

# FatWire continues market expansion in EMEA with strong business from both new and existing customers

Submitted by: PR Artistry Limited

Thursday, 25 November 2004

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FatWire Content Server helps customers support business processes and build revenue streams

FatWire Software, the leading provider of content management solutions for Web sites, portals, and content-centric applications, announced today that they have signed over fifty license deals in EMEA since completing the acquisition of the Content Server business in late 2003. Customers such as the South East England Development Agency (SEEDA), ImmoScout24 (Germany's leading real estate marketplace), Cesky Mobile, Generali Spain, and the Universidad Autónoma de Barcelona have chosen FatWire Content Server to enable diverse Web sites, portals, and content-centric applications.

"Industry analysts predicted that demand for content management systems would expand in 2004 and that is certainly reflected in FatWire's results," said Claude Cosson, FatWire's Vice President for EMEA. "The improved economy is one factor," Cosson continued, "but more important is that new and existing customers have embraced Content Server's ability to support business processes and revenue streams in addition to managing Web site content."

Freeing Information and "Putting Content to Work"

With the Internet becoming a primary source of information, companies and government agencies need to ensure that content is accessible and accurate.

Colin Howes, IT Director at SEEDA commented, "As a government organisation, SEEDA is accountable to provide information to the public. FatWire will enable us to deliver high quality interactive information that is easily and quickly updated."

Customers such as the European Space Agency and the Spanish airport organization Aena substantiate FatWire's leadership position for large multisite, multilingual Web projects. Aena operates 49 Web sites on Content Server, in a mix of 9 languages, including Arabic. "Aena is the largest airport authority in the world," said Eloy García, the Web Director at Aena, "and we want to offer the very best information and services to our constituents. FatWire provides the flexibility and the adaptability we need to integrate with many other applications and provide up to the minute information such as online flight information, weather, and interactive maps." The languages on each airport site are determined by its location. Information is always presented in both Spanish and English; for Barcelona, this is supplemented with Catalan, for Bilbao with Basque, for Ceuta with French and Arabic, and for Fuerteventura with German. "Our airports are not only located throughout our diverse and multicultural country," added Eloy García, "each one of them is also a transit point with a particular mix of users."

Numerous FatWire clients are at the forefront of what Connie Moore at Forrester Research has dubbed “content-centric applications,” which focus on using enterprise content to increase customer loyalty, improve self-service, and create new revenue opportunities. “Managing content well is crucial – indeed, in many cases it is becoming a regulatory requirement” noted Cosson. “Our customers are increasingly realizing that they can also convert managed content into a competitive advantage by putting it to work to support business and revenue aims. ”One FatWire customer found that they could achieve a one-year return on investment of over 200% by presenting targeted marketing messages rather than generic offers on the Web.”

#### Experienced Content Server Team

FatWire’s continued success in the EMEA region is built on the breadth of experience of the Content Server teams within each country. “The Content Server technology has long been recognized as one of the very best by European analysts like the Butler Group,” said Tim Walters, FatWire’s Director of EMEA Marketing and Strategy. “Retaining the experienced Content Server teams throughout Europe, many of whom have been serving customers for four years or more, was the key to a successful transition. This has ensured that our more than 125 European customers continue to receive the highest level of support for their projects.” FatWire maintains offices in London, Paris, Madrid, Milan, and Frankfurt, with an EMEA support centre in Amsterdam. The London office recently moved into expanded facilities to accommodate growth.

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#### Notes to Editors

##### About FatWire Software and Content Server

FatWire Software helps organizations put content to work by deploying content-centric applications and Web sites. Organizations in financial services, manufacturing, retail, media/entertainment, telecommunications, healthcare, and government use FatWire's solutions to improve sales, customer service, partner effectiveness, and employee productivity.

FatWire's solutions are powered by Content Server, which combines complete business user control over the creation and presentation of content with a scalable architecture for dynamic content delivery and multi-site deployment. Unlike other Content Management solutions that focus on getting content under control, FatWire's solutions enable organizations to put content to work by delivering highly targeted and persuasive experiences to customers, partners, and employees.

Founded in 1996, FatWire has over 400 customers, including J.P. Morgan Chase, Sony, Radisson/SAS, European Space Agency, Nihon Seimei, and Bank of China. FatWire is headquartered in New York and operates offices throughout North America, Europe, and Asia-Pacific. For more information about FatWire Software's award-winning products and services, visit [www.fatwire.com](http://www.fatwire.com).

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