



Eniro selects the Apptus search engine for the new site

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Search engine crawls through tens of millions of records in sub second response time and delivers correct results even when entry is misspelled.

Yellow pages operating under the trade name Eniro, one of the leading Directories in Europe has selected the Apptus Search Engine as its primary search engine of choice. It is launched simultaneously in several Scandinavian countries.

With over 8 million unique visitors every month on the Eniro search engines in Sweden, Denmark and Finland, Eniro has become one of the largest most visited European sites. Eniro offers the industries best channels for buyers and sellers who want to find each other.

Customers and advertisers alike are all enjoying search times and precise searches based on even the vaguest of keywords thanks to the industries most robust, proven, and reliable search engine, the Apptus Theca search engine.

- The new eniro.se secures and strengthens our position as Sweden's most popular search service, says Cecilia Geijer, Senior Vice President head of Product and Market. "Our users can search in even greater detail and simpler, and our advertisers gain better possibilities to reach their customers, through for example being on the maps in a much smarter fashion." says Cecilia Geijer.

With the adoption of the Apptus search engine, it's now possible for Eniro to build faster and more precise search solutions as well as handle larger amounts of data regardless of country serviced. The Apptus enterprise search solution gives faster implementation times as well as increased cost efficiencies.

The Apptus search engine adapted well to all of Eniro's technical, financial and internal process requirements:

"The new functions which have been integrated to the Eniro solution, namely the smart search features that come with the product and the user friendliness of the overall solution, makes Eniro.se a force to be reckoned with in the online directory services space", says Michael Atlevi, CEO at Apptus

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About Apptus

Apptus is a company specializing in database technology with a focus on delivering services and products that increase revenue, performance and availability of our customers growing data or advanced database search. Apptus' research is in the area of search and database technology. Our dedication to creating high performance systems is reflected by the fact that we invest more than 20 percent of our annual revenue in research and development. The Apptus way is: quality, results and growth.