

Scandinavia's Leading Content Management System Makes Entrance in the UK

Submitted by: Polemark

Monday, 26 April 2004

Leading Scandinavian Content Management System (CMS) vendor, Synkron A/S, makes distribution deal with London-based IT company, Polemark Limited.

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London-based IT company, Polemark Limited has entered into a distribution agreement with Danish CMS vendor, Synkron. With over 700 clients in 20 countries – primarily Germany, Denmark, Norway and Switzerland – Synkron is a serious competitor to other more established players in the UK market such as Microsoft, Stellent and Tridion. High-profile customers include The International Red Cross and Bang & Olufsen both of whom use Synkron as the foundation for their worldwide websites and extranets. Other references include the Danish Ministry of Transport, the Norway Public Health Authority and the Danish National Museum.

“Content management is a big deal right now and many organisations have budgeted for implementation within the next 12 months.” says Nicholas Saxlund, Managing Director at Polemark. “As a potential reseller we’d considered other mid-market content management systems but Synkron easily came out on top. In our experience, it provides 80% of the functionality of more complex products but 100% of what most projects actually need to get the job done well. Synkron has over 700 customers so the software is obviously doing something right!”

Per Busk Christiansen, Corporate Marketing & Communications Manager at Synkron says: “Our newly established Norwegian subsidiary is doing really well and we are very optimistic about the UK launch. Polemark has already demonstrated its willingness to press hard for Synkron.web and very promising talks with high profile charities and other organizations are already underway”.

Notes to Editors

About Synkron A/S

Synkron A/S is a Danish CMS vendor and has approximately 700 customers from the public and private sector in more than 20 countries.

About Polemark Limited

Polemark Ltd is the official UK partner of Synkron A/S. Based in Wandsworth, London, Polemark specialises in providing content management systems for information rich websites, intranets and extranets.

Additional information can be found at www.synkronweb.co.uk and www.polemark.com.

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