

Press Release



InterRed and FCP are starting a strategic partnership: Content Marketing, Big Data & Multi Channel Publishing solutions

Siegen/Munich, November 11, 2013

InterRed GmbH and Forum Corporate Publishing have initiated a strategic partnership, starting on FCP Executive Day (Cologne, November 14, 2013). At first, it will last for one year. InterRed GmbH is one of the leading providers of Content Management Systems, Editing Systems, Multi Channel Publishing, Knowledge Management and Live Reporting (Website Statistics); they also feature print-, web-, tablet- and mobile solutions under one roof.



A Strategic Partnership for Success in Corporate Publishing

"We are really happy to now have the possibility for doing continuous personal networking with the community of corporate publishers", says Klaus Schuster, InterRed Head of Sales, referring to being a partner of FCP. "Our clients are increasingly interested in intermedia brand experience. With help of our multi channel publishing system, which combines content management and editing, corporate publishers are able to administrate their corporate media through all available channels – e.g. in company newsletters or tablet magazines."

"For us, InterRed is a co-operation partner which gives our members a strong advantage in competition", clarifies the director of FCP, Michael Höflich. "Most fascinating for corporate publishers are particularly the multiple possible applications in using their system. For example, it can generate and execute company newsletters, customer magazines, business reports or brand-related communities: It is an essential, converging tool for corporate publishing."

Also, the system is trendsetting in giving answers to the most important challenges of Corporate Publishing. "InterRed offers technical solutions for every currently pressing topic – let it be big data, content marketing or multi channel publishing", adds Michael Höflich.



Company profiles

About InterRed

InterRed GmbH – We make IT work.

The InterRed GmbH, with its head office in Haiger (Hesse) and its business location in Siegen (North Rhine-Westphalia), develops and distributes software solutions on the basis of the latest information technology. InterRed is one of the technologically leading suppliers in the sectors content management, knowledge retrieval, personalization of websites, catalogue production, live reporting for analysing website usage and process-optimizing print solutions.

The InterRed product family with the content management system InterRed, the App Publishing System InterRed APS, the KM solution ContentAgents, the live reporting software RhoLive and the editorial system InterRed Print provides added value for all applications and all industrial sectors.

You can find further information at www.InterRed.de

Contact person for queries and interviews:

InterRed GmbH
Andreas Nentwig
Head of Marketing
Eiserfelder Straße 316
57080 Siegen

Fon: +49 271 30377-0
Fax: +49 271 30377-0
E-Mail: info@interred.de

About Forum Corporate Publishing (FCP):

FCP incorporates about 110 CP providers from German-speaking countries. The enterprise offers service for every area of corporate communication. This can have a broad range from classically printed products to latest electronic media. The Forum is Europe's largest aggregation of corporate publishing providers. All in all, the investments of Corporate Publishing add up to around 4.7 billion Euros.

www.forum-corporate-publishing.de



PR Contacting Forum Corporate Publishing e.V.:

Forum Corporate Publishing e.V.
Michael Höflich
Geschäftsführung
Dachauer Str. 21a
D-80335 München

phone: +49 (0) 89 - 34 07 79 77
fax: +49 (0) 89 - 34 07 79 78
e-mail: michael.hoeflich@forum-corporate-publishing.de
www.forum-corporate-publishing.de
www.facebook.com/Forum.Corporate.Publishing

PR Contacting InterRed GmbH:

InterRed GmbH
Andreas Nentwig
Leiter Marketing
Eiserfelder Straße 316
57080 Siegen

phone: +49 271 30377-0
fax: +49 271 30377-77
e-mail: info@interred.de

You can find all releases (including graphics for downloading) in our newsroom on
www.InterRed.de/presse!

