

## Company profile

The InterRed GmbH, with its head office in Haiger (Hesse) and its business location in Siegen (North Rhine-Westphalia), develops and distributes internet-solutions on the basis of the latest information technology. InterRed is one of the technologically leading suppliers in the sectors Content Management Systems (CMS), Editorial system, Multi Channel Publishing, Knowledge Retrieval (KM), Personalization of websites, Live Reporting (website statistics) for user analysis and offers Print solutions for publishing houses, magazines, newspapers, web-to-print, catalogues.

## Company development

At the beginning the company, which was founded in 1993, was occupied in the field database- and IT-consulting. In projects, some being highly-complex, for example for the German Lufthansa, extensive experiences in the field of database programming have been made. These did built the foundation for the later success of the CMS InterRed. With this know-how as a basis the development of the innovative ER-design for the CMS, planned as a standard-solution, was possible in 1996. The flexible ER-design was the most important foundation for an easy-to-learn and -operate software, which enables an easy, fast and efficient creation, administering and development of even complex websites. Also the use of the LAMP-technology was a novelty in that time of the emerging internet development. But it contributed considerably to the high speed and stability of the system. These demands are still important for the further development of the InterRed product-family. Since the launch of InterRed 1.0 in 1997 many small to very large projects have been realized and the system has continuously developed and improved. In this process InterRed did not only include the newest technologies, but did also realized own visions, leading to the development of a CMS with an own character, always being state-of-the-art. The growing together of the internet, intranet and extranet made the possibility of integrations for all kinds of applications necessary. Technology-partnerships (e.g. Community, Knowledge Management) and further innovative own developments (e.g. Live Reporting, automatic personalization, Knowledge Retrieval) confirm the technological top positioning of the InterRed GmbH at the German market. Due to the success in the CMS sector the InterRed GmbH was founded in 2001, taking over all activities of the individual enterprise, comprising the software products and the realization of customer projects.

## Company philosophy

Today and in the future, the InterRed GmbH promotes the development of the own software products and technology-integrations. Changes in and

expansions of the requirements of the market are considered as positive challenges and responded to with own innovative, mature concepts and technologies focussing on the technology of the 21<sup>st</sup> century. The aim is to develop high-quality standard solutions which do fulfil all requirements of customer projects by being highly flexible. With this, the customer receives a great amount of freedom to individually structure, administer and independently develop his own projects. Thereby, he can concentrate on the optimization of his value chain, make use of cost reduction potentials and increase turnovers. For the planning and realization of a special customer project not being a lead in the dark, the InterRed GmbH or a designated InterRed-Solution-Partner can, if desired, support each customer individually, competently and in a solution-oriented way in all phases of a project. The InterRed-team and its partners do act in a highly cost- and quality-conscious way at all times.