



Press Release

January 20, 2003

## POLOPOLY WINS TENDER FOR CM PLATFORM FOR SWEDISH METEOROLOGICAL AND HYDROLOGICAL INSTITUTE

**SMHI, the Swedish national weather service, has recently completed a public tender in search of a Content Management system. In tough international competition, Swedish CM vendor Polopoly emerged as the winner. Polopoly will now be a central component for the future web activities of SMHI.**

The introduction of a Content Management system is an activity and a milestone in the quality process of SMHI. This process aims at improving and simplifying the management and publishing of information in the internal, as well as external and public information channels of SMHI.

- One deciding factor behind SMHI's choosing Polopoly has been the fact that Polopoly offers a fully open, standardized and platform independent solution, explains Tom Isaksson, responsible project manager at SMHI. Furthermore, choosing Polopoly means that SMHI's work with distributing weather information will be both simpler and quicker, and more people in the organization will be able to manage and process their own information.

The Internet is already SMHI's main channel for distributing forecasts and other products and services to customers in different sectors of the economy, like media, transportation and the environmental sector. In our endeavors to find future compliant solutions, continues Tom Isaksson, Polopoly's platform, with its flexible architecture, is an important addition to our overall IT platform. This will give us the tools we need to develop new products and services for the web and other digital distribution channels.

- For a company like Polopoly it is important to have customers from all verticals of the economy, to benefit from the diversity of requirements. Our technology is easy to adapt to the needs of a specific organization, regardless of their line of business and their strategies, says Polopoly CEO Gustaf Sahlman. SMHI is a perfect example of an information intensive organization that has tough requirements on both security and precision. This is especially important for managing all the digital channels and partners to whom SMHI syndicate its information.

---

Polopoly is a fast growing, profitable Swedish company that develops systems for content management, personalization and commerce. Polopoly's customer list include companies like IKEA, COOP, Swedish public service Television, Dagens Nyheter, Aftonbladet, Expressen, HSB, Apoteket, SBAB, Göteborgs-Posten, NUTEK, Sida, Swedish Postal Services and University of Sheffield. See also [www.polopoly.com](http://www.polopoly.com).

For more information:

**Tom Isaksson**, Project Manager, SMHI, +46 11 495 8000

**Gustaf Sahlman**, CEO, Polopoly, +46 8 506 782 99, +46 704 47 82 99

**Kåre Halldén**, Marketing Director, Polopoly, +46 8 506 782 86, +46 704 47 82 86