

InterRed - Content Management

## InterRed: top position in customer-benchmark

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Benchmark is an independent platform, which evaluates software products on the basis of customer opinions. Thereby, not tests in synthetic test environments are in the foreground, but the quality of software and service provider competence in real projects. We thank our clients, who thereby show, that 100% of our projects have been successfully realised.



CMS-valuation by Benchmark (Date: 26.06.08)

To achieve this competence, the team of the InterRed GmbH has been developing high-quality, technologically leading Content Management Software since more than 15 years.

With the content management and editorial system InterRed and further integrated products, as well as comprehensive project experience, a homogeneous overall solution has been developed, which proves its qualities online (internet, intra- and extranet, mobile, tablet), as well as offline (DTP, newspapers, magazines, Cross-Media). Therefore, not only our customers see us as the number 1 in the German CMS market.

Outstanding characteristics of InterRed are among others:

### On a technical level

**High flexibility/ openness/ compatibility:** the software supports you without setting boundaries.

**Speed/ high availability/ stability:** even for high-demand scenarios, with 100 million page requests per months, no system-related failure has occurred in existing client projects. All web pages are delivered with a high speed. Comparatively low hardware requirements save costs.

**Cross-Media-/ Multi Channel Publishing:** InterRed produces over 50.000.000 printed pages and over 1.000.000.000 online pages each month and connects print and online.

**Multilingualism:** InterRed offers comprehensive support for the creation and administration of multilingual contents. Also languages with an own typeset (e.g. Chinese, etc.) are supported. Though InterRed works with Unicode, country-specific coding for example for websites is supported if required.

**Web 2.0 and OnlineCRM:** Already before the big Web 2.0 boom InterRed integrated UGF (user generated feedback) and UGC (user generated content) into the CMS. With the OnlineCRM a powerful tool is available for the management of users and their

transactions.

**Live Reporting and Knowledge Management:** With the Live Reporting software InterRed RhoLive the analysis of the website usage becomes easy. The Contents Agents make any database accessible on the basis of the latest technology, without manual action required.

## On a commercial level

**Process optimization:** The comprehensive support of rights hierarchies, work flow, Content Lifecycle, alignment processes, versioning, etc. accelerates and streamlines processes and thereby results in substantial cost savings.

**Security of investment:** Since more than 15 years we record a steady and positive growth in the sections employees, client base, turnover and profits. That was neither changed by the New Economy, nor by the time afterwards. With innovative developments and an excellent service as maxim and objective, the InterRed GmbH strengthens its position at the market for the benefit of the clients.

You can find further information and good arguments in our [product area](#).

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