



Press Release

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## GP CHOOSES POLOPOLY FOR DIGITAL VENTURE

Sweden's second most widely read daily newspaper - Göteborgs-Posten - which last week launched the new gp.se, has chosen the Polopoly system platform for the construction of its future digital services.

Last week Göteborgs-Posten launched the new version of its news service, gp.se. In order to facilitate total scalability, as well as publication in a number of channels, (web, wap, Palm Pilot, etc) the Göteborgs-Posten has chosen to invest in Polopoly's system for content management and customer relationship management, eCRM. Polopoly's platform has been implemented as the hub between the existing editorial environment and the public website. By gathering together the digital services, and at the same time retaining existing working processes, Göteborgs-Posten expects to reduce its maintenance and operational expenses whilst simultaneously widening the accessibility of the newspaper's content.

- The system speeds up the editorial web production, making it more efficient, explains Gunnar Springfeldt, GP's Head of Development. GP's previous web content management system was developed successively from the very start of gp.se in 1995.

- All our customers who invest in strategic content management and customer relationship management systems have one thing in common - a strong vision of the future, comments Gustaf Sahlman, Polopoly's CEO. To be more competitive in today's information-based business climate one needs a platform that has room for growth, regardless of whether we are talking in terms of user numbers, new functionality or new channels.

Future phases in the development of gp.se include improvements to GP Bostad and GP Jobb. Before the summer a new city guide will be launched under the GP brand name. This city guide will be based on Polopoly's Event Manager product.

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## About Polopoly

Polopoly develops one of the world's most powerful systems for digital publishing and customer relationship management which facilitates "one-to-one" solutions covering everything from multi-channel publishing (web, i-mode/wap, Palm Pilot, sms, OpenTV, e-mail etc) to data mining.

The Polopoly system includes modules for content management, personalization (eCRM), e-commerce, discussion forum, voting/rating and virtual hard-drives. The Polopoly system enables all types of personalization and has been completely developed in Java. The construction of all its components is standardised.

Polopoly is based in Sweden. Clients include Göteborgs-Posten ([www.gp.se](http://www.gp.se)), Dagens Nyheter ([www.dn.se](http://www.dn.se)), K-World ([www.kworld.se](http://www.kworld.se)), Avida ([www.avid.dk](http://www.avid.dk)), SIDA ([www.sida.se](http://www.sida.se)) and Gröna Konsum ([www.konsum.se](http://www.konsum.se)).

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