

Press Release

Intergral GmbH:

MaCS selects Intergral's Tornado Business Center™

Böblingen, July 22, 2004. MaCS, marketing and PR specialist for B2B-communication has selected Intergral's *Tornado Business Center™* for the realization of its Intranet as well as for its project-related work with customers (Extranet).

The central filing of project documentation on the company Intranet allows the global MaCS employees to access consistent, current and relevant information at anytime. The Intranet enables them to retrieve project information such as briefings, background reports, costs, layouts or ready for press records according to customer, supplier or employee. In this way projects can be accomplished more rapidly and more effectively, which not only increases customer satisfaction but also improves the productivity and efficiency of MaCS.

The MaCS Extranet (MaCS online information system) is a project portal that supports the information exchange between MaCS and its respective customers. One example is the corporate publishing project with Hewlett-Packard (HP). Here the Extranet is used to improve the editing and release process for the online and print editions of the HP computer magazines *HP Computer News* and *HP Connect News*. The web-based access as well as the user-friendly interface enable the responsible HP product managers to create suggestions for editorial content quickly and easily. Thereby the complete editorial process up to the final release are supported by an automated workflow with integrated email notifications. With the help of a predefined navigation structure all involved parties can check the status of an article at anytime. Sophisticated personalization features combined with flexible access rights ensure that the users receive only the information that is relevant for their respective business area.

Tornado Business Center™ is a web-based information portal for the intelligent administration and distribution of business information. Through the use of innovative technologies *Tornado Business Center™* can be deployed rapidly and thus deliver immediate benefits.

About MaCS

The advertising and PR agency MaCS specializes in professional B2B-communication and PR for complex IT and high-tech products.

Founded in 1994 as a full service agency in Munich MaCS today has branch offices in Germany, Austria, UK and the USA. Among its customers MaCS counts numerous national and international enterprises.

About Intergral

Intergral GmbH is a leading software and solution provider for the information and knowledge management market.

Intergral develops solutions that enable businesses to rapidly integrate, organize and deliver information in an intelligent way for employees, partners and customers. Innovative technologies in use at Intergral warrant rapid development of products and solutions as well as quick and trouble-free customization.

Intergral's customers include Hewlett-Packard, Philips Medical Systems, Agilent Technologies, Solectron Corporation and KPMG GmbH.

Further Information

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