

Press release

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## **4,000 HOUSING CO-OPS MOVE TO A NEW DIGITAL HOME**

**Sweden's largest housing co-operative, HSB, enters the next phase of its web endeavors. In conjunction with this, HSB will switch to Polopoly's system for content and relationship management, eCRM. This means that more than 4,000 co-ops across Sweden, and some 10,000 system administrators, will start to use the Polopoly platform for their internal and external web communication.**

HSB is one of the driving forces in making IT an integral part of modern housing. Across Sweden, HSB co-ops have broadband connections, and people living in HSB co-ops can enter a range of IT training programs. For a number of years, HSB has been running a program to aid the operation of the co-ops through offering a range of network services to the Boards of the respective co-ops.

"Key factors when we decided on the content management platform were scalability, stability and long-term cost-efficiency", says HSB's Jahn Wahlbäck. "Polopoly is compatible with all major platforms and gives us a valuable freedom of choice. Apart from this, we had high demands on user-friendliness. Demands that Polopoly met. This is a strong long-term solution for our content management needs."

"The Polopoly vision is that anyone should be able to work with digital publishing – yet the Polopoly tool shouldn't be limiting to more advanced users. HSB gives this vision further nourishment. We are now facing the exciting task of bringing the Polopoly experience to thousands of users spread across Sweden", says Polopoly's CEO Gustaf Sahlman.

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HSB has 550,000 members. 39 regional HSB co-ops organize some 4,000 co-ops. HSB finances, builds and manages housing units across Sweden. More than one in ten housing units in Sweden have been built by HSB. HSB's new web site will open this fall.

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, the Swedish Television, Bonnier Publications, Boxer, K-World, KF, SIDA and Ericsson. More information: [www.polopoly.com](http://www.polopoly.com)

**For further information, please contact:**

**Jahn Wahlbäck**, Business Development, HSB, +46 8 785 30 82, +46 708 70 25 75

**Gustaf Sahlman**, CEO Polopoly, +46 8 506 782 99, +46 70 447 82 99

**Elisabeth Tevall**, Corporate Communications, HSB, +46 8 785 32 07, +46 70 608 88 18

**Kåre Halldén**, Marketing Director Polopoly, +46 8 506 782 86, +46 70 447 82 86