polopoly

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POLOPOLY RECEIVES TOP SCORES BY META GROUP IN TECHNICAL
ASSESSMENT OF CONTENT MANAGEMENT SYSTEMS

Analyst company META Group recently carried out a
technology assessment of a selective number of leading
content management platforms.

Each system was ranked and scored in five different
categories: technology, architecture, functionality,
implementation and operations. In four out of five
categories (technology, architecture, implementation and
operations) the Polopoly system received top scores.

META Group notes that a new generation of Content Management
systems, mainly from European vendors, challenges the large US
vendors. The strength of this new generation of products lies in
the often superior technology. The European systems have adopted
Java and open interfaces at an early stage, while the large US
vendors have struggled to convert existing systems to the new
technology, also carrying the legacy and migration from earlier
versions.

Furthermore, META Group concludes that this new generation of
products, of which Polopoly is a leading example, have focused
the system design on operational efficiency and cost
effectiveness, factors that the end user organizations will
value increasingly.

"The Polopoly platform has been developed since 1996 and it has
been 100 percent Java from day one. We are focused on achieving
scalable solutions with extreme cost efficiency for our
customers. Thanks to the low hardware investments and fast
implementation periods, the total cost of ownership constitutes
a very attractive offering", says Polopoly's CEO Gustaf Sahlman.

Polopoly develops platform independent systems for digital content
management and customer relationship management (eCRM). Clients

include some of the main Scandinavian players within media and retail industries, such as Dagens Nyheter, Göteborgs-Posten, Bonnier Publications, the Swedish Television, Boxer.tv, K-World, KF, SIDA and Ericsson. More information: www.polopoly.com

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