

Modera to invest £1.3 million into software R&D

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Software and content management (<http://www.modera.com>) system company Modera invests £1.3 million into software research and development

London, UK ---- Content management and software company Modera <http://www.modera.com>, is to invest £1.3 million in research and development over the next two years.

The investment will be put towards developing ModeraNET2 a platform that drives Modera's content management system (CMS) and customer relationship management (<http://www.modera.com>) (CRM) products. The sizeable investment comes shortly before Modera's new product developments (including MMDK2) are released in the first quarter of 2009.

The MMDK2 application programming interface (API) allows brands, publishers and website owners to develop modules that are tailored to their individual requirements and plug-in to the site quickly and easily. This enables websites using it to be completely flexible and develop with customer demand and technology developments as they need.

Siim Vips, CEO at Modera (<http://www.modera.com>) comments, "Modera are investing in next generation software to ensure that we continue to be at forefront of new technologies in the CRM and CMS space. Both partners and clients can feel confident that we have new technologies waiting for us when current platforms reach a certain point in their lifecycle."

Vips continues, "We are in a marketplace that moves incredibly quickly, and despite the new release of our MMDK2 API that caters for all of the technology currently available, we need to ensure that our suite of products is ahead of the curve; anticipating and setting standards."

Research and development (<http://www.modera.com/?content=43>) into the new ModeraNET2 platform has already begun, and will be available to Modera's partners, clients and extended network from 2011. The MMDK2 API will be compatible with ModeraNET2, allowing Modera to develop new modules and functionality across its products (<http://www.modera.com/?content=17>).

"Many of our peers could be finding it more challenging during this difficult financial climate, and the customers relying on these solutions are losing the possibility for updates and extendibility. We are reassuring our existing and potential customers and partners that our technology is worth their investment – both now, and in the future," says Vips. He concludes, "The £1.3 million is allocated purely towards research and development and reinforces our commitment to providing affordable, robust and reliable CRM and content management products."

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----Notes to editors----

The media spokesperson for Modera is Siim Vips, CEO.

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This press release is available in PDF, plain text and Word formats. Photographs are available of the Modera team.

About Modera

<http://www.modera.com>

Modera is a global software company specialising in content management development that constantly challenges the technology and clients environments to deliver superior solutions that meet expectations. Modera operates in over 20 countries including the, Germany, Hong Kong, Spain, UK and the USA, with headquarters in Estonia.

Backed by 24-hour support and a vast partner network, Modera takes the hassle out of content management with its cost-effective webmaster, intranet and extranet product line. Whether taken separately or together as a complete interconnected product, these tools are fast, secure, simple-to-use modular in design making them highly flexible and are competitively priced.

Simple to install and maintain, Modera's scalable service caters for SMEs through to large organisations that require products to service bespoke individual needs. Its clients include established and well-known brands such as Citizen Watches, Group 4 Securicor (GS4) Hong Kong Express Airline, Jamiroquai.com, Nissan and The Mama Group Plc.

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