

Nettec Motor as Tribal DDB's Partner of Choice for Online Performance, Functionality, and Support

Submitted by: Nettec

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Nettec, the content-managed corporate portals specialist, has been appointed by Tribal DDB as its partner of choice to provide round the clock monitoring and support for one of Tribal DDB's key clients in the automotive industry. In addition to regular site maintenance, Nettec advises on the development of new functionality features, which enhance the performance, usability and stability of the web site. The project also involves integrating new user-centric upgrades to the existing content management system, detailed web trends analysis and Application Infrastructure Services support.

Sally Gallagher, Head of production at Tribal DDB says: "Selecting the right partner for this project was critical, Tribal DDB were looking for a rare combination of big-brand experience combined with demonstrable experience in RemoteApps software. Nettec have worked with some of the UK's major brands and have highly skilled J2EE developers with experience in a variety of major content management systems and frameworks. Overall, it was Nettec's record of accomplishment in the content-managed corporate portal market, combined with a willingness to tailor working practices to align with Tribal DDB, that convinced us they are the right cultural fit."

Thomas Nikolopoulos, Managing Director, Nettec plc commented, "The partnership has worked well for all parties concerned including Tribal DDB, RemoteApps, Nettec and of course one of Tribal DDB's key clients. It is an excellent example of how strong alliances can facilitate the implementation of powerful revenue-generating solutions to deliver competitive advantage. Nettec continues to win new business and we have also recently won several awards, we believe this is testimony to the fact that we offer a technical delivery capability that is second-to-none."

Notes to Editor

About Nettec

Nettec plc designs, builds and supports content-managed corporate portals, partnering with the world's leading software companies, selecting best-in-class technology to deliver the most cost-effective business fit. Nettec's modular solutions, whether bespoke or off-the-shelf, can comprise content management, application integration, web services and application support. Nettec's award winning design and technical expertise encompasses web development, mobile communications, interactive TV, J2EE and desktop technologies. A small selection of clients include: AXA Investment Managers, Deutsche Bank AG, First Choice Holidays plc, Interflora, News International plc, Superdrug and The Capita Group.

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About Tribal DDB

Tribal DDB, <http://www.tribalddb.com> is a top ten international digital marketing agency, with a strong reputation for strategic thinking and excellent creative work. Tribal DDB delivers the full spectrum of digital services from online marketing, media buying and planning and strategic direction through to web design and programming. Joint Managing Directors Alison Parker and Jane Cunningham head the company.

Tribal DDB clients include: Volkswagen, British Gas, Guardian, Nationwide, Sony, Camelot Reuters, British Bakeries, EMAP, Investia, Roof Gardens, The Dairy Council, , the British Tourist Authority, The Meat and Livestock Commission and Unilever Bestfoods.

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About RemoteApps

RemoteApps is an independent software vendor that since 1995 has been developing e-business software solutions for clients ranging from start-ups to blue chip organizations. In 1998, RemoteApps committed to the Java technology platform and developed Xyrian. RemoteApps works through its Alliance Partner Program to provide consultancy and implementation services. The strategy is to provide a Partner Channel where

each partner adds its own unique value to Xyrian's proposition. This is achieved through the specific solutions they provide, their specialist industry sector knowledge, or through their logistical presence. Clients using Xyrian to power their online presence include: Arsenal FC, Sportsio/UMBRO.COM, Volkswagen UK, Another.com, Primark and IPC Media.

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