munich
Tel: +49 (0)89 51 99 69-0
Fax: +49 (0)89 51 99 69-78
E-Mail: friess@contens.de
<http://www.contens.com>

P-Age die Presse-Agentur GmbH

Elke Scheffold
Fürstenrieder Straße 275
D-81377 Munich
Fon: +49 (0)89 790 860-19
Fax: +49 (0)89 790 860-10
E-Mail: elkes@p-age.de
<http://www.p-age.de>