



NetReach®

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Increase Your Net Results

NEWS RELEASE

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NetReach's Stephen Bouikidis on expert panel at CM Pros Fall Summit 2007.

*Event explores web content management technologies and
strategies.*

AMBLER, PA – November 11, 2007 – Stephen Bouikidis, Executive VP, NetReach has been invited to participate in a panel discussion among leaders of web content management software and services providers entitled “Industry Perspectives: Web Content Management Trends” at the [CM Pros Fall 2007 Summit on Content Management](#), November 26th in Boston, MA. The goal of the panel discussion is to provide the audience of content management professionals insight and advice that will help them perform their jobs better and address the most pressing issues associated with the practice of managing web content. Moderator Mary Laplante, VP of Marketing for the Gilbane Group, an analyst and consulting firm that provides education, advice and market expertise in content management technologies, will frame the session in terms of the three elements that comprise a business solution: people, process, and technology. The six member panel will explore real-world issues in a fast-paced, interactive forum that encourages audience participation. The conference is held in conjunction with the 4th Annual Gilbane Conference on Content Technologies, which follows it November 27-29.

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The last few years have seen dramatic growth and diversification in the technologies for creating, managing, finding, sharing and delivering content. This fast-paced evolution has created a huge challenge to organizations that need IT and information management strategies to support competitive, compliant and compelling content for both internal and external facing business applications. "Content management" is not simply an application, but a strategy that uses a wide range of tools and practices that are rapidly evolving. Some new technologies can provide significant advances in internal productivity and customer satisfaction. But how do you know what works and what doesn't?

The "Industry Perspectives: Web Content Management" Trends panel discussion will answer real-world questions by addressing these issues in terms of the three elements that comprise a business solution: people, process, and technology. The general discussion questions are as follows:

- People: As you work with customers, what kinds of skills, knowledge, and expertise enable individuals to excel as managers of web content?
- Process: Which processes that make up web content management afford the best opportunity for maximum impact on success? Possibilities include collaborative content development, content translation for multi-lingual content management, quality assurance, governance, and so on.
- Technology: What can buyers and users of technology expect in the next 12 to 18 months with regard to new capabilities that will change web content management (WCM) as we know it today?

About CM Pros:

CM Pros is an international non-profit professional association providing content management professionals with networking opportunities, a forum for exchanging and examining content management topics of interest, and promoting and professionalizing content management. For more information <http://www.cmpros.org>. The CM Pros Fall 2007 Summit event explores web content management technologies and their impact on

the way we work. The event will focus on the importance of web content management and the technologies that are quickly turning the web into a platform for the development of business solutions and information services. The Summit will feature presentations, workshops, and roundtable discussions aimed at helping to demystify web content management strategies, tools, standards, and technologies.

About NetReach

NetReach was founded in 1994 with a vision to help businesses fully capitalize on the opportunities created by the Internet. Today the company continues its commitment to increasing an organization's return on its internet investment through [cmScribe](#), its premiere web-based content management system (CMS), browser-based software that allows non-technical users to build and maintain highly dynamic websites. cmScribe is built on Microsoft's .NET 2.0 platform and is programmatically compliant with W3C and Section 508 of the Americans with Disabilities Act. cmScribe uses a generous role-based licensing scheme and is currently deployed in mid-tier applications across diverse business sectors including Healthcare, Legal and Financial, Real Estate, Non-Profit, Chemical & Industrial, Publishing and Education. For more information, please visit <http://www.netreach.com>.

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