



Press release

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## SUNDAY TIMES' UK UNIVERSITY OF THE YEAR CHOOSES TECHNOLOGICAL PLATFORM

**The University of Sheffield, chosen by The Sunday Times as UK "University of the Year 2001/2002", has chosen technology from Swedish software vendor Polopoly as its central digital content management system. The University's final choice of technology has been closely followed by the UK university community.**

The University of Sheffield is one of the nineteen members of the Russell Group of universities, whose affiliates are considered the most prestigious universities in Britain. Sheffield has for many years been considered one of the leading UK universities regarding web technology and communication, receiving several awards for its digital information endeavors. Now the University has set its sights on becoming the leading UK university with regard to digital content services.

A fundamental part of the University's strategy to achieve digital leadership is the implementation of a modern Content Management platform. For this purpose, The University of Sheffield has chosen Scandinavian market leader Polopoly as its technology provider.

Dr. Christine Sexton, Director of the Department of Corporate Information and Computing Services at The University of Sheffield notes that, "We have more than 23,000 students, and 65 academic departments, divisions and sections in the University. As you might imagine, they produce a lot of information.

"The aim of our new framework for digital content management is to create an infrastructure which allows easy information sharing and supports collaboration among departments, staff, and students. After a careful and detailed search for a flexible and user-friendly Java-based Content Management System, we chose Polopoly as the tool to help us achieve our digital goals by extending the editorial process throughout our University community. With Polopoly we have full in-house control of the development process, rather than being reliant upon outside consultants or vendors."

Of the recent addition of the University to the growing list of UK clientele, Polopoly CEO Gustaf Sahlman remarks, "The University of Sheffield is a pace setter in the UK Higher Education segment and we are thrilled to have them on board. This case will fuel Polopoly's ambitions to be the preferred supplier to UK universities. After a close to seven year history

of working closely with Scandinavia's strongest companies, the addition of The University of Sheffield is another step in our UK growth."

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Polopoly develops platform independent systems for digital content management, customer relationship management (eCRM) and commerce. Clients include some of the main Scandinavian players within media and retail, such as IKEA (global retail), COOP (Northern Europe retail), the Swedish Broadcasting Corporation, Dagens Nyheter (Scandinavia's largest morning newspaper), Aftonbladet (Scandinavia's largest tabloid) and all Swedish Pharmacies. More information: [www.polopoly.com](http://www.polopoly.com).

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