

## Press Information

### International relaunch: Mövenpick Hotels & Resorts decided in favor of CONTENS

*Munich, 15.01.2008 – The well-known Swiss premium hotel chain Mövenpick Hotels & Resorts counts on the content management technology of CONTENS for the relaunch of its online offer. The realization is carried out in close cooperation with the CONTENS Partner Ray Sono AG from Munich.*

Mövenpick Hotels & Resorts represents highest service quality in the world-wide market of the 4- and 5-star resort hotels. The hotels of the Swiss premium group accommodate over five million guests per year. To make guests and prospective customers feel comfortable right from the beginning already before the booking, the company revises its online strategy. As technological basis of the reorientation the IT experts of Mövenpick Hotels & Resorts decided in favor of the content management platform CONTENS.

Christina Schaefer, E-Marketing Manager at Mövenpick Hotels & Resorts emphasizes in particular the goals of the relaunch: „We were looking for a solution, which precisely maps our entire online processes and at the same time accelerates them. With CONTENS, we found a product that can be adapted easily to meet our requirements and that, last but not least, convinces by its intuitive user surface.“

CONTENS eases the fast integration of standardized and individual modules for administrating arbitrary content into the browser-based backend. Moreover, applications which dynamically access databases or web services can be flexibly embedded into web pages. In this way specific requirements can easily be realized at any time, e.g. the integration of an already existing booking system. Using the flexible workflow and right system static and dynamic contents are easily controlled and systematically managed. Even little experienced editors become very fast acquainted with the easy to use WYSIWYG surface of CONTENS.

The decision in favor of CONTENS was reached in a multi-level selective procedure, in which CONTENS could stand up to well-known competitors and open source solutions. The realization is carried out in close cooperation with the CONTENS Partner Ray Sono AG.

## **About Mövenpick Hotels and Resorts**

Mövenpick Hotels & Resorts is an international Swiss premium hotel chain active in the 4- and 5-star resort hotel and business/airport hotel markets. With 80 hotels existing or under construction represented in 23 countries, it serves over 5 million guests per year.

Mövenpick Hotels & Resorts employs more than 12'000 employees with a geographic focus on Europe, the Middle East, Africa and Asia. The Mövenpick philosophy is a distinct departure from the traditional hotel chain approach. Sincere and heartfelt hospitality, uncompromisingly high product and service quality as well as excellent levels of staff training and team motivation crowned with that special Swiss touch make the difference.

Mövenpick Hotels & Resorts is owned by the Mövenpick Holding (66.7 percent) and the investment group Kingdom (33.3 percent).

## **About Ray Sono AG**

Ray Sono is your partner for the design, implementation and service of innovative, Internet-based solutions.

The main focus is put on: Content & Commerce (brands, portals, self services, editorial resources), Banking & Insurance (consulting and sales systems) and Training & Simulation (interactive learning).

Numerous regular customers from all commercial sectors profit from our solutions: Allianz, Austrian Airlines, Bayerische Landeszentrale für Neue Medien, BMW Group, Deutsche Bundeswehr, EADS, General Dynamics, HDW, HypoVereinsbank, Lufthansa, MAN Nutzfahrzeuge Gruppe, Mövenpick Hotels and Resorts, O2, Postbank and Siemens.

## **About CONTENS Software GmbH**

CONTENS Software GmbH provides content management software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international companies.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products businesses

can quickly realize and edit extensive online projects without any prior programming knowledge.

Among the well-known businesses that use CONTENS content management products are Adecco, Brose, Concordia Insurance Group, Eli Lilly, HypoVereinsbank BKK, HVB Direkt, John Deere, the Swiss cantons of Aargau and Freiburg, Max-Planck Institutes, Mövenpick Hotels & Resorts, MWV Energie AG, the Oettinger Imex Group (among others "Davidoff"), Peri, Ratiopharm, RTL, Schwyzer Kantonalbank, Siemens TS, the City of Biel, and T-Mobile.

### **Further information**

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