



## **Ektron and MResult Team UP to Offer Customizable Starter Sites for the Manufacturing Industry**

***Leading business intelligence and Web service provider leverages Ektron CMS400.NET to develop a custom Web site for the Manufacturing Industry***

### **Press Contact:**

Bill Palifka  
MResult  
866.511.6737 X806  
[bpalifka@mresult.com](mailto:bpalifka@mresult.com)

Christina Paradis  
Ektron Inc.  
603.589.5287  
[christina.paradis@ektron.com](mailto:christina.paradis@ektron.com)

**New London CT and Nashua NH July 12, 2008** - Mresult® Corp. today announced the availability of its new Starter Site for Manufacturers. Based on the industry leading Ektron CMS400.NET, the Starter Site consists of a customizable information architecture, system of content templates, and pre-defined functional modules designed to help manufacturers quickly implement consumer-facing Web sites.

Yann Beaulan Thong, MResult's VP of Business Development, was instrumental in the decision to partner with Ektron in the development of the product. "I first became aware of Ektron's CMS when I was a VP at Aetna Health, managing their consumer health portal. When we were evaluating enterprise-level content management systems, Ektron's functionality scored high on every measure. When I later moved to MResult and began formulating our Manufacturing Portal offering, Ektron's CMS400.NET was a natural choice for the product's core functionality."

MResult's Starter Site includes features specially suited for Manufacturers, such as dealer locator, product carousel and product comparison tools, which complement Ektron's easy content management, personalization, searchable taxonomies, social networking and extendable API. "Taken together" says Beaulan-Thong, "It adds up to a scalable enterprise platform that can grow with your business without the need for costly add-ons. We're providing a single, integrated platform to manage intranet, extranet, and Internet applications across the enterprise."

"We are very excited to announce the availability of the Manufacturing Starter Site with MResult," stated Ed Rogers, chief operating officer of Ektron. "MResult has taken years of experience, customer feedback and best practices and developed a powerful starter application tailored specifically to meet manufactures needs. Rogers continued, "in addition to being specialized for the manufacturing industry, the Site will also contain the navigation structure, information delivery system, and all of the out-of-the-box functionality that Ektron CMS400.NET provides."

The MResult Manufacturing Starter Site, based on Ektron CMS400.NET is now available. For additional product information please contact an MResult Representative at +1 866-511-6737 or [startersite@mresult.com](mailto:startersite@mresult.com).

### **About MResult Corp**

MResult Corporation specializes in Business Intelligence, Software Development, and IT Staffing engagements that help companies plan, build and manage solutions designed around their missions, goals and people rather than specific technologies. For more information, please contact MResult Corp. at 866.511.6737 or visit [www.mresult.com/manufacturing/](http://www.mresult.com/manufacturing/)

**About Ektron**

Since its founding in 1998 Ektron has been committed to providing affordable Web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site's content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. An open API provides web designers and developers all the tools to extend Ektron's solution. Headquartered in Nashua, N.H., Ektron has more than 20,000 customer implementations worldwide, including NASA, Kodak and Johnson & Johnson. For more information visit: <http://www.ektron.com>.

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